



City of Madison

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

Thursday, January 17, 2008

5:30 PM

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

These minutes are draft until approved at a subsequent meeting of the Downtown Coordinating Committee.

Present: 11 -

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

Absent: 3 -

Thomas C. Miller; Ted Crabb and Steve J. Amundson

1. CALL TO ORDER by Chairperson Jeremy Levin at 5:33 PM.

Present: 11 -

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

Absent: 3 -

Thomas C. Miller; Ted Crabb and Steve J. Amundson

2. APPROVAL OF DCC MINUTES of 12-20-07.

A motion was made by Zellers, seconded by Lee, to Approve the Minutes. The motion passed by voice vote.

3. PUBLIC COMMENT (Other than Public Hearing). No one registered to speak.

4. STAFF REPORTS

A. Special Events- a printout of all 2008 special events was provided in the packets by Kelli Lamberty.

B. Mall/Concourse Maintenance-Joy Kummerow reported that her crew has been constantly busy with snow removal.

5. A. Public Hearing on Special Charges for State Street Mall/Capitol Concourse Maintenance District.

Christopher Culver, 411 Wisconsin Ave: Spoke in opposition to the Special Charges. He has a residential property on State Street but receives no benefit or services. The house is located by the Buckeye parking lot.

Janine Punzel, 122 W. Washington Ave: Spoke in opposition to the Special Charges. Hovde Realty owns 8-9 properties that are assessed at different rates with no explanations. Her range of assessments is \$67-\$880. Concerned that the method of assessments is in need of revamping. Some properties are assessed that do not receive service. Also concerned about the amount of increase with the assessment. Suggested that the amount of lineal feet in front of a business might make more sense for calculations. She has property on Fairchild Street that needs snow removal.

B. Donald Studesville and Dave Davis explained that any properties located within the footprint are assessed whether they are a business or residential.

- Studesville said that one of the reasons the assessments are higher this year is because the State Capitol and State properties were taken off of the assessment. He also said that assessments are based on expenses from the previous year.

- Assessment rates are 100%, 70%, and 30%. Joy Kummerow explained the rates of service for each of the three tiers. She also said that more services are provided in spring, summer, and fall for all 3 colors or tiers of assessments.

- Mary Carbine wanted to know the total dollar amount taken out of the assessment from the Capitol Square. Dave Davis gave the amount of \$42,000.

- Carbine wanted to know which office does the assessment come from? Studesville said it is a combination of departments that contribute. The actual bills are mailed by Studesville.

- Studesville thinks the whole process needs to be reviewed, and more information should be posted on a website for public assess.

- Kummerow stated that they also do parking stalls, even though it is the responsibly of the Streets Dept. Her crew only does one ally.

- Carbine asked, "What is the appeal process for Special Charges?" Studesville said that right now there is no appeal process in place for citizens.

- Mary Lang Sollinger then suggested to Studesville to develop a timeline for the assessment schedule. Rosemary Lee recommends a review of the entire process.

-Motion by Carbine/Lang Sollinger that DCC recommends a review of the State Street Mall/Capitol Concourse Special Charges and to be completed by April 1, 2008. Review to include calculation formula, boundaries defined, service & benefits levels, communication methods, appeal process defined and initiated. Sub-Committee to include the following representations: Parks, Engineering, Comptroller, City Staff, Property and Business owners, BID, GSSBA. DCC members included as part of the sub-committee included: Jeremy Levin, Mary Carbine, Mary Lang Sollinger, Ald Mike Verveer, Ald Eli Judge. Motion passed unanimously by voice vote.

- Ald Mike Verveer made the following statements:

- Historically the Special Charges have had very low assessments.

- No one has shown up for the public hearings for the 12 years he has been involved.

- Larry Nelson developed the calculation formula.

- Verveer is trying to get more help and funding to help increase the mall crew size and the level of service.

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To approve the schedule of Special Charges for the State Street Mall/Capitol Concourse for 2006/07 Maintenance Charges.

Recommend phasing in over 3 years, the approximate 30% increase in assessments, resulting from the removal of the State Capitol properties from the Mall Assessment formula.

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

Absent: 3 -

Thomas C. Miller; Ted Crabb and Steve J. Amundson

Ayes: 7 -

Michael E. Verveer; Eli Judge; Rosemary Lee; Mary Lang Sollinger; Troy A. Thiel; Mary C. Carbine and Jeremy P. Levin

Noes: 3 -

Megan E. Christiansen; Ledell Zellers and Patrick T. McDonnell

6. OLD BUSINESS

A. 2007 Goals Review & 2008 Goals (Levin). No Report.

7. NEW BUSINESS

A. Downtown Parking (Bill Knobloch)

-Parking Utility totally independent. No money comes from anyone else.

-All money comes from the parkers.

-Handouts were distributed by Bill.

-Occupancy discussed of Brayton lot and Buckeye lot.

-Ramps that hold 511-1060 vehicles are considered the big lots.

-Peak time (10-2) occupancy for the ramp by Blue Marlin is 50%.

-Government East ramp is now 50 years old. The most popular ramp in the city, and needs to be replaced.

-Weakening usage at the following ramps: UW campus, MATC, Overture Center.

-All of the parking meters have a total value of \$500,000.

-The pilot program of ramp shuttles ended Jan. 2 and was considered a failure. \$87,000 was spent, which resulted in each ride being \$66.

-Gene Kroupa & Associates completed a survey in April. Bill distributed a letter dated April 30, 2007 from Traci Janikowski that outlined the highlights of the survey results.

-Number 1 idea from survey to get more people to come downtown was better street lighting.

-Top reasons why people come downtown: Entertainment, Dining, Recreation, Shopping.

-Motion by Lang Sollinger/Zellers to extend the time for the end of the meeting in order for Bill Knobloch to complete his presentation. Motion passed unanimously.

-Pictures of multi-space meters and Pay and Display models were shown to the committee.

-Three PSAs made by Channel 12 to promote parking.

-Parking rates increases are planned for 2009 and 2012.

-Charity meters for panhandlers was also briefly discussed.

8. COMMITTEE UPDATES

A. Cultural & Arts (Christianson)

-Hope to have Tom Carto of the Overture Center speak to DCC at a future meeting.

B. Transportation (McDonnell). No Report.

C. Economic & Business Community (Lang Sollinger)

-Ted Crabb will be joining this sub-committee.

D. Living Downtown & Land Use (Thiel)

-Attended DMI sub-committee.

-The City of Madison Comprehensive Plan has good downtown background information.

-Met with 1000 Friends of Wisconsin.

- Visitor and Convention Bureau discussing Destination 2020.

-Neighborhood design center meeting January 24th.

E. BID Activities (Carbine). See handout that was distributed.

F. Capitol Neighborhoods (Zellers)

-Jan. 24- seminar on the Culture of Alcohol.

G. GSSBA Activities (Lang Sollinger). No Report.

9. ROUNDUP (Information on downtown activities & happenings)

-Rosemary Lee reported information on McDonald's.

10. FUTURE MEETINGS

A. February 21: Overture Center, Goals: Final Discussion & Vote

B. March 20: Neighborhood Conservation Districts, Downtown Building Proposals

11. ADJOURNMENT

Meeting adjourned at 7:52 PM.

A motion was made by McDonnell, seconded by Verveer, to Adjourn. The motion passed by voice vote.