



City of Madison

City of Madison
Madison, WI 53703
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Meeting Minutes - Approved DOWNTOWN COORDINATING COMMITTEE

Thursday, October 19, 2017

5:30 PM

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

CALL TO ORDER / ROLL CALL

Present: 9 - Michael E. Verveer; Ledell Zellers; Davy Mayer; Gregory O. Frank; Adam J. Plotkin; David Ahrens; Thomas E. Hirsch; Sandra J. Torkildson and Lori J. Henn
Excused: 1 - Ted Crabb

APPROVAL OF September 14, 2017 MINUTES

A motion was made by Frank, seconded by Ahrens, to Approve the September 14, 2017 Minutes. The motion passed by voice vote/other.

PUBLIC COMMENT

DISCLOSURES AND RECUSALS

PUBLIC HEARING

1. [49050](#) To approve the schedule of Special Charges for the State Street Mall/Capitol Concourse for 2016/17 Maintenance Charges.

Eileen Bruskewitz, Town of Westport, registered in opposition. She owns a property that she owns at 225 W Gilman Street. She does not believe that she gets the full benefit of the mall maintenance services. She submitted a formal letter and two maps for the Committee to consider. She said that her property is all residential, between Lisa Link Peace Park and the Buckeye Lot. As a residential building she does not need all of the maintenance services that commercial buildings need, and that she still pays for snow removal from a private Contractor. She would like to be removed from the service area. She also said that many of the activities on State Street and Gilman Street don't allow her tenant to park in their own driveway, and would like them to be able to park for free in the Buckeye lot during those events.

Rabbi Mendel Matusof, Madison, registered in opposition. He asked to be removed from the Mall District. He submitted a letter with more details about his reasons, and said he agreed with Ms. Bruskewitz. He said that the \$200 fee for a lot that doesn't get the same service doesn't seem reasonable, especially since the church across the street is not in the District. He said that unlike other commercial properties on State Street, their property has a small garden, and they have to clean up the garden after the mall workers use their leaf blowers in the fall. He added that the snowplow only does one pass in front of the building, and that he has the same contractor as Ms. Bruskewitz come by before 5am to remove the remaining snow.

Parks Staff, including Ryan Wiesen, Kay Rutledge and Lisa Laschinger, briefed the Committee on the legislative attachments, including the formula for determining the special charges, as well as the

services that the Mall District provides. Verveer asked Parks Staff to explain the reasoning behind including these properties. Parks staff said the two properties on Gilman Street were included to have a consistent level of service between the Buckeye Lot and State Street, and they believe those properties have been included since the District's creation in 1981. Hirsch asked about the services at these properties, including the width of the plow. Parks Staff said the maintenance staff usually does one plowing pass starting at 4am, around the whole district in order to get complete coverage before workers start heading into downtown. Once the 6am shift comes in, they go back and do a complete removal. The snow brush on the Tool Cat is 96", and 60" on the John Deere equipment.

Ahrens asked staff to look into the service provided to these properties as they do not feel like they are getting a benefit. Staff said that they get the same level of services, including 7 day a week trash pick-up, bi-annual sidewalk cleaning, and snow removal, sweeping, etc. Staff added that they also benefit from the larger maintenance of the whole area, such as extra plantings, street furniture and the like throughout the District. Parks Staff said they would review the services that is being provided on Gilman with their maintenance staff.

Mayer asked if there was a formula for determining how far down side streets the service goes. Parks Staff said that they individually look at parcels to see if they are able to provide service and if there is a compelling reason to have them included, such as the area between Buckeye Lot and State Street. Verveer added that he met with Parks staff a few years ago and went over the District parcel by parcel to see what was possible, and that driveways, sidewalk widths and other factors all get added onto the discussion. Parks staff added that the expansion to the District a few years ago included a large report about service possibilities. Mayer asked if there was a mechanism for properties owner asking to be removed from the district? Verveer noted that one of the items in the proposed 2018 budget, is a request by the Mayor to examine the Mall Maintenance District, so the DCC could look at that issue in the coming year.

Hirsch said that he didn't believe that the DCC couldn't recommend removal of the properties in the item before them tonight, but asked if they could consider reducing their fees. He also asked staff to consider the effect of removing parcels as they study this issue further. Hirsch asked Park staff if they are giving these parcels their full service. Parks Staff said they believe that they did.

A motion was made by Frank, seconded by Verveer, to Return to Lead with the Recommendation for Approval to the FINANCE COMMITTEE,. The motion passed by the following vote:

Absent: 1 - Adam J. Plotkin

Ayes: 5 - Michael E. Verveer; Ledell Zellers; Gregory O. Frank; David Ahrens and Lori J. Henn

Abstentions: 3 - Davy Mayer; Thomas E. Hirsch and Sandra J. Torkildson

Excused: 1 - Ted Crabb

REFERRAL FROM COMMON COUNCIL

2. [49139](#)

To approve the 2018 Operating Plan for Madison's Central Business Improvement District (#1).

Tiffany Kenney, BID Executive Director, gave a brief update on the changes to the 2018 BID Operating Plan. She said that they are adding 24 parcels to the District, which adds about \$20,000 to their budget. In addition, the proposed 2018 City Budget adds \$10,000 to their Programming Contract with the City. The newly added parcels include the 200 block of King Street, the area around the 600 block of University Avenue, the MATC property, and the Waterfall Building on West Washington Avenue. She added that they are also removing the requirement that the student representative be a member of the Associated Students of Madison, to open that position up to a large pool of students.

Hirsch asked about the addition of MATC, since it doesn't pay BID fee as a non-profit. Residential, educational, or non-profit properties do not pay for membership in the BID, although they do benefit from shared advertising and marketing. Kenney said that they have been talking to the developer about

getting it into the District so that when it gets redeveloped, it can benefit from the BID services right away. Hirsch wondered if parcels could get out of the BID, once they are in. Kenney said that the BID recertifies itself every 5 years the next one is in 2019. Mayer asked about how their fees are calculated, especially if they are mixed use. Kenney said that they only calculate fees on frontages not parcel area; \$15.60/ft on a primary frontage and \$7.80 on a secondary frontage. Their fees have not been raised for many years.

A motion was made by Verveer, seconded by Hirsch, to RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER. The motion passed by voice vote/other.

REPORTS & UPDATES

3. [45683](#) Report of Mall Maintenance and Special Events 2017

Lt Brian Austin Cheney, Madison Police department gave a brief report on Downtown activities. He reported on the continued effectiveness of downtown cameras as an important policing tool. He also noted that the establishments on Hawthorne Court are changing their practices and closing the Hawthorne Court door. Verveer noted that the Police Department works with IT on the hardware and locations of the cameras.

Lt Chaney Austin also gave a report about Freakfest preparations. The Event coordinator is working with the same security firm as was used at Taste of Madison and Shake the Lake. The police are also going to discontinue the practice of booking arrests in nearby buses, and will take them to the City County Building instead.

Lisa Laschinger, Parks Division noted the seasonal changes being undertaken by mall staff. Laschinger mentioned that several staff have taken training in better winter salt management and training other staff on salting protocols. She also mentioned the coordination with their staff and the BID on the holiday lighting project.

Verveer said that he has heard from another DCC member that the 4 Lakes fountain on Frances Street wasn't working. Laschinger said she would be looking into it, and that they will be shutting off the fountains due to the cold weather shortly.

4. [32598](#) State Street Report and Updates

Tiffany Kenney presented the final programming event calendar and attendance totals for 2017. Kenney highlighted some of the largest events, such as the night market, which they are planning on increasing to 4 night markets next year.

Kenney also briefed the Committee on the Shine On Downtown Lights Program, which is in its inaugural year, thanks to a grant from the Madison Community Foundation. Kenney said they have been working closely with business/property owners, community partners, media partners and City agencies to start a new downtown lighting tradition. The official lighting ceremony will begin at 6:08 pm on Saturday, November 18, at the Top of State Street.

The BID hopes that this effort will provide another reason for people to come an experience downtown, and visit local retailers during this crucial 6-week holiday retailing season.

Kenney also said that the BID is working with Rebecca Cnare in the Planning Division for replacing the wayfinding signs located throughout the downtown, as they are out of date.

Rebecca Cnare, Planning Division, gave an update on the utility box art wrap selection, and vendor. The City will be coordinating with Madison Graphics on the wrap installation, and due to the cold weather, most of the boxes will be wrapped in the Spring.

Cnare also briefed the Committee on the project to build a new BID visitor information booth. The City is contracting with MFI, Inc, and the final designs are being routed through Planning, BID, Parks Mall Maintenance and Building Inspection for review and comment.

5. [33826](#) Committee Member & Staff Updates

None

ADJOURNMENT

A motion was made by Mayer, seconded by Henn, to Adjourn at 7:30 p.m. The motion passed by voice vote/other.