



# City of Madison

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

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Wednesday, August 27, 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 5:08 p.m. with a quorum present.

**Present:** 7 - Michael E. Verveer; John N. Magnino; Marlys M. Miller; Sara J. Richards;  
Maureen K. O'Grady; Sean Lee and Aaron D. Collins

**Absent:** 1 - Peter J. McElvanna

**Excused:** 1 - Scott J. Resnick

### APPROVAL OF MINUTES

Miller moved and Verveer seconded that the minutes of the May 28, 2014 VOC meeting be approved. The motion passed.

### PUBLIC COMMENT

Mary Carbine spoke on agenda item two, State Street sidewalk cafe placement. The Downtown Coordinating Committee had talked about this. Carbine referred to the shifting relationship between sidewalk cafes and public amenities. She thought that there should be a meeting of stakeholders, perhaps a joint meeting of the DCC and the VOC.

Attorney Rick Petrie requested the legality of food vendors being allowed to operate on commercial private property such as in the parking lots of big box stores. Assistant City Attorney Lara Mainella commented that private property was the responsibility of the Zoning unit, not of street vending staff or the VOC. Hansen said that he thought it should be considered, but only under specific circumstances. Verveer suggested that this become a specific future agenda item and that Zoning Administrator Matt Tucker be invited to attend.

### DISCLOSURES AND RECUSALS

There were none.

### REPORTS

**33163**

Street Vending Coordinator's Report, including enforcement, activity, licensing and permitting numbers, the number of chairs in each sidewalk cafe

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

Hansen mentioned that there had been an extensive cover story on Madison food carts in the August edition of Madison Magazine.

#### DISCUSSION ITEMS

1. **35336** Restore February 1st deadline for law changes

The committee rejected this idea after comments by Mainella.

2. [35337](#) State Street Sidewalk Cafe Placement

Hansen said that, once the cement creases had appeared in State Street sidewalks, one crease near the curb, another toward the building, he had begun to point them out to new sidewalk cafe operators as convenient perimeter guidelines. The law required a minimum of a two-foot distance from the curb and a minimum of six feet on the building side of each sidewalk cafe. He did not require anyone to use the creases, but suggested that it would make consistent sidewalk cafe placement easier to achieve. Most sidewalk cafe operators now used them consistently.

Carbine said the BID (Business Improvement District) Board had no specific policy, but that stakeholders were not completely aware of the State Street sidewalk space management discussion and she felt that there should be a stakeholders meeting. She said that revenues could become smaller if sidewalk cafes spaces became smaller. She said that there were many differing opinions, all strong.

Verveer referred to a memo that had been circulated by City Planner Rebecca Cnare on this topic and the related topic of the placement of public amenities. He asked Hansen to forward the memo to the VOC.

Mainella said that the sidewalk creases (a.k.a. "lines" or "joints") would be difficult to codify because of the varying distances from one State Street block to the next. She recommended that a particular distance be used that coincided with the creases. Verveer asked if it would be possible to "grandfather in" existing sidewalk cafe operators who preferred the two-feet/six-foot distances. She had been told by Engineering that the curbs were expected to last for fifty years.

Hansen said that Madison Metro and City Engineering were in favor of the thirty inch crease near the curb for the sake of public safety. He added that Metro often thought of the full size of a bus stop as two complete bus lengths, something many people were not aware of. Verveer asked Hansen if Metro was in favor of the thirty inches only having proximity to bus stops. Hansen suspected that it pertained only to bus stops, but would have to confirm that with Metro. Verveer suggested that a Metro staff person be invited to a future VOC meeting.

Magnino said that sandwich boards were another story and not in the VOC's jurisdiction. Lee said that he did not think of State Street as crowded, and invited more thinking about the bus company's desires. Collins said that most sidewalk cafes seemed compliant or very close to compliant and that there were apparently a minimum of public complaints about them.

This discussion would continue as a future agenda item.

3. [35338](#) Allow Arts & Crafts Vendors to be Temporarily Assigned to Unoccupied Food Cart Sites

**Hansen said that, although there was existing language allowing an Arts & Crafts vendor to temporarily occupy an unused food cart site with a prior request in writing, he suggested that the law be updated to allow him to make that call on the spot, especially on Saturday mornings. Mainella and Hansen were asked to create appropriate draft language.**

4. [35339](#) Allow Mall/Concourse Food Vendors to Park Their Carts Early During Dane County Farmers Market Season  
**The committee was in favor of this. Mainella and Hansen were asked to prepare suitable draft language.**
5. [35340](#) Food Review Process and Possible Post-Review Surveys  
**Office of Business Resources Manager Matt Mikolajewski commented on his ideas for a post-food cart review survey of food vendors and review panelists.**
6. [32005](#) Consider an "Umbrella" License for Mall/Concourse Food Vendors  
**There was some discussion about this, primarily the effect on revenue collected and the absence of identifiable people working in food carts. Magnino suggested a fee of approximately \$375 to \$450 for such a license. It was suggested that this item needed further consideration and future discussion.**
7. [35341](#) Vendor Mobility  
**The committee decided to discuss this at a future meeting.**

#### **ANNOUNCEMENTS**

**Verveer announced that Hansen had narrated the promotional video for an Economic Development Division initiative.**

#### **ADJOURNMENT**

**Magnino moved and Miller seconded that the meeting be adjourned. The motion carried. Richards adjourned the meeting at 6:58 p.m.**

**The next meeting of the Vending Oversight Committee is scheduled for Wednesday, September 24, 2015 at 5 p.m. in room 300 of the Madison Municipal Building.**