



City of Madison

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

Wednesday, April 25, 2012

5:00 PM

215 Martin Luther King, Jr. Blvd.
Room 313 (Madison Municipal Building)

CALL TO ORDER / ROLL CALL

Foxgrover called the meeting to order at 5:10 p.m. with a quorum present. The recently reinstated Austin McClendon was also present as a Technical Advisor.

Present: 7 -

Michael E. Verveer; Scott J. Resnick; Teresa Schwerin; Rosemary Lee;
Karen A. Foxgrover; Hawk Sullivan and Sean Lee

Excused: 2 -

Shantelle N. James and Sara J. Richards

APPROVAL OF MINUTES

A motion was made by Lee, seconded by Verveer, to Approve the Minutes. The motion passed by voice vote/other.

PUBLIC COMMENT

There was none.

DISCLOSURES AND RECUSALS

There were none.

NEW BUSINESS

1. [25932](#) To SUSPEND the handcrafted goods and personally prepared food vending restrictions on May 12, 2012 during World fair trade day and authorizing SERRV, as sponsor of the special event, to select vendors for the duration of the event at "30 On the Square" (the performance area at the top of State St. adjacent to the Wisconsin Veteran's Museum)

Sponsors: Michael E. Verveer and Scott J. Resnick

A motion was made by Verveer, seconded by Lee, to Return to Lead with the Recommendation for Approval to the STREET USE STAFF COMMISSION. The motion passed by voice vote/other.

2. [25933](#) To SUSPEND the handcrafted goods vending restrictions on May 20, 2012 from 9:00a.m. to 3:00pm during the CAPITAL K-9S CHALLENGE and authorizing City of Madison Police K-9 and Equine Partners, Inc. (aka Capital K9s) as sponsor of the special event, to select vendors and vending sites for the duration of this special event on the following blocks of the Capitol Concourse - the 10 blocks of S. and N. Pinckney, the 10 blocks of E. and W. Mifflin St., the 10 block of N. Carroll St., and the 10 block of E. Main St.

Sponsors: Michael E. Verveer and Scott J. Resnick

A motion was made by Verveer, seconded by Lee, to Return to Lead with the Recommendation for Approval to the STREET USE STAFF COMMISSION. The motion passed by voice vote/other.

3. [25934](#) To SUSPEND the handcrafted goods, personally prepared food vending restrictions and INVALIDATE certain Mall/Concourse vending licenses from 3:00p.m., Saturday, May 26 to 5:00p.m. Sunday, May 27, 2012 during MADISON MARATHON and authorizing Madison Festivals Inc., as sponsor of the special event, to select vendors, vending sites and performers for the duration of the event on the 10 blocks of E. & W. Main St. and Mifflin St., 10 blocks of N. & S. Carroll and Pinckney St. and the 100 blocks of E. Washington Ave. and Martin Luther King, Jr. Blvd.

Sponsors: Michael E. Verveer and Scott J. Resnick

A motion was made by Verveer, seconded by Lee, to Return to Lead with the Recommendation for Approval to the STREET USE STAFF COMMISSION. The motion passed by voice vote/other.

4. [25935](#) Authorizing Madison Festivals Inc. as sponsor of MADISON MARATHON, EXCLUSIVE rights to select vendors, salespersons, vending sites and performers for MADISON MARATHON, from 3:00p.m., Saturday, May 26 to 5:00p.m. Sunday, May 27, 2012 within the perimeter of the area involved in the event.

Sponsors: Michael E. Verveer and Scott J. Resnick

A motion was made by Verveer, seconded by Lee, to Return to Lead with the Recommendation for Approval to the STREET USE STAFF COMMISSION. The motion passed by voice vote/other.

5. [25936](#) To SUSPEND the handcrafted goods and personally prepared food vending restrictions on June 2, 2012 during COWS ON THE CONCOURSE and authorizing the Dane County Dairy Promotion Committee, as sponsor of the special event, to select vendors, vending sites and performers for the duration of the event on the 10 blocks of E. Main St., N. & S. Pinckney, the 100 block of E. Washington Ave. and the 200 block of Martin Luther King Jr. Blvd.

Sponsors: Michael E. Verveer and Scott J. Resnick

A motion was made by Verveer, seconded by Lee, to Return to Lead with the Recommendation for Approval to the STREET USE STAFF COMMISSION. The motion passed by voice vote/other.

6. [25937](#) To SUSPEND the handcrafted goods, personally prepared food vending restrictions and INVALIDATE Mall/Concourse vending licenses Saturday, June 2, 2012 in the areas specified below for the benefit of the Greater State St. Business Association (GSSBA), so that Cars on State may occur.

Sponsors: Michael E. Verveer and Scott J. Resnick

A motion was made by Verveer, seconded by Lee, to Return to Lead with the Recommendation for Approval to the STREET USE STAFF COMMISSION. The motion passed by voice vote/other.

7. [25938](#) Authorizing the Greater State Street Business Association (GSSBA), as sponsor of CARS ON STATE, EXCLUSIVE rights to select vendors, salespersons, vending sites and performers for the duration of CARS ON STATE, Saturday, June 2, 2012 within the perimeter of the area involved in the event.

Sponsors: Michael E. Verveer and Scott J. Resnick

A motion was made by Verveer, seconded by Lee, to Return to Lead with the Recommendation for Approval to the STREET USE STAFF COMMISSION. The motion passed by voice vote/other.

8. [25939](#) To SUSPEND the handcrafted goods, personally prepared food vending restrictions on June 3, 2012 from 8:00am to 4:00pm during Ride the Drive and authorizing Madison Parks Division, as sponsor of the special event, to select vendors and vending sites for the duration of this special event on the 100 block of E. Washington Ave., the 10 blocks of N. & S. Pinckney and E. & W. Mifflin

Sponsors: Michael E. Verveer and Scott J. Resnick

A motion was made by Verveer, seconded by Lee, to Return to Lead with the Recommendation for Approval to the STREET USE STAFF COMMISSION. The motion passed by voice vote/other.

9. [25940](#) To SUSPEND the handcrafted goods and personally prepared food vending restrictions on June 9, 2012 during Safety Saturday and authorizing the Madison Fire Department, as sponsor of the special event, to select vendors, vending sites and performers for the duration of the event on the 10 blocks of E. Main St., the 10 blocks of N. & S. Pinckney and the 100 block of E. Washington Ave.

Sponsors: Michael E. Verveer and Scott J. Resnick

A motion was made by Verveer, seconded by Lee, to Return to Lead with the Recommendation for Approval to the STREET USE STAFF COMMISSION. The motion passed by voice vote/other.

10. [25941](#) To SUSPEND the handcrafted goods, personally prepared food vending restrictions on June 27, July 4, 11, 18, 25 and August 1, 2012 (rain dates June 28, July 5, 12, 19, 26 and August 2, 2012) from 3:00 p.m. to 11:59 p.m. during CONCERTS ON THE SQUARE and authorizing the Wisconsin Chamber Orchestra, as sponsor of the special event, to select vendors and vending sites for the duration of this special event on the 10 blocks of E. & W. Main St. and N. & S. Pinckney and the 100 blocks of E. Washington and MLK Jr. Blvd.

Sponsors: Michael E. Verveer and Scott J. Resnick

A motion was made by Verveer, seconded by Lee, to Return to Lead with the Recommendation for Approval to the STREET USE STAFF COMMISSION. The motion passed by voice vote/other.

11. [25942](#) To SUSPEND the handcrafted goods vending restrictions on July 1, 2012 from 8:00a.m. to 9:00pm during TOUR OF AMERICA'S DAIRYLAND and authorizing Midwest Cycling Series, LLC, as sponsor of the special event, to select vendors and vending sites for the duration of this special event on the Capitol Square - comprised of the 10 blocks of N. and S. Pinckney, the 10 blocks of N. and S. Carroll St., the 10 blocks of E. and W. Mifflin St. and the 10 blocks of E. and W. Main St.

Sponsors: Michael E. Verveer and Scott J. Resnick

A motion was made by Verveer, seconded by Lee, to Return to Lead with the Recommendation for Approval to the STREET USE STAFF COMMISSION. The motion passed by voice vote/other.

12. [25943](#) To SUSPEND the handcrafted goods, personally prepared food vending restrictions and INVALIDATE Mall/Concourse vending licenses from 6:00p.m. July 13 to 9:00p.m. July 15, 2012 in the areas specified below for the benefit of the Madison Museum of Contemporary Art, so that the 54th Annual ART FAIR ON THE SQUARE may occur.

Sponsors: Michael E. Verveer and Scott J. Resnick

A motion was made by Verveer, seconded by Lee, to Return to Lead with the Recommendation for Approval to the STREET USE STAFF COMMISSION. The motion passed by voice vote/other.

13. [25944](#) Authorizing the Madison Museum of Contemporary Art, as sponsor of the 54th Annual ART FAIR ON THE SQUARE, EXCLUSIVE RIGHTS to select vendors, salespersons, vending sites and performers for the duration of this special event, 6:00p.m. July 13 to 9:00p.m. July 15, 2012, within the perimeter of the area, defined in the companion resolution, involved in the event.

Sponsors: Michael E. Verveer and Scott J. Resnick

A motion was made by Verveer, seconded by Lee, to Return to Lead with the Recommendation for Approval to the STREET USE STAFF COMMISSION. The motion passed by voice vote/other.

14. [25945](#) To SUSPEND the handcrafted goods, personally prepared food vending restrictions and INVALIDATE certain Mall/Concourse vending licenses from 6:00p.m. July 13 to 9:00p.m. July 115, 2012 on the 200 block of Martin Luther King, Jr. Blvd. for the benefit of WI Alliance of Artists & Craftspeople, so that ART FAIR OFF THE SQUARE may occur.

Sponsors: Michael E. Verveer and Scott J. Resnick

A motion was made by Verveer, seconded by Lee, to Return to Lead with the Recommendation for Approval to the STREET USE STAFF COMMISSION. The motion passed by voice vote/other.

15. [25946](#) Authorizing the WI Alliance of Artists and Craftspeople, as sponsor of the ART FAIR OFF THE SQUARE, EXCLUSIVE rights to select vendors, salespersons, vending sites and performers for the duration of the ART FAIR OFF THE SQUARE, from 6:00p.m. July 13 to 9:00p.m. July 15, 2012 on the 200 block of Martin Luther King Jr. Blvd.

Sponsors: Michael E. Verveer and Scott J. Resnick

A motion was made by Verveer, seconded by Lee, to Return to Lead with the Recommendation for Approval to the STREET USE STAFF COMMISSION. The motion passed by voice vote/other.

16. [25947](#) To SUSPEND the handcrafted goods, personally prepared food vending restrictions and INVALIDATE Mall/Concourse vending licenses on July 20, 21 and 22, 2012 in the areas specified below for the benefit of the Greater State St. Business Association (GSSBA), so that MAXWELL ST. DAYS may occur.

Sponsors: Michael E. Verveer and Scott J. Resnick

A motion was made by Verveer, seconded by Lee, to Return to Lead with the Recommendation for Approval to the STREET USE STAFF COMMISSION. The motion passed by voice vote/other.

17. [25948](#) Authorizing the Greater State Street Business Association (GSSBA), as sponsor of MAXWELL ST. DAYS, EXCLUSIVE rights to select vendors, salespersons, vending sites and performers for the duration of MAXWELL ST. DAYS, July 20, 21 and 22, 2012 within the perimeter of the area involved in the event.

Sponsors: Michael E. Verveer and Scott J. Resnick

A motion was made by Verveer, seconded by Lee, to Return to Lead with the Recommendation for Approval to the STREET USE STAFF COMMISSION. The motion passed by voice vote/other.

18. [25949](#) To SUSPEND the handcrafted goods, personally prepared food vending restrictions and INVALIDATE certain Mall/Concourse vending licenses on July 20, 27, August 17, 24 and September 29, 2012 from 7:00p.m.-10p.m., during LIVE ON KING STREET CONCERT SERIES and authorizing Majestic Theatre, LLC, as sponsor of the special event, to select vendors, vending sites and performers for the duration of the event on the 100 block of King St.

Sponsors: Michael E. Verveer and Scott J. Resnick

A motion was made by Verveer, seconded by Lee, to Return to Lead with the Recommendation for Approval to the STREET USE STAFF COMMISSION. The motion passed by voice vote/other.

19. [25950](#) Authorizing the Majestic Theatre, LLC, as sponsor of LIVE ON KING STREET CONCERT SERIES, EXCLUSIVE rights to select vendors, salespersons, vending sites and performers on July 20, 27, August 17, 24 and September 29, 2012 from 7:00p.m.-10p.m., during LIVE ON KING STREET CONCERTS, within the perimeter of the area involved in the event.

Sponsors: Michael E. Verveer and Scott J. Resnick

A motion was made by Verveer, seconded by Lee, to Return to Lead with the Recommendation for Approval to the STREET USE STAFF COMMISSION. The motion passed by voice vote/other.

20. [25951](#) To SUSPEND the handcrafted goods and personally prepared food vending restrictions on August 18, 2012 during India day and authorizing the Association of Indians in America, as sponsor of the special event, to select vendors, vending sites and performers for the duration of the event on the 100 block of Martin Luther King, Jr. Blvd.

Sponsors: Michael E. Verveer and Scott J. Resnick

A motion was made by Verveer, seconded by Lee, to Return to Lead with the Recommendation for Approval to the STREET USE STAFF COMMISSION. The motion passed by voice vote/other.

21. [25952](#) To SUSPEND the handcrafted goods, personally prepared food vending restrictions and INVALIDATE certain Mall/Concourse vending licenses from 4:00-11:00p.m. Saturday, August 18, 2012, during WOOF PRIDE and authorizing Woof's as sponsor of the special event, to select vendors, vending sites and performers for the duration of the event on the 100 block of King St.

Sponsors: Michael E. Verveer and Scott J. Resnick

A motion was made by Verveer, seconded by Lee, to Return to Lead with the Recommendation for Approval to the STREET USE STAFF COMMISSION. The motion passed by voice vote/other.

22. [25953](#) Authorizing Woof's, as sponsor of WOOF PRIDE, EXCLUSIVE rights to select vendors, salespersons, vending sites and performers on August 18, 2012, during WOOF PRIDE, within the perimeter of the area involved in the event.

Sponsors: Michael E. Verveer and Scott J. Resnick

A motion was made by Verveer, seconded by Lee, to Return to Lead with the Recommendation for Approval to the STREET USE STAFF COMMISSION. The motion passed by voice vote/other.

23. [25954](#) To SUSPEND the handcrafted goods and personally prepared food vending restrictions on August 8, 15, 22, 29, September 5, 2012 during the Jazz @ 5 concert series and authorizing Jazz @ 5 Inc., as sponsor of the special event, to select vendors, vending sites and performers within the 100 block of State St. for the duration of the special event.

Sponsors: Michael E. Verveer and Scott J. Resnick

A motion was made by Verveer, seconded by Lee, to Return to Lead with the Recommendation for Approval to the STREET USE STAFF COMMISSION. The motion passed by voice vote/other.

24. [25955](#) To SUSPEND the handcrafted goods, personally prepared food vending restrictions and INVALIDATE certain Mall/Concourse vending licenses from 6:00p.m. August 31 to 11:59p.m. September 2, 2012 in the areas specified below for the benefit of Madison Festivals Inc., so that TASTE OF MADISON may occur.

Sponsors: Michael E. Verveer and Scott J. Resnick

A motion was made by Verveer, seconded by Lee, to Return to Lead with the Recommendation for Approval to the STREET USE STAFF COMMISSION. The motion passed by voice vote/other.

25. [25956](#) Authorizing Madison Festivals Inc. as sponsor of TASTE OF MADISON, EXCLUSIVE rights to select vendors, salespersons, vending sites and performers for the duration of the TASTE OF MADISON, from 6:00p.m. August 31 to 11:59 p.m. on September 2, 2012, within the perimeter of the area involved in the event.

Sponsors: Michael E. Verveer and Scott J. Resnick

A motion was made by Verveer, seconded by Lee, to Return to Lead with the Recommendation for Approval to the VENDING OVERSIGHT COMMITTEE. The motion passed by voice vote/other.

26. [25957](#) To SUSPEND the handcrafted goods and personally prepared food vending restrictions from 3:00p.m., Wednesday, September 5 to 11:59p.m., Sunday, September 9, 2012 during IRONMAN WI Expo and authorizing the Ford Ironman Wisconsin, as sponsor of the special event, to select vendors, vending sites and performers for the duration of the event on the 200 block of Martin Luther King, Jr. Blvd.

Sponsors: Michael E. Verveer and Scott J. Resnick

A motion was made by Verveer, seconded by Lee, to Return to Lead with the Recommendation for Approval to the STREET USE STAFF COMMISSION. The motion passed by voice vote/other.

27. [25958](#) To SUSPEND the handcrafted goods and personally prepared food vending restrictions Saturday, September 15, 2012 during the Food for Thought Festival and authorizing the Dane County REAP Food Group, as sponsor of the event, to select vendors, vending sites and performers for the duration of the event on the 100 and 200 blocks of Martin Luther King, Jr. Blvd.

Sponsors: Michael E. Verveer and Scott J. Resnick

A motion was made by Verveer, seconded by Lee, to Return to Lead with the Recommendation for Approval to the STREET USE STAFF COMMISSION. The motion passed by voice vote/other.

28. [25959](#) To SUSPEND the handcrafted goods vending restrictions on Sunday, September 30, 2012 from 8:00a.m. to 2:00p.m. during THE 1000 MILE JOURNEY and authorizing The Rainbird Foundation, as sponsor of the special event, to select vendors and vending sites for the duration of this special event on the Capitol Concourse - comprised of the 10 blocks of N. and S. Pinckney, the 10 blocks of N. and S. Carroll St., the 10 blocks of E. and W. Mifflin St. and the 10 blocks of E. and W. Main St.
- Sponsors:** Michael E. Verveer and Scott J. Resnick
- A motion was made by Verveer, seconded by Lee, to Return to Lead with the Recommendation for Approval to the STREET USE STAFF COMMISSION. The motion passed by voice vote/other.**
29. [25960](#) To SUSPEND the handcrafted goods, personally prepared food vending restrictions and INVALIDATE Mall/Concourse vending licenses from 6:00p.m. October 27 to 3:00a.m. October 28, 2012 in the areas specified in the Street Use Permit Frank Productions, Inc. will obtain for Freakfest 2012.
- Sponsors:** Michael E. Verveer and Scott J. Resnick
- A motion was made by Verveer, seconded by Lee, to Return to Lead with the Recommendation for Approval to the STREET USE STAFF COMMISSION. The motion passed by voice vote/other.**
30. [25961](#) Authorizing Frank Productions, Inc., as organizing group for FREAKFEST 2012, EXCLUSIVE RIGHTS to select vendors, salespersons, vending sites and performers for the duration of this special event, 6:00pm October 27 to 3:00a.m. October 28, 2012, within the perimeter of the area, defined in the Street Use Permit for the event.
- Sponsors:** Michael E. Verveer and Scott J. Resnick
- A motion was made by Verveer, seconded by Lee, to Return to Lead with the Recommendation for Approval to the STREET USE STAFF COMMISSION. The motion passed by voice vote/other.**

REPORTS

There were none.

DISCUSSION ITEMS

31. DISCUSSION ITEM: Sidewalk Cafe Alcohol Management and Sidewalk Cafe Closing Times

Verveer had to leave the meeting and asked that this item be referred to a future meeting.

32. DISCUSSION: Create April 1st deadline for Mall/Concourse Arts & Crafts vendors requiring them to report to the Street Vending Coordinator that they are planning to vend in the forthcoming season starting April 15 and which regular site assignment they would like.

The committee asked to have Assistant City Attorney Mainella prepare appropriate language.

33. DISCUSSION: Create language requiring a quieter decibel level for food carts using generators. The current maximum decibel level is 60, considered to be too loud by some.

The committee felt that no action was needed for this item.

ANNOUNCEMENTS

There were none.

ADJOURNMENT

A motion was made by Resnick, seconded by Lee, to Adjourn. The motion passed by voice vote/other.

Foxgrover adjourned the meeting at 5:48 p.m. The next meeting of the Vending Oversight Committee is scheduled for Wednesday, May 30 at 5 p.m., Madison Municipal Building, Conference Room 313.