



**City of Madison**  
**Meeting Minutes - Final**  
**VENDING OVERSIGHT COMMITTEE**

City of Madison  
Madison, WI 53703  
www.cityofmadison.com

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Wednesday, March 28, 2007

5:00 PM

215 Martin Luther King, Jr. Blvd.  
Room 120 (Madison Municipal Building)

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**1 CALL TO ORDER**

Foxgrover called the meeting to order at 5:08 p.m. with a quorum present. Verveer arrived at 5:11 p.m. and Thomas arrived at 5:26 p.m.

**Present:** Michael E. Verveer, Cynthia M. Thomas, Hawk Schenkel, Karen A. Foxgrover, Austin E. McClendon and Rosemary Lee

**Absent:** Matthew C. Rockwell

**2 PUBLIC COMMENT (Three Minutes Per Speaker)**

There were no speakers.

**3 APPROVAL OF MINUTES (of February 28, 2007)**

A motion was made to Approve the Minutes Schenkel moved and McClendon seconded that the minutes be approved. The motion passed.

**4 NEW BUSINESS ITEMS**

- 4a. [05600](#) Amending Section 9.13(6)(j)3. of the Madison General Ordinances to repeal the requirement that restaurant wait staff must carry and serve all food, beverage and alcohol beverages to patrons within a sidewalk café.

This matter was **RECOMMEND TO COUNCIL TO ADOPT (15 VOTES REQUIRED)**  
- REPORT OF OFFICER. The motion passed.

- 4b. [05656](#) Amending Section 9.13(6)(j)1.a. of the Madison General Ordinances to allow all Mall/Concourse merchant vendors to display sidewalk merchandise on the same days.

This matter was **RECOMMEND TO COUNCIL TO ADOPT (15 VOTES REQUIRED)**  
- REPORT OF OFFICER. The motion passed.

- 4c. **Action Items: (1) Designate sites C8 and C9 on the 700 Block of State Street as senior craft sites for people over sixty years of age and (2) eliminate waiving of Mall/Concourse Craft Vendor License fees for people over sixty.**

Lee moved and McClendon seconded that this item be approved.

**4d. Action Item: Placement of Sidewalk Cafes against the buildings on the 500, 600 and 700 blocks on the north side of University Ave.**

Verveer moved and Foxgrover seconded that this item be approved.

**4e. Continue discussion of citywide Sidewalk Cafe regulation.**

There was discussion about the placement of sidewalk cafes City wide and the circumstances determining whether they would be positioned against a building or toward the curb. There was also a consent that the Street Vending Coordinator be given the authority to use administrative discretion as needed on a case by case basis. Verveer moved and Thomas seconded that Assistant City Attorney Mainella draft suitable ordinance language for a future VOC meeting. The motion passed.

**4f. Discussion of occasional appropriate case-by-case variations on the regulation of Sidewalk Cafes and Merchant Vendor sites**

Hansen explained that there were some circumstances in which he felt it was appropriate to grant a sidewalk cafe the right to have more than two entrances when appropriate. He also said that he now felt that the specifications for the styles of Merchant Vendor display equipment were too limiting and that, as long as such displays did not protrude from the Merchant Vendor site or were not otherwise inappropriate, other styles should be allowed.

Verveer recommended that Mainella draft an amendment granting the Street Vending Coordinator the authority to allow for more sidewalk cafe entrances as needed, to allow sidewalk cafes to make temporary adjustments to their enclosures in order to accommodate patrons when necessary, and the authority to grant more room for latitude in the use of appropriate Merchant Vendor display unit styles.

**5. ANNOUNCEMENTS**

Verveer announced that this was Ald. Cindy Thomas' final VOC meeting as an alder person. All present thanked her for her service, for her many contributions to this committee, and wished her well.

**6. ADJOURNMENT**

Thomas moved and Lee seconded that the meeting be adjourned. The motion passed. Foxgrover adjourned the meeting at 6:22 p.m.

The next meeting of the Vending Oversight Committee is scheduled for Wednesday, May 30, 2007, 5 p.m., Madison Municipal Building, Parks Office Large Conference Room, Room 120.