

September/October 2018

STAFF REPORT TO VENDING OVERSIGHT COMMITTEE (VOC)

Meghan Blake-Horst, Street Vending Coordinator, Department of Planning & Community & Economic Development, City of Madison, Wisconsin

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MALL/CONCOURSE FOOD VENDOR STATUS

Licenses Issued in 2018: 52 Active

Umbrella Licenses Issued in 2018: 11

Observation: There is nothing to report in this category.

Warning: There is nothing to report in this category.

Citation: There is nothing to report in this category.

Comments: The Food Cart Review is complete. I am working on completing the score tabulation process. I have notified carts that were in the review of the timeline for this process.

Review scores & site assignment schedule

- | <u>Due Date</u> | <u>Item Details</u> |
|------------------------|---|
| • 10/14/18 | Send review check-in sheets to me via email (mblake-horst@cityofmadison.com) or you can mail them to our office. I use these sheets to confirm reviews, days missed and track the number of reviewers that visit each cart. |
| | Meghan Blake-Horst
Office of Business Resources
PO Box 2983
Madison, WI 53701-2983 |
| • 10/14/18 | Reviewers scores due |
| • 10/15-11/2 | Scores are reviewed and tabulated |
| • Week of 11/5 | Scores announced |
| • Week of 12/3 | Site assignment request forms sent out |
| • 12/14/18 | Site assignment forms DUE |
| • 12/21/18 | Site assignments sent out to vendors |
| • 2/1/19 | Basic Street Vending and Mall Food Vending Applications DUE |

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SIDEWALK CAFÉ STATUS

Licenses Issued in 2018: 92 Active

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Observation: There is nothing to report in this category.

Warning: There is nothing to report in this category.

Citation: Buck & Badger – pop-up tent, t-shirt sales and printing and unapproved signage on their café enclosure

Comments: We are working with café operators to plan for next vending season on adjustments and new equipment required. There are a number of café’s that have old enclosures that are in disrepair. We will be issuing orders for their replacement prior to the next vending season.

We are also working with the café operators that currently hold an encroachment agreement or lease for part of their café space. These agreements will transition into a sidewalk café license vs the previous arrangement.

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ARTS & CRAFTS STATUS

Licenses Issued in 2018: 48 Active

Observation: There is nothing to report in this category.

Warning: There is nothing to report in this category.

Citation: There is nothing to report in this category.

Comments:

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MERCHANT VENDOR STATUS

Licenses Issued in 2018: 9 Active

Observation: There is nothing to report in this category.

Warning: There is nothing to report in this category.

Citation: There is nothing to report in this category.

Comments: Staff have been discussing, with the BID, ways to increase the number of merchant vending licenses to increase opportunity for brick and mortar businesses to

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have more exposure and as a way for these businesses to participate in events like the Madison Night Market.
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SOUTHEAST CAMPUS VENDING AREA STATUS

Licenses Issued in 2018: 6 Active

Observation: There is nothing to report in this category.

Warning: There is nothing to report in this category.

Citation: There is nothing to report in this category.

Comments: Fair Trade Coffee House has inquired about vending hours in Southeast campus. The vending hours are 9a-8p. They sell coffee and are interested in vending earlier in the morning.
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CAMP RANDALL HIGH DENSITY VENDING STATUS

Licenses Issued in 2018: 8 HD Goods; 6 HD Food

Observation: There is nothing to report in this category.

Warning: There is nothing to report in this category.

Citation: There is nothing to report in this category.

Comments: The new Monroe St Plaza is a beautiful community gathering space but a bit tricky for vending. We have made adjustments to our original plan to accommodate they type of vending in the area. Vendors have been patient and flexible as we all adjust to the new layout and logistical challenges.
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TOSVOD Vending

Licenses Issued in 2018: 2

Observation: There is nothing to report in this category.

Warning: There is nothing to report in this category.

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Citation: There is nothing to report in this category.

Comments: There is nothing to report in this category.
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LANGDON STREET HIGH DENSITY VENDING

Licenses Issued to Date: 0

This is due to construction. No licenses will be issued this vending season.

Warning: There is nothing to report in this category.

Enforcement: There is nothing to report in this category.

Comments:
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LATE NIGHT VENDING STATUS

Licenses Issued in 2018: 4

Observation: There is nothing to report in this category.

Warning: There is nothing to report in this category.

Citation: There is nothing to report in this category.

Comments:
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BASIC STREET VENDOR LICENSE STATUS

Not related to other licenses such as Mall/Concourse

Licenses Issued in 2018: 38

Observation: There is nothing to report in this category.

Warning: There is nothing to report in this category.

Citation: There is nothing to report in this category.

Comments: I continue receive applications and inquiries from potential vendors. Many of these individuals are interested in vending this season.

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I have received some complaints and questions from parking enforcement regarding where food carts can vend and if there are any special exceptions allowing food vending in loading zones, no parking zones or disabled areas. I confirmed with Parking Enforcement that there is no special exceptions for vendors and that they must follow parking rules. I sent an email to all vendors who hold a basic street vending license with reminders of the regulations associated with this license.

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TABLING PERMIT STATUS

Permits Issued in 2018: 227

Enforcement: There is nothing to report in this category.

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BANNER PERMIT STATUS

Organizations applying for one or more in 2018 banner spaces to date: 56

Banner permits issued to date in 2018: 81

Enforcement: There is nothing to report in this category.

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MISCELLANEOUS

- In a recent reminder email to vendors I sent information on the recently passed Free Standing Vending Ordinance. I will be following up with businesses that are currently inviting food carts to vend on private property to ensure they are securing the correct permit to allow this type of vending.
- Freak Fest is this weekend. Affected vendors have been notified.
- Staff recently met with members of the Greater State Street Business Association (GSSBA) regarding Maxwell St Days. We met to address challenges from this past year and how to move forward with this event and how it interacts with current art and craft and food cart vending during the event.
- The Mayor’s Office is accepting nominations for the Jeffrey Clay Erlanger Civility in Public Discourse Award (see attachment). All nominations must be received no later than **4:30pm, on Friday, November 02, 2018.**
- We are back in our permanent location in the Madison Municipal Building (215 Martin Luther King Jr Blvd, 3rd floor). 2019 VOC meetings will be located in MMB. A fill list of dates and room locations will be available soon.

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- Alder Verveer has sponsored an operating budget amendment to increase the Street Vending Monitor position from part time to full time in the 2019 Operating Budget.
- Staff from multiple departments have meet a number of times to discuss the best path forward for implementing the late fee system to vending licenses application process. There have been three options discussed for how to proceed for this next vending season and going forward.
 1. Add proposed late fee structure to Accela. Staff will track and manually enter in any late fees, issue invoices and follow-up on processing the applications, including the late fees due.
 2. Add late fee, process manually for 2019-2020 season while working on updating the application and website.
 3. Status quo for this vending season to give staff time to create a user friendly, more automated and complete application process including a new web landing page. This will also allow more opportunity for education of vendors.