



City of Madison

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

Meeting Minutes - Approved DOWNTOWN COORDINATING COMMITTEE

Thursday, October 18, 2018

5:30 PM

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

CALL TO ORDER / ROLL CALL

(In the absence of Torkildson and Crabb, the Committee unanimously chose Mayer to act as chair for the meeting.)

Present: 5 - Michael E. Verveer; David Ahrens; Davy Mayer; Lori J. Henn and Al Martin

Excused: 5 - Ledell Zellers; Gregory O. Frank; Adam J. Plotkin; Ted Crabb and Sandra J. Torkildson

APPROVAL OF August 16, 2018 MINUTES

A motion was made by Martin, seconded by Henn, to Approve the August 16, 2018 Minutes. The motion passed by voice vote/other.

PUBLIC COMMENT

None

DISCLOSURES AND RECUSALS

None

PUBLIC HEARING ITEM

- [53498](#) To approve the schedule of Special Charges for the State Street Mall/Capitol Concourse for 2017/18 Maintenance Charges.

Sean Scannell, Madison, in neither support nor opposite register to say that he understands that costs go up for the services that they receive from the Mall Maintenance Staff, but asked that the vending licenses go up at the same time. He said that food cart and other vending licenses have stayed the same for a very long time. Verveer said that he is proposing a budget amendment to increase vending fees, except for sidewalk cafes and non-merchant vending.

Lisa Laschinger, Parks Division, outlined the services, and schedule of special charges from 2017/2018. Laschinger gave a brief explanation of how the services and charges are calculated and why the charges went up by 2.67% this year over last year. Verveer asked about the progress by staff on changing the timing of the special charges, as was discussed in the past. Laschinger said that the Parks Division intends to study the way that charges are calculated, and work to improve it to be less cumbersome, but that it will take some time

before they can do that in their work schedule.

A motion was made by Martin, seconded by Henn, to Return to Lead with the Recommendation for Approval of the schedule of special charges to the FINANCE COMMITTEE. The motion passed by voice vote/other.

2. [50087](#)

Report of Mall Maintenance and Special Events 2018

Mark Kiesow, Parks Mall Maintenance Staff, updated the Committee on Late Summer and Fall Winter preparation activities by Mall Maintenance Staff. The BID programming events and extra sidewalk washing have finished for the season and staff removed the new Visitor Booth at the top of State Street. They are gearing up for freakfest, and winter displays and two additional staff are attending the Salt wise training. Staff continues to work with Traffic engineering on mapping out the electrical circuits and have finished painting all of the light pole bases. Kiesow also mentioned that the new trash dumping ordinance has helped their staff deal with illegal dumping and that staff is also looking into replanting hostas back on the square for next year.

Verveer asked staff to consider painting the side street light pole bases next year. Henn asked about the update to the fountain issues and asked if there was a strategy for next year. Laschinger said that Parks intends to have a contract with a company to get the square fountains up and running as it is something that is just beyond their staffing capabilities at this time, the other fountains are easier and staff expect to run them as normal next year.

A motion was made by Martin, seconded by Henn, to Accept the report of the Mall Maintenance Staff. The motion passed by voice vote/other.

3. [50110](#)

SUBSTITUTE - Establishing a moratorium on issuance of new alcohol licenses in a high density, high police call area in downtown Madison and establishing a Task Force on Downtown violence.

Jason Ilstrup, Downtown Madison Inc. (DMI) Executive Director, Registered in opposition and spoke on behalf of DMI and the Madison Central Business Improvement District (BID). He said that both DMI and the BID are in opposition as they feel that the issues being addresses need further study and this blanket moratorium will not really help the problem. He added that there is already a zoning ordinance that prevents new taverns and bars from opening up in the density area.

Henn noted that the Mayor was the only sponsor of the resolution and asked if that meant that there are no Alders supporting it. Verveer said that no other Alders have joined to sponsor, which is usually a show of support, but that he believes there may be one or a few Alders that support it. Verveer gave a brief update on the history of this resolution, noted that the substitute before them this evening was an attempt by the Mayor to assuage some of the Downtown Alders concerns. However the next item on the DCC agenda is the Downton Alders' counter proposal asking for a more formal acknowledgement and structure to an existing staff study.

Martin asked if there was a timing issue with this, as ALRC licenses are still acted upon by the Common Council, and was trying to determine what the DCC's role is in this matter. Verveer said that he referred this issue to the DCC due to its broad charge on dealing with policy issues in the downtown, especially in light of the DCC's work on retail strategies.

Verveer added that the ALRC (lead commission) agreed at his request to refer

both matters to their next meeting so that the DCC and other Committees could act, and the two proposals could be acted upon together at a final Common Council Meeting. The ALRC reluctantly agreed, and Verveer wanted to extend his apologies to Sandi Torkildson who voiced some support of the Mayor's proposal but could not be at the meeting tonight. Verveer said that he planned on seeking a referral at the DCC at her request, but in lieu of the timing, asked that the DCC act before the ALRC takes up the issue without their input.

Verveer asked Ahrens to tell them about the action of the Common Council Executive Committee (CCEC.) Ahrens said that the CCEC voted down #50110 Mayor's Proposal and recommended approval of #52680 the counter proposal. Ahrens said the CCEC recommended a few amendments to the counter proposal regarding the topics looked at during the study including looking into how much this problem costs the city in terms of staffing hours and other hidden costs, and how much it suppresses good activities from people not wanting to come downtown. Ahrens added that unfortunately the City is stymied by the State is how much they can charge for alcohol licenses, as that would be one way to cover some of the costs.

Martin mentioned that something does need to be done with the current policies and agreed that a study was important before any final action was taken. He said that the existing restrictions in the zoning code provide enough cover to prevent new liquor stores and taverns while the issue is studied in more detail.

Henn asked if this proposal was due to the loss of retail or the downtown violence. Verveer believes that this is mostly about the loss of retail, as the mayor only vetoes licenses in places that were formerly retail stores, however the issue of violence is also a consideration.

Mayer said that the issue of downtown violence is clearly an issue, but he isn't sure that it is a matter of the number of establishments or many other factors that are related. Martin asked if the Alders' resolution and internal staff study work addresses these other related issues. Ahrens said that he believes that the CCEC amendments do address the need to look into many factors.

A motion was made by Martin, seconded by Ahrens, to Return to Lead with the Recommendation to Place on File, and noted that they could not support a moratorium without a more substantive study, to the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other.

4. [52680](#)

Acknowledging the City of Madison inter-disciplinary staff team tasked with analyzing alcohol outlet density, to identify issues related to excessive alcohol consumption that result in disproportionate calls for service, and propose steps to address such problems.

A motion was made by Martin, seconded by Henn, to Return to Lead with the Recommendation for Approval with the recommendation that the City Attorney's Office provide more interpretation and direction on the public meetings process and that the Staff Team should provide a preliminary report to the Common Council on or about June 30, 2019 to the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other.

5. [53503](#)

Proposed Downtown Coordinating Committee Schedule

Chare provided the draft 2019 DCC schedule and noted that meetings will eventually move into Room 207 of the Madison Municipal Building, once they fix a noise issue with the HVAC system. Verveer asked that staff look into holding the November 2018 meeting on November 15 instead of November 29. Chare said that Nov 15 was a prohibited meeting date due to the Council budget deliberations. Verveer said that he does not believe that the budget would take all three days, and said that it could always be cancelled and rescheduled for November 29 if required. Verveer said that he would greatly prefer a November 15 meeting date.

Nominating a Downtown Coordinating Committee member for the proposed Task Force on Downtown Violence, if needed.

No nomination was put forward at this time.

ADJOURNMENT

**A motion was made by Ahrens, seconded by Verveer, to Adjourn at 7:25 p.m.
The motion passed by voice vote/other.**

Upcoming Meeting: November 29, 2018 (or perhaps November 15)