



# City of Madison

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

## Meeting Minutes - Approved DOWNTOWN COORDINATING COMMITTEE

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Thursday, October 17, 2019

5:30 PM

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

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### CALL TO ORDER / ROLL CALL

**Present:** 10 - Michael E. Verveer; Patrick W. Heck; Kathy L. Marks; Gregory O. Frank; Adam J. Plotkin; Ted Crabb; Zachary Henak; Davy Mayer; Sandra J. Torkildson and Lori J. Henn

### APPROVAL OF June 20, 2019 MINUTES

**A motion was made by Frank, seconded by Marks, to Approve the September 29, 2019 Minutes. The motion passed by voice vote/other.**

### PUBLIC COMMENT

None

### DISCLOSURES AND RECUSALS

None

#### 1. Election of Chair/Vice Chair

Torkildson nominated Henn for a Co-chair. Henn nominated Torkildson for Co-chair, noting that Torkildson will chair meetings unless she is absent.

**A motion was made by Henn, seconded by Torkildson, to Approve the Co-chairs as nominated. The motion passed by voice vote/other.**

#### 2. [54361](#)

#### Report of Mall Maintenance and Special Events 2019

Chad Hughes, Parks Division staff, gave a brief update on Mall Maintenance activities. Henn asked Hughes if the new fountain maintenance system that used a contractor worked out as they had hoped. Hughes said that both Parks and Facilities Maintenance staff were pleased with the contractor and happy that the fountains ran as scheduled this year.

#### 3. [57582](#)

To approve the schedule of Special Charges for the State Street Mall/Capitol Concourse for 2018/19 Maintenance Charges.

**Jenny Vang and Lisa Laschinger, Parks Division staff briefed the Committee on the changes to the Special Charges as noted in the memo attached to the legislative file.**

**Plotkin asked about the 17% increase. Laschinger said that the fountain maintenance contract and downtown flower program that the Mall took over**

from the BID this year added to the costs. Torkildson asked if any areas were added to the mall coverage. Laschinger said that there has not been any areas added since 2015.

Crabb was concerned about the increase, and asked if the figures or calculations had been adjusted recently. Laschinger said that they have not been adjusted in many years. However, as part of the changes proposed for a 50-50 split next year, Parks staff will be examining how the special charges are allocated to see if it could be improved.

Crabb wondered if there was a way to slowly increase the charges, rather than one large increase, as the charges are passed down to retailers and tenants, who may not have it in their budgets. Laschinger said that costs are billed in arrears, so that the costs have already been spent. As for next year - any cost sharing changes will be determined by the Mayor and Common Council at their budget deliberations.

Torkildson asked about how much of an increase it will be to go from 33% of costs to 50% of costs. Frank estimated that is about a 50% increase for all properties.

Torkildson noted that some businesses require more service than others; e.g. a small goods retailer doesn't produce nearly as much trash or require as much sidewalk cleaning as a food/beverage retailer. Laschinger said that the quality and amount of service that staff provides has gotten better each year, and that she doesn't believe that most businesses would want to keep up with the trash, cleaning and snow removal that is required in the downtown if it wasn't for the mall staff.

Verveer said that he has been warning people and groups of the potential change to next years budget, including the BID and GSSBA, and he hasn't heard a great deal of push back. He did say however, that he would like to be able to tell people that they will be getting more robust service for the increase.

Frank said that as someone who lease a lot of downtown property, he believes that they get a great value for the costs. He does not like increases but he understand that they are necessary.

Crabb said that he is disappointed that Parks is asking for a 17% increase this year in one fell swoop, which is a big hit to small businesses. He asked if Parks have heard any complaints. Laschinger said that they had not.

Verveer concurred that he hadn't either. A motion was made by Frank, seconded by Plotkin, to RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER. The motion passed by voice vote/other.

4. [32598](#)

State Street Report and Updates

Discussion with Downtown Homeless Service Providers. The following representatives came to talk about their experiences with people experiencing homelessness in the downtown.

- Sara Allee-Jatta, Sankofa BCH
- Megan Wood, Brad Schlag, Beth Maglio, Friends of the State Street Family
- Glenn Ruiz, Porchlight

- Liz Duffie, Safe Haven
- Ariel Robbins, United Way

Sarah Lim, Community Development Division, provided a link to the County's Outreach Directory: <https://www.danecountyhomeless.org/directories>

The Service providers offered examples of the types of work that they do and noted that there are differences in what kind of service they provide. Some providers, like Sankofa BCH and Porchlight, offer both outreach and Case Management to help people get services. Whereas Friend of the State Street Family (FSSF) volunteers mainly provide outreach immediate support, as some people are not ready to accept case management and other more traditional services due to trauma and past experiences. Lim said that for the paid providers, like Porchlight and Sankofa BCH, they generally spend 20% of their time on outreach and 80% on case management. Whereas FSSF can spend almost 100% of their time on outreach. This is why both kinds of services are needed in the community.

FSSF volunteers go out at night when people are bedding down to offer food and compassion, as some people are afraid of the shelters. FSSF noted their project "Keys to dignity" will offer free assigned lockers to people experiencing homelessness, so that they do not have to carry all of their possessions when they go to a doctor's appointment or a job, as theft and abandoned property policies have been hard for people. FSSF have lockers and a system ready to go, but are not finding willing property owners/partners to host the lockers. People feel less safe when they are alone, and like to sleep near others, as there is safety in numbers. Natural overhangs help shelter people from the elements, and if they are seen, they are less likely to be preyed upon by others, as they are in a very vulnerable position.

There was a discussion about how people get into case management. It was noted the County "CCS" system is the most common way, but that people have to prove that they have previous county residency, which is hard to prove. There are several barriers that keep people homeless: low/no income, credit/no credit, criminal background, housing history/evictions. Many of these barriers are related to race, and 50% of people experiencing homelessness are African-American, whereas they only comprise about 6% of the City's population.

There was a discussion about the number of people experiencing homelessness in the City. Lim said that there are about 635 homeless families in Madison. Some of the families use shelters, some unsheltered and/or living in vehicles/motels, and some who double up in unstable housing with other families. The Rapid Rehousing program has been successful in finding homes for families, as it provides up to two years of rent assistance. However, this program is not available to singles. In general, about 60% of people are rehoused within a week, 20% are in and out of homelessness, and 20% are considered chronic homeless. The "point in time" survey done twice yearly showed in July that according to the HUD definition, 650 people in Madison were experiencing homelessness and 238 were unsheltered (tents, cars etc.) The HUD definition doesn't count people who are doubled up in unstable housing, or who are well hidden and not found by the groups that go out during the official point in time count.

There was a discussion about transportation needs and the inefficiency of some of the service providers access to bus passes/tickets. There was a desire to have a more centralized system where people could access a monthly pass instead of relying on getting 1 or 2 tickets at a time. Mayer noted that perhaps there might be a way to offer BCycle passes, as they are inexpensive.

There was some consensus that they believe that the issue of crime, trafficking and drug dealing at the top of State Street do not come from people experiencing homelessness, but that many of the policies trying to fix those issues there disproportionately affect people experiencing homelessness. For example, early morning power washing, installation of

bench dividers, and abandoned property collection do not stop the drug dealing and trafficking, but do directly affect people experiencing homelessness.

The Committee thanked the service providers for work and for sharing their knowledge that could help the Committee better understand the issues moving forward.

5. [57716](#)

Approving the 2020 Operating Plan for Madison's Central Business Improvement District (#1)

**Tiffany Kenney, BID Executive Director, briefed the Committee on the proposed BID Operating Plan, and noted that Emily Mehl, ULI, will be the next BID Chair.**

**A motion was made by Frank, seconded by Plotkin, to RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER. The motion passed by voice vote/other.**

### ADJOURNMENT

**A motion was made by Crabb, seconded by Marks, to Adjourn at 8:00 p.m. The motion passed by voice vote/other.**

Upcoming Meeting: November 21, 2019