



City of Madison

City of Madison
Madison, WI 53703
www.cityofmadison.com

Meeting Minutes - Draft VENDING OVERSIGHT COMMITTEE

Wednesday, April 28, 2010

5:00 PM

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

CALL TO ORDER / ROLL CALL

Present: 6 -
Michael E. Verveer; Thuy Pham-Remmele; Karen A. Foxgrover; Sara J. Richards; Austin E. McClendon and Teresa Schwerin

Absent: 1 -
Hawk Schenkel

Excused: 3 -
Rosemary Lee; Toriana T. Pettaway and Sean Lee

APPROVAL OF MINUTES

Richards moved and Pham-Remmele moved that the minutes of April 12, 2010 be approved. The motion passed.

PUBLIC COMMENT

There was none.

NEW BUSINESS

122. [18016](#) To SUSPEND the handcrafted goods vending restrictions on May 8, 2010 from 8:00am to 5:00pm during Cars on State and authorizing the Greater State Street Business Association, as sponsor of the special event, to select vendors and vending sites for the duration of this special event on the 100-600 blocks of State St and the 200-300 blocks of N. Henry St.

Sponsors: Michael E. Verveer

Attachments: [Cars2010.pdf](#)

This Resolution was Return to Lead with the Recommendation for Approval

123. [18017](#) To SUSPEND the handcrafted goods and personally prepared food vending restrictions on June 5, 2010 during the 31st Anniversary 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. & W. Main St. and the 100 & 200 blocks of Martin Luther King, Jr. Blvd.

Sponsors: Michael E. Verveer

Attachments: [Cows2010.pdf](#)

This Resolution was Return to Lead with the Recommendation for Approval to the DOWNTOWN COORDINATING COMMITTEE

124. [18018](#) To SUSPEND the handcrafted goods, personally prepared food vending restrictions on June 6, 2010 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, and the 10 blocks of N. & S. Pinckney and E. & W. Mifflin Streets.

Sponsors: Michael E. Verveer

Attachments: [RideTheDrive2010.pdf](#)

This Resolution was Return to Lead with the Recommendation for Approval to the DOWNTOWN COORDINATING COMMITTEE

125. [18019](#) To SUSPEND the handcrafted goods vending restrictions on May 8, 2010 from 2:00p.m. to 9:00pm during the USA Cycling Collegiate Nationals and authorizing Team Sports, Inc., 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

Attachments: [CollegiateCycling2010.pdf](#)

This Resolution was Return to Lead with the Recommendation for Approval to the DOWNTOWN COORDINATING COMMITTEE

126. [18020](#) To SUSPEND the handcrafted goods and personally prepared food vending restrictions on June 12, 2010 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. & W. Main St., the 10 block of N. & S. Pinckney and the 100 & 200 blocks of Martin Luther King, Jr. Blvd.

Sponsors: Michael E. Verveer

Attachments: [SafeSat2010.pdf](#)

This Resolution was Return to Lead with the Following Recommendation(s) to the DOWNTOWN COORDINATING COMMITTEE

127. [18021](#) To SUSPEND the handcrafted goods, personally prepared food vending restrictions on June 30, July 7, 14, 21, 28 and August 4, 2010 (rain dates July 1, 8, 15, 22, 29 and August 5, 2010) 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

Attachments: [Concerts2010.pdf](#)

This Resolution was Return to Lead with the Recommendation for Approval to the DOWNTOWN COORDINATING COMMITTEE

128. [18022](#) To SUSPEND the handcrafted goods, personally prepared food vending restrictions and INVALIDATE Mall/Concourse vending licenses from 6:00 p.m. July 9 to 9:00 p.m. July 11, 2010, in the areas specified below for the benefit of the Madison Museum of Contemporary Art, so that the 52nd Annual ART FAIR ON THE SQUARE may occur.

Sponsors: Michael E. Verveer

Attachments: [ArtOn-susp.inval2010.pdf](#)

This Resolution was Return to Lead with the Recommendation for Approval to the DOWNTOWN COORDINATING COMMITTEE

129. [18023](#) Authorizing the Madison Museum of Contemporary Art, as sponsor of the 52nd 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 9 to 9:00p.m. July 13, 2010, within the perimeter of the area, defined in the companion resolution, involved in the event.

Sponsors: Michael E. Verveer

Attachments: [ArtOn-exclusive2010.pdf](#)

This Resolution was Return to Lead with the Recommendation for Approval to the DOWNTOWN COORDINATING COMMITTEE

130. [18024](#) To SUSPEND the handcrafted goods, personally prepared food vending restrictions and INVALIDATE certain Mall/Concourse vending licenses from 6:00p.m. July 9 to 9:00p.m. July 11, 2010 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

Attachments: [ArtOFF-susp.inval.pdf](#)

This Resolution was Return to Lead with the Recommendation for Approval to the DOWNTOWN COORDINATING COMMITTEE

131. [18025](#) 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 9 to 9:00p.m. July 11, 2010 on the 200 block of Martin Luther King Jr. Blvd.

Sponsors: Michael E. Verveer

Attachments: [ArtOFF-exclusive2010.pdf](#)

This Resolution was Return to Lead with the Recommendation for Approval to the DOWNTOWN COORDINATING COMMITTEE

132. [18026](#) To SUSPEND the handcrafted goods, personally prepared food vending restrictions and INVALIDATE Mall/Concourse vending licenses on July 16, 17 and 18, 2010 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

Attachments: [MaxDays-susp.inval2010.pdf](#)

This Resolution was Return to Lead with the Recommendation for Approval to the DOWNTOWN COORDINATING COMMITTEE

133. [18027](#) 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 16, 17 and 18, 2010 within the perimeter of the area involved in the event.

Sponsors: Michael E. Verveer

Attachments: [MaxDays-exclusive.pdf](#)

This Resolution was Return to Lead with the Recommendation for Approval to the DOWNTOWN COORDINATING COMMITTEE

134. [18028](#) To SUSPEND the handcrafted goods and personally prepared food vending restrictions on August 11, 18, 25 and September 1, 2010 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

Attachments: [Jazz2010.pdf](#)

This Resolution was Return to Lead with the Recommendation for Approval to the DOWNTOWN COORDINATING COMMITTEE

135. [18029](#) To SUSPEND the handcrafted goods and personally prepared food vending restrictions on August 14, 2010 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 200 block of Martin Luther King, Jr. Blvd.

Sponsors: Michael E. Verveer

Attachments: [India2010.pdf](#)

This Resolution was Return to Lead with the Recommendation for Approval to the DOWNTOWN COORDINATING COMMITTEE

136. [18030](#) To SUSPEND the handcrafted goods, personally prepared food vending restrictions and INVALIDATE certain Mall/Concourse vending licenses from 6:00p.m. September 3rd to 11:59 p.m. on September 5th, 2010 in the areas specified below for the benefit of Madison Festivals Inc., so that TASTE OF MADISON may occur.

Sponsors: Michael E. Verveer

Attachments: [Taste-susp.inval2010.pdf](#)

This Resolution was Return to Lead with the Recommendation for Approval to the DOWNTOWN COORDINATING COMMITTEE

137. [18031](#) Authorizing Madison Festivals Inc. , as sponsor of the 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. September 3 to 11:59 p.m. on September 5. 2010, within the perimeter of the area involved in the event.

Sponsors: Michael E. Verveer

Attachments: [Taste-exclude2010.pdf](#)

This Resolution was Return to Lead with the Recommendation for Approval to the DOWNTOWN COORDINATING COMMITTEE

After discussion, Verveer requested that staff work with Madison Festivals to incorporate licensed vendors into available spaces on the outer Capitol Square on the morning preceding the start of this event.

138. [18032](#) To SUSPEND the handcrafted goods and personally prepared food vending restrictions September 9-12 during IRONMAN WI Expo and authorizing 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

Attachments: [Ironman2010.pdf](#)

This Resolution was Return to Lead with the Recommendation for Approval to the DOWNTOWN COORDINATING COMMITTEE

139. [18033](#) To SUSPEND the handcrafted goods and personally prepared food vending restrictions Saturday, September 25, 2010 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

Attachments: [Food2010.pdf](#)

This Resolution was Return to Lead with the Recommendation for Approval to the DOWNTOWN COORDINATING COMMITTEE

140. [18034](#) To SUSPEND the handcrafted goods, personally prepared food vending restrictions and INVALIDATE Mall/Concourse vending licenses from 6:00p.m. October 30 to 3:00a.m. October 31, 2010 in the areas specified in the Street Use Permit Frank Productions, Inc. will obtain for Freakfest 2010.

Sponsors: Michael E. Verveer

Attachments: [Freak-susp.inval2010.pdf](#)

This Resolution was Return to Lead with the Recommendation for Approval to the DOWNTOWN COORDINATING COMMITTEE

141. [18035](#) Authorizing Frank Productions, Inc., as organizing group for FREAKFEST 2010, EXCLUSIVE RIGHTS to select vendors, salespersons, vending sites and performers for the duration of this special event, 6:00pm October 30 to 3:00a.m. October 31, 2010, within the perimeter of the area, defined in the Street Use Permit for the event.

Sponsors: Michael E. Verveer

Attachments: [Freak-exclude2010.pdf](#)

This Resolution was Return to Lead with the Recommendation for Approval to the DOWNTOWN COORDINATING COMMITTEE

142. **DISCUSSION ITEM: Consider site assignments for all four Late Night Vending areas with the possibility of limiting large carts to the 700 block of State Street (a.k.a. The Library Mall).**

After discussion, Verveer moved and Richards seconded that Hansen invite all licensed Late Night Vendors, impacted restaurant operators and any other interested parties to the next VOC meeting to discuss the future of Late Night Vending. The motion passed.

143. **DISCUSSION ITEM: A draft resolution that applies uniformity to all street vending categories having seniority status based on first day licensed.**

After discussion, the committee decided to ask Hansen to have Assistant City Attorney Mainella revise the existing draft with the following three changes: (1) That seniority become consecutive years only with no years off, (2) that when two vendors share a Mall/Concourse Arts & Crafts Vendor License, the seniority number of the vendor with the lower seniority of the two would be used to determine their shared seniority level and that, if the same two vendors stop sharing the license, the vendor with the higher seniority number will be restored to their higher seniority level, and (3) that the word "their" be deleted from the second paragraph of section A of the existing draft, so that it would read "has remained licensed for the same number of consecutive years, rank order...."

144. **ACTION ITEM: Approve Southeast Campus Vending Area Map, including perimeter of vending area, location, and size of vending sites (per 9.13(10)(a) and (d) requiring the VOC to affirmatively approve the official map).**

After discussion, the committee decided to recommend that the Southeast Campus Vending Area map be approved with the deletion of site U9. Verveer moved and Pham-Remmele seconded that the map be approved as specified above. The motion passed. It was agreed that the addition of other sites may occur in the future of this new vending area..

STREET VENDING COORDINATOR'S REPORT: Which would include numbers licensed in each vending category, any enforcement, revocation of a street vending license, vending in other communities, an invitation to a San Francisco street food festival, number of organizations requesting banner assignments, and the hiring of the Street Vending Monitor.

Hansen said that the preceding weeks had been busy with the start of the new street vending season on April 15th and the hiring of the Street Vendor Monitor, whose first day was Monday April 12th. He said that Monitor training was ongoing and also a challenge at this time of year. Hansen added that the previous Monitor had made some ordinance interpretation blunders in his first months and Hansen wanted to avoid having that happen with his new assistant.

Richards asked if the increased fee for banners had impacted the number of organizations applying for banner space. Hansen said that there were more organizations than ever, adding that no one was complaining about the higher vending fees. They were just paying for them.

Hansen mentioned the inaugural San Francisco Street Food Festival Conference which he had been invited to help organize and attend, scheduled for August 21st, 2010.

ANNOUNCEMENTS

There were none.

ADJOURNMENT

Verveer left the meeting at 7:07 p.m.

Richards moved and Pham-Remmele seconded that the meeting be adjourned. The motion passed. Foxgrover adjourned the meeting at 7:11 p.m.

The next meeting of the Vending Oversight Committee is scheduled for Wednesday, May 26, 2010 in conference room 313 of the Madison Municipal Building, 5 p.m.