



# City of Madison

City of Madison  
Madison, WI 53703  
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## Meeting Minutes - Draft VENDING OVERSIGHT COMMITTEE

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Wednesday, April 30, 2014

5:00 PM

215 Martin Luther King, Jr. Blvd.  
Room 300 (Madison Municipal Building)

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### CALL TO ORDER / ROLL CALL

Richards called the meeting to order at 5:05 p.m. with a quorum present.

**Present:** 8 -

Michael E. Verveer; Scott J. Resnick; John N. Magnino; Marlys M. Miller;  
Sara J. Richards; Maureen K. O'Grady; Peter J. McElvanna and Aaron D.  
Collins

**Excused:** 2 -

Liliana Fabela and Sean Lee

### APPROVAL OF MINUTES

Magnino moved and Verveer seconded that the minutes of the February 19, 2014 meeting be approved. The motion carried.

### PUBLIC COMMENT

Rosemary Lee was registered but did not wish to speak. Cheryl Elkinton had primarily questions about becoming a food vendor.

### DISCLOSURES AND RECUSALS

There were none.

### NEW BUSINESS

1. [33582](#) A RESOLUTION granting Special Vending Approvals under MGO 9.13(6)(k) for 2014 Special Events as detailed on the accompanying special event resolution table.

Sponsors: Michael E. Verveer

Attachments: [14SEResTable.pdf](#)

This Resolution was RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER

## REPORTS

2. [33163](#) Street Vending Coordinator's Report, including enforcement, activity, licensing and permitting numbers, the number of chairs in each sidewalk cafe

Attachments: [VO Staff Rpt Apr 2014.pdf](#)  
[VOC Staff Rpt Feb 2014.pdf](#)  
[VOC Staff Rpt Jan 2014.pdf](#)

Hansen said that landlord Jim Shapiro was discontented with the locations of some outer Capitol Square food carts. Verveer had received numerous related complaints from Shapiro. Rosemary Lee, who Richards allowed to speak as former VOC member, said that all were small businesses but included some chains, and that she didn't think moving the food carts would do any good. Hansen said that restaurants paid comparatively huge rents. O'Grady suggested a uniform distance between carts and store fronts. Richards thought the VOC should consider such a measure as a future agenda item.

Hansen said that, with the larger numbers of Saturday food vendors, there were more problems involving the use of space, electricity, vendor visibility, vendor satisfaction, etc. He urged the committee to reconsider its decision to have created more Saturday sites. He reminded those present that the food cart review was a competition. Miller was in favor of a longer waiting list.

Richards asked Magnino if he still felt that the management of Late Night Vending debris was still an issue. He suggested that the committee wait and see how it went under the new arrangement of carts. Other future items could include the discussion of the "umbrella" food cart license, reinstating the annual February 1st law change deadline and the 7 a.m. Saturday arrival time for food vendors on the outer Capitol Square.

## ANNOUNCEMENTS

Magnino announced that he would be graduating from the University of Wisconsin in two weeks, and had acquired a research job at the University, so he would not be leaving town and could stay on the committee. He received applause.

**ADJOURNMENT**

**Resnick moved and Miller seconded that the meeting be adjourned. The motion passed. Richards adjourned the meeting at 6:22 p.m.**

**The next meeting of the Vending Oversight Committee is scheduled for Wednesday, May 28, 2014, at 5 p.m. in room 300 of the Madison Municipal Building.**