



# City of Madison

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

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Thursday, October 15, 2009

5:30 PM

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

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- 1. CALL TO ORDER.** DCC Chairperson Thiel called the meeting to order at 5:32 PM.  
**STAFF PRESENT:** Joy Kummerow, Jim Weinstock, Capt. Mary Schauf, Eric Knepp.  
**OTHERS PRESENT:** Susan Schmitz, Rachel Weiker, 4 students.

DCC Chairperson Thiel introduced the newest member to DCC, Donna Hurd. Donna then gave a brief introduction and description of herself. Welcome Donna!

**Present:** 15 -

Michael E. Verveer; Bryon A. Eagon; Melissa M. Berger; Daniel H. Chin; Rosemary Lee; Jeremy P. Levin; Sarah K. Reiter; Thomas C. Miller; Mary Lang Sollinger; Troy A. Thiel; Ted Crabb; Patrick T. McDonnell; Mary C. Carbine; Jim Mattke and Donna V. Hurd

**Absent:** 1 -

Ledell Zellers

**2. APPROVAL OF MINUTES. (Thiel)**

-Moved by Crabb/McDonnell to have UW student Adam Johnson of ASM moved up the agenda to item 2B. Motion passed unanimously.

-UW Students Adam Johnson and Eric Paulson were present on behalf of ASM (Associated Students Madison), and gave DCC an update from our last meeting at UW.

-Adam Johnson has had meetings with students to gather comments and feedback regarding the downtown plan. A recent town hall meeting for students, by students, had about 40 students in attendance.

-On Tues, Oct. 20 from 3:30-5:30 pm, Dawn Crim from UW will be hosting a meeting at the UW Memorial Union to discuss the downtown plan.

-Verveer reported that city staff have been working 3 days a week on the downtown plan. The downtown plan will be displayed in early December to the City Council, and then referred to committees for review, comments, recommendations, and action. The Plan Commission is the lead committee.

-Verveer also reported that he attended a CNI meeting last night, and CNI is happy to have student involvement.

-Verveer also attended a ZCRACK meeting on rezoning. Susan Schmitz, who is on the ZCRACK committee, said that the rezoning is about one year from being finished.

A motion was made by Reiter, seconded by Crabb, to Approve the DCC Minutes of 9-17-09 with minor changes. The motion passed by voice vote.

**3. PUBLIC COMMENT. Other than Mall Special Charges. No one registered to speak.**

**4. STAFF REPORTS**

**A. Special Events (Kelli Lamberty)**

Jim Mattke reported on behalf of Kelli Lamberty that the Halloween comp tickets have been mailed to business owners and residents within the fenced in area of Halloween on State Street.

**B. Mall/Concourse Maintenance (Joy Kummerow).**

Joy reported that the leaves are coming down, and her maintenance building on Fairchild St. is being painted.

Jim Weinstock reported that the fourth fountain on the square is now working, which received a round of applause from DCC.

Verveer reported that the BOE authorized \$50,000 for any necessary maintenance or repairs in the mall/concourse area.

**5. OLD BUSINESS**

A. Public Hearing-Mall Special Charges. No one registered to speak.

16117 Approving the schedule of Special Charges for the State Street Mall/Capitol Concourse for 2008/2009 Maintenance Charges.

**A motion was made by Miller, seconded by Verveer, to RECOMMEND TO COUNCIL TO ADOPT UNDER SUSPENSION OF RULES 2.04, 2.05, 2.24, & 2.25 - REPORT OF OFFICER. The motion passed unanimously by voice vote.**

C. Halloween Update. (Capt. Mary Schauf & Verveer).

- All of the planning for event is going well.
- Changing some of the gating areas.
- DJ stage will be near Francis Street.
- Traffic plan-with UW football game at 11:00 am, and UW hockey game at 7:00 pm, this creates some additional challenges. Hope to open up Langdon Street this year. Traffic map can be found at Channel 3000 and Freakfest websites.
- Verveer reported on the free taxi service stops, located at MATC, Langdon St, and University Ave.
- Enforcement personnel costs should be down this year due to the recent success of the event the past couple of years.
- Police will not need to use the basement of the parking ramp in CCB for arrest processing this year, as arrests have continued to decline the past couple of years.

D. Yahara Station Update. (McDonnell)

- The Long Range Transportation Committee is also meeting tonight and will hear a presentation on the Yahara Station.
- Legistar ID # has been created and is on file on the web.
- David Trowbridge, city planner, thinks the city is about to have a formal process.
- \$650 million available for service between Madison and Milwaukee.
- The recent city grant that was submitted did not indicate the airport as the terminal location. A federal response on the grant is expected by February.
- The State of Wisconsin submitted 4 stations that includes \$24 million for stations in 4 different communities: Watertown, Brookfield, Oconomowoc, and Madison.
- Service to begin in 2013.
- Lang Sollinger reported that Minnesota Rep. Oberstar said that the location of terminals is not included in grant applications at this time.
- McDonnell said that we should encourage a multi-model transportation for the terminals.
- Crabb asked if a letter of recommendation should be drafted to the city supporting multi-model transportation terminals.
- \$300,000 is available for station development.

## 6. NEW BUSINESS

A. Reachout Downtown Madison & UW Efforts. (Susan Schmitz)

- The top 3 things that panhandling money goes towards: 1) Alcohol, 2) Drugs, 3) Cigarettes.
- Food? No, they can get food at several different locations.
- Housing? No, several different places are usually available, however they must be sober to be admitted.
- If you wish to make a donation, do not give it directly to the panhandlers. Give your donation directly to a soup kitchen, housing service, or a social service agency.
- Many groups and people are proactively trying to deal with panhandling.
- Not all people that panhandle are homeless.
- Reachout cards were distributed. Give these cards to the panhandlers instead of cash. The card shows the contact information for food, housing, and social services that can help them.

B. Transpotainment (Downtown Hospitality Council). Susan Schmitz & Rachel Weiker.

- A Power Point presentation was presented, "How Do You Do Downtown"?
- Looked at 3 main areas: Options, Best Practices, and Transportation.
- Survey results looked at the night time economy, and also found that cabs were to expensive to use to go downtown.
- A movie theatre ranked very high as something that was needed downtown.

**7. SUB-COMMITTEE UPDATES:**

- A. Transportation (McDonnell) See report in Round-Up below.
- B. Living Downtown & Land Use (Miller) No Report.
- C. Downtown Infrastructure (Lang Sollinger) No Report.
- D. 2009 DCC Goals (Reiter) No Report.
- E. BID Activities (Carbine) See report in Roundup below.
- F. Capitol Neighborhoods (Zellers) No Report.
- G. GSSBA (Lang Sollinger) See report in Round-Up below.
- H. State Street Oversight (Crabb) No Report.

**8. ROUND-UP. Information on downtown activities & happenings.**

**-McDonnell: Tenney-Lapham Neighborhood Association supports a bike boulevard from Dickinson St. all the way to State Street.**

**-Eagon: The Downtown Residential Lighting Improvement Program has a \$50,000 budget. It is a 50% matching grant program with working with downtown businesses and residential areas. Working on Langdon St and BID areas as a pilot program. Increased lighting for porches, parking lots, and alley ways are targeted.**

**-Eagon: Also working with landlords and required photo proof regarding security deposits and damages.**

**-Eagon: Working with the Charter Street power plant and the future potential of a bike path.**

**-Moved by Miller/Eagon to extend the meeting 10 minutes. Motion passed unanimously.**

**-Verveer: BOE working on 2010 budgets. Mon-Capital, Tues-Operating. Recent capital budgets included discussions about the central library and the Edgewater Hotel. The 2nd week in November, the City Council will vote on the 2010 budget.**

**-Verveer: \$2 million of TIF will be used to finish off the capitol square streetscapes, and the spoke streets around the square. Projects to include plantings, irrigation, trash cans, benches, etc.**

**-BID: Carbine reported that Family Trick or Treat is schedule for Fri, Oct. 30 from 11:00 am-6:00 pm. Two new retail businesses have been added.**

**-GSSBA: Lang Sollinger reported that Folk on State is reorganizing.**

**-Discussion on changing either our meeting date or time for November due to the DMI annual meeting scheduled that same night. DCC Chairperson to survey committee members to see if there is a good alternative date or time for the majority of committee members, so that we can have a quorum.**

**9. FUTURE MEETINGS:**

A. November 19: Metro Bus (Kamp), Parking Ramps & Meters (Knobleloch).

B. December 17: Downtown Plan Update (Fruhling), Downtown Pedestrian Safety.

**10. ADJOURNMENT**

**A motion was made by Miller, seconded by Chin, to Adjourn. The motion passed by voice vote. Meeting adjourned at 7:43 pm.**