



City of Madison

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

Meeting Minutes - Approved DOWNTOWN COORDINATING COMMITTEE

Thursday, April 17, 2008

5:30 PM

210 Martin Luther King, Jr. Blvd.
Room 108 (City-County Building)

1. CALL TO ORDER (Chairperson Levin)

Chairperson Levin called the meeting to order at 5:30 PM.

STAFF PRESENT: Jim Mattke, Kelli Lamberty, Jim Weinstock, Kelli Lamberty, Joy Kummerow, Bill Fruhling.

OTHERS PRESENT: 3 student reporters.

Present: 13 -

Michael E. Verveer; Eli Judge; Megan E. Christiansen; Daniel H. Chin;
Rosemary Lee; Jeremy P. Levin; Sarah K. Reiter; Mary Lang Sollinger; Troy
A. Thiel; Ledell Zellers; Patrick T. McDonnell; Mary C. Carbine and Jim
Weinstock

Absent: 2 -

Ted Crabb and Steve J. Amundson

2. APPROVAL OF MINUTES

A motion was made by McDonnell, seconded by Lee, to Approve the DCC Minutes of 3-20-08, with minor changes. The motion passed by voice vote.

3. PUBLIC COMMENT (Each speaker limited to 3 minutes)

No one registered to speak.

4. STAFF REPORTS

A. Central Police District (Officer Mark Brown)

- Officer Brown introduced himself, and told committee that he is a 20 year police veteran from the Northside District.
- 12 detectives are working on the downtown murders. He can not discuss the specifics of the investigations. Many cops are taking these murders very personally. Probation and parole violations have led to some recent arrests.
- Eli Judge has noticed a change in students behavior and that they are now less apt to walk alone downtown now.
- Students living downtown should be locking their doors and windows, but many do not. The burglary task force is trying to emphasis that everyone lock their doors and windows. The Burglary Report has grown from 5 to 17 pages recently. There would be a 40% reduction in burglaries in the downtown area if people would just lock their windows and doors.
- Lee said that some landlords are also making their downtown rental properties more secure.
- Mufflin Street block party coming up on May 3rd, and police preparations are taking place now. Police having pre-party meetings with students and student organizations.
- The Mufflin Street event has not been much of a problem in the past. Students like having their picture taken with the police.
- Downtown armed robberies are way down from last year.

B. Special Events (Kelli Lamberty)

- See all of the resolutions listed below on the agenda.

C. Mall/Concourse Maintenance (Jim Weinstock & Joy Kummerow)

- The Pansy flowers have been planted.
- Joy will be gone using up comp time and vacation time, and not back until our August DCC meeting.
- Expansion of storage space, near the back of their existing facility will be going to the Board of Estimates (BOE) and is still empty. The Police Dept. is also requesting this space.

5. OLD BUSINESS

A. Finalize 2008 Goals (Levin)

- Moved by Reiter/Lee to approve the 2008 goals as amended. Motion passed unanimously.

6. NEW BUSINESS

A. Special Event Resolutions (Lamberty)

09739 To SUSPEND the handcrafted goods vending restrictions on May 10, 2008 from 8:00 a.m. to 5:00 p.m. 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 100-400 blocks of State St. and the 100-200 blocks of N. Henry St.

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

09740 To SUSPEND the handcrafted goods and personally prepared food vending restrictions on June 7, 2008 during the 29th 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.

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

09741 To SUSPEND the handcrafted goods, personally prepared food vending restrictions on June 25, July 2, 9, 16, 23 and 30, 2008 (rain dates June 26, July 3, 10, 17, 24 and 31, 2008) 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.

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

09742 To SUSPEND the handcrafted goods, personally prepared food vending restrictions and INVALIDATE Mall/Concourse vending licenses from 6:00 p.m. July 11 to 9:00 p.m. July 13, 2008 in the areas specified below for the benefit of the Madison Museum of Contemporary Art, so that the 50th Annual ART FAIR ON THE SQUARE may occur.

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

[09743](#)

Authorizing the Madison Museum of Contemporary Art, as sponsor of the 50th Annual ART FAIR ON THE SQUARE, EXCLUSIVE RIGHTS to select vendors, salespersons, vending sites and performers for the duration of this special event, 6:00 p.m. July 11 to 9:00 p.m. July 13, 2008, within the perimeter of the area, defined in the companion resolution, involved in the event.

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

[09744](#)

To SUSPEND the handcrafted goods, personally prepared food vending restrictions and INVALIDATE certain Mall/Concourse vending licenses from 6:00 p.m. July 11, to 9:00 p.m. July 13, 2008 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.

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

[09745](#)

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 6:00 p.m. July 11 to 9:00 p.m. July 13, 2008 on the 200 block of Martin Luther King Jr. Blvd.

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

[09746](#)

To SUSPEND the handcrafted goods, personally prepared food vending restrictions and INVALIDATE Mall/Concourse vending licenses on July 18, 19 and 20, 2008 in the areas specified below for the benefit of the Greater State St. Business Association (GSSBA), so that MAXWELL ST. DAYS may occur.

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

[09747](#) 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 18, 19 and 20, 2008 within the perimeter of the area involved in the event.

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

[09748](#) To SUSPEND the handcrafted goods and personally prepared food vending restrictions on August 6, 13, 20, 27 and September 3, 2008 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

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

[09749](#) To SUSPEND the handcrafted goods, personally prepared food vending restrictions and INVALIDATE certain Mall/Concourse vending licenses from 1:00 p.m. August 30 to 11:59 p.m. on August 31, 2008 in the areas specified below for the benefit of Madison Festivals Inc., so that TASTE OF MADISON may occur.

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

[09750](#) 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 1:00 p.m. August 30 to 11:59 p.m. on August 31, 2008, within the perimeter of the area involved in the event.

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

09751

To SUSPEND the handcrafted goods and personally prepared food vending restrictions Saturday, September 13-20, 2008 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 block of Martin Luther King, Jr. Blvd.

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

09752

To SUSPEND the handcrafted goods and personally prepared food vending restrictions on June 14, 2008 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. and the 100 & 200 blocks of Martin Luther King, Jr. Blvd.

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

09762

To SUSPEND the handcrafted goods and personally prepared food vending restrictions on May 31, 2008 during Wisconsin Chinese culture day and authorizing the Madison Area Chinese Community Organization (MACCO), 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.

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

B. Downtown Planning (Bill Fruhling)

- Recent visioning session had about 80 people in attendance. Open house to start, then the Mayor spoke, Bill Fruhling spoke, Mark Olinger spoke and all highlighted the Downtown Plan and the 2020 plan.
- Then they broke into small groups to study the Downtown Advisory Report and asked people of their definition of downtown.
- The Plan is available on the web at www.cityofmadison.com/downtownplan.

-Some of the sections of the plan that were discussed included the following:

- 1) Sustainability- Land Use and Transportation.
- 2) Live/Work/Opportunities-for downtown area other than students and empty nesters.
- 3) Housing-more housing opportunities, discussions about price points.
- 4) Transportation-reduce single transit options, and the water/ice taxi.
- 5) Economic Development-the need for more downtown retail businesses to meet the needs of downtown residents, and downtown jobs. (tied for 1st in votes as priority).
- 6) Cultural-new library downtown got a lot of attention. (tied for 1st in votes as priority).
- 7) Parks and Recreation-increasing downtown lake access.
- 8) Downtown Parks-more focus on urban open spaces.
- 9) Schools-some discussion of downtown schools and day cares.
- 10) Historic Preservation-some discussion.

-Planning Division is still taking comments from people in case they could not make the meeting.

-E. Washington Ave build discussion and maybe the downtown is expanding in this direction.

-Fruhling said all land use plans are very specific. There has not been a Downtown Plan for 20 years. Neighborhood Plans are recent and good solid plans.

-The next steps:

Phase 1-background, starting point through May

Phase 2-concepts developed, start in April and go through the summer.

Final cutoff for planning process is April 2009.

-Zellers said that the Downtown Plan needs to be completed, and then feed into the zoning rewrite.

7. COMMITTEE UPDATES

A. Cultural & Arts (Christiansen)

-No Report

B. Transportation (McDonnell)

-The Long Range Metro Ad Hoc Committee Report has been completed.

C. Economic & Business Community (Lang Sollinger)

-Lang Sollinger passed around a copy of the "Commercial Assessment Area Map" for the downtown and west side.

D. Living Downtown & Land Use (Thiel)

-T. Wahl proposal before the Library Board.

E. BID Activities (Carbine)

-The net change of businesses is plus six.

-7% vacancy rate, which is very low.

-80% local regional ownership.

-Increase in Service Industry, in particular Health and Fitness.

-Spring plantings are in.

-Business expansion and start up.

-Madison is behind other cities in regards to business assistance.

-State Street and Gilman Street construction updates.

-Traffic flow discussion on Gilman Street.

F. Capitol Neighborhoods (Zellers)

-Thurs, April 24 Downtown Plan

-Zoning problem last month had 50 people attend.

-May-at Gates of Heaven on Historic Preservation.

-June-CNI annual meeting.

G. GSSBA Activities (Lang Sollinger)

-Cars on State coming up on May 10th.

-Maxwell Street Days-3 days this week during the 3rd week in July.

8. ROUNDUP (Information on downtown activities & happenings)

9. FUTURE MEETINGS

A. May 15: Madison Metro Bus

B. June 19: Downtown Safety

10. ADJOURNMENT

A motion was made by McDonnell, seconded by Sollinger, to Adjourn. The motion passed by voice vote. Meeting adjourned at 7:00 PM.