



# City of Madison

City of Madison  
Madison, WI 53703  
[www.cityofmadison.com](http://www.cityofmadison.com)

## Meeting Minutes - Approved VENDING OVERSIGHT COMMITTEE

*Consider: Who benefits? Who is burdened?  
Who does not have a voice at the table?  
How can policymakers mitigate unintended consequences?*

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Wednesday, January 29, 2025

5:00 PM

Virtual meeting via Zoom

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The City of Madison is holding the Vending Oversight Committee (VOC) meeting virtually to help protect our community from the Coronavirus (COVID-19) pandemic.

1. **Written Comments:** You can send comments on agenda items to [vendingoversight@cityofmadison.com](mailto:vendingoversight@cityofmadison.com)

2. **Register for Public Comment:**

- Register to speak at the meeting.
- Register to answer questions.
- Register in support or opposition of an agenda item (without speaking).

If you want to speak at this meeting you must register. You can register at <https://www.cityofmadison.com/MeetingRegistration>. When you register to speak, you will be sent an email with the information you will need to join the virtual meeting.

3. **Watch the Meeting:** If you would like to join the meeting as an observer, please visit <https://www.cityofmadison.com/watchmeetings>.

4. **Listen by Phone:**

(877) 853-5257 (Toll Free)

Webinar ID: 839 2167 3499

### CALL TO ORDER / ROLL CALL

The Chair, at 5:00 pm, called the meeting to order, with quorum present.

**Present:** 6 - Michael E. Verveer; Ashleigh M. Hacker; Andrea B. Hughes; Michelle L. Quigley; Jack T. Thurnblad and Aaron D. Collins

**Excused:** 1 - John P. Guequierre

### APPROVAL OF MINUTES

Hughes made a motion and a second by Hacker to approve the minutes from the 10-30-24 meeting. The motion was approved by a voice vote/other approved the motion.

### PUBLIC COMMENT

1. [86758](#) Public Comment - VOC 1/29/25

There was no public comment.

#### **DISCLOSURES AND RECUSALS**

There were no disclosures or recusals.

#### **NEW BUSINESS**

2. [86658](#) Discussion Regarding Merger of the Economic Development Committee and Vending Oversight Committee

The slide deck was reviewed and staff explained the history of the proposed committee merger between the Vending Oversight Committee (VOC) and the Economic Development Committee (EDC).

Committee members were in favor of the merger if it would mean a more efficient and effective way to complete the business each committee currently takes part in. Members had questions about number of members, make-up of the committee. Members wanted to ensure that small and micro businesses will still have a voice in the process and are not lost in the process.

Discussion was had on how the Technical Advisors would fit into the new structure. Members expressed the value they have on the discussion and decisions even if they are not voting members.

Staff will draft an Resolution to direct staff to begin the process to combine the two committees into a new committee.

3. [86859](#) Review and update State Street Night Vending site locations for the 2025-2026 season.

Staff reviewed the status to date of State Street Night Vending program and site placement. Staff observed and heard from vendors that the sites were too spaced out in the 700 block of State St. Staff identified four locations to move two of the sites closer to the three sites near Lake St. Staff will work with MPD on which sites will be selected. Staff were directed to decide on the sites and bring back to the February meeting for approval.

#### **DISCUSSION ITEMS**

4. [86864](#) Granger Hall expansion construction and Southeast Campus food cart relocation plan.

Staff reviewed the plans for the Granger Hall expansion. This will require 3 vending sites in Southeast Campus be eliminated from this area and relocated to a new location. The sites affected are U10, U11 and U12. These sites will come off line April 15, 2026. City staff and UW staff have identified a number of potential sites to test. Staff will work with the UW and other City agencies to select the new locations before April 15, 2026. A new site map will be adopted prior to this change.

#### REPORTS

5. [86858](#) Street Vending Staff Report

The Staff Report was reviewed. Alder Verveer stated he received a call from a cafe operator asking about changing the start date of Roadway Cafe licenses to coincide with the Start of the Dane County Farmers' Market and not the current annual start date of April 15. Currently Roadway Cafe licenses run April 15 - November 15 annually. Alder Verveer requested that this be a topic on a future agenda to review and hear from businesses that hold a Roadway Cafe license.

#### ADJOURNMENT

A motion was made by Verveer and a second by Hughes to adjourn the meeting. The motion was passed by a voice vote/other. The meeting was adjourned at 6:54 pm.