



City of Madison

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

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

Thursday, November 21, 2024

5:30 PM

215 Martin Luther King, Jr. Blvd.
Room 206 (Madison Municipal Building)

CALL TO ORDER / ROLL CALL

The meeting was called to order at 5:35 pm.

Present: 8 - Michael E. Verveer; Juliana R. Bennett; Adam J. Plotkin; Ted Crabb; MGR Govindarajan; Davy Mayer; Sandra J. Torkildson and Stephen Smith

APPROVAL OF MINUTES

A motion was made by Crabb, seconded by Torkildson, to Approve the October 21, 2024, Minutes. The motion passed by voice vote/other.

PUBLIC COMMENT

1. [61242](#) Public Comment
None

DISCLOSURES AND RECUSALS

None

2. [81578](#) Report of Mall Concourse Maintenance and Special Events 2024

Mark Kiesow provided an update on Mall Concourse Maintenance activities. Halloween on State Street required minor clean up and there was no damage to City property. On East and West Main Street, MCM has encountered encampments and are working with MPD to address. The State Street Pedestrian Mall experiment ended, and the concrete street furniture was removed. MCM used a monument lifter to move the benches, which worked well. The furniture will be evaluated for future use since many were damaged over the summer. Holiday lights are going up and the BID is adding lights and other decorations lights at Peace Park and top of state. Mayer asked about the portable toilets on the square. Kiesow mentioned those are Metro's and for bus driver use. They are also locked. Crabb asked about the hours spent on the State Street mall and if that would be about the same. Kiesow said it would probably be the same next year.

3. [81580](#) State Street 2024 Pedestrian Mall Experiment

Dan McAuliffe presented an overview of the State Street Pedestrian Mall Experiment draft report. Report is organized by things the City did, issues that we observed and other recommendations. Each item has a discussion and key lessons. DCC members

discussed bench placement and options to reduce vehicle strikes and asked about BID event attendance. Crabb asked if DCC has a responsibility to make a recommendation on the pedestrian mall continuing in 2025. McAuliffe responded that the draft report doesn't include a recommendation because it was not requested as part of the authorizing resolution, but DCC could add a recommendation to the report if it so chooses. Crabb also discussed seeking federal grants to cover capital costs of any needed future expenditures. Ald. Govindarajan stated he wanted to see more data before proceeding and is concerned about ongoing funding. He also asked about outreach efforts to businesses and residents on the street. He brought up the possibility of social media advertising to aid outreach. Ald. Bennett also expressed concerns about future budgets and asked about fire lane constraints and potential partnerships that might be available. Ald. Govindarajan ask if the Ped Mall had any impacts on public safety. Ald. Verveer asked if staff would be preparing a resolution to accompany the report when submitted to the Common Council.

A motion was made by Govindarajan, seconded by Crabb, to Refer the item to the next Downtown Coordinating Committee meeting and request that staff update the report with topics discussed and add graphics to the documents. The motion passed by voice vote/other.

4. [83003](#)

Mifflin Plaza

McAuliffe presented the anticipated project timeline for the Mifflin Plaza. Smith asked if staff had talked to the Veterans Museum. McAuliffe stated he hadn't yet met with the Veterans Museum but planned to. Verveer asked if the meetings would be public. McAuliffe answered they will be public.

5. [79916](#)

Secretary's Report

McAuliffe presented the 2025 meeting dates. All meetings will be in Room 206. There was discussion about cancelling the December 2024 meeting.

ADJOURNMENT

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