



City of Madison

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

Thursday, September 17, 2009

5:30 PM

UW Memorial Union, 4th floor, Capitol View Rm.
800 Langdon St, Madison, WI.

Special Meeting with students-Open Forum

1. **CALL TO ORDER.** DCC Chairperson Thiel called the meeting to order at 5:34 PM.

STAFF PRESENT: Joy Kummerow, Capt. Mary Schauf, Joel Plant, Katherine Plominski.

OTHERS PRESENT: About 10 UW students, and new DCC member Nancy Sandhu.

Present: 12 -

Michael E. Verveer; Bryon A. Eagon; Melissa M. Berger; Daniel H. Chin; Rosemary Lee; Mary Lang Sollinger; Troy A. Thiel; Ted Crabb; Ledell Zellers; Patrick T. McDonnell; Mary C. Carbine and Jim Mattke

Absent: 2 -

Jeremy P. Levin and Sarah K. Reiter

Excused: 1 -

Thomas C. Miller

2. **INTRODUCTIONS & MEETING FORMAT.**

Thiel introduced the newest member to DCC, Nancy Sandhu. Nancy replaced Steve Amundson, and she is the UW Assistant Director of Visitor & Information Programs, and the UW Parent Program Coordinator.

Thiel gave everyone in attendance a brief history of DCC, why the committee was formed, and the charges of DCC. Thiel then spoke about the open format of the meeting, and that input and dialog with students was very important.

3. **APPROVAL OF MINUTES**

A motion was made by Crabb, seconded by Eagon, to Approve the DCC Minutes of 8-20-09 as presented. The motion passed by voice vote.

4. **PUBLIC COMMENT.** No one registered to speak. Thiel said that anyone that wanted to speak in this public open forum would be called upon.

5. OLD BUSINESS: (RESOLUTIONS)

[15934](#)

To approve the 2010 Operating Plan for Madison's Central Business Improvement District (#1).

A motion was made by Crabb, seconded by Zellers, to RECOMMEND TO COUNCIL TO ADOPT (14 VOTES REQUIRED) - REPORT OF OFFICER. The motion passed by voice vote, with Carbine abstaining.

[15843](#)

Amending the 2009 Operating Budgets of the Police Department, Engineering Division, Streets Division and Parks Division by appropriating \$48,335 from the Contingent Reserve Fund, utilizing these funds for various expenses related to the Halloween event, and authorizing the receipt of revenues derived from admission fees and donations.

A motion was made by Eagon, seconded by Crabb, to Return to Lead with the Recommendation for Approval to the BOARD OF ESTIMATES. The motion passed unanimously by voice vote.

[15845](#)

Authorizing the Mayor and City Clerk to execute a contract with Frank Productions, Inc., subject to the conditions included in the Street Use Permit expected to be issued to Frank Productions, Inc. for events associated with Halloween, 2009.

A motion was made by Eagon, seconded by Crabb, to Return to Lead with the Recommendation for Approval to the BOARD OF ESTIMATES. The motion passed unanimously by voice vote.

[15847](#)

Establishing a Glass-Free Zone for the State Street area from 9:30 p.m. on October 30, 2009 to 6:00 a.m. on October 31, 2009, and from 9:30 p.m. on October 31, 2009 to 6:00 a.m. on November 1, 2009.

A motion was made by Eagon, seconded by Crabb, to Return to Lead with the Recommendation for Approval to the BOARD OF ESTIMATES. The motion passed unanimously by voice vote.

E. Yahara Station Update.

-McDonnell gave the committee a brief update.

-Handouts were distributed.

-A campaign for the Yahara Station location has started.

-Chamber of Commerce Board supports high speed rail, and the Yahara Station location being investigated.

-Federal money does not need designation of an official terminal site.

-October 2 deadline for grant application.

A. Downtown Safety (Capt. Schauf)

Motion by Carbine/Chin to suspend the rules for an open forum and to move the recycle program up as the next agenda item. Motion passed unanimously.

-The crime numbers are where they expected them to be, with no real spikes anywhere, and no common threads.

-Theft from auto is a concern, with small electronic devices targeted. Keep them out of view.

-Unlocked opened doors is still a problem downtown.

-Burglary-cutting window screens to gain entry is also a problem.

-A lot of recent big special events such as Taste of Madison, Ironman, two UW football games. Taste and the UW football game finished about the same time, with evolving problem on State Street at bar time. Horse patrol called in to help stop the evolving situation.

-DSI Downtown Safety Initiative-allows the Police Dept. to put more staff and resources into the downtown especially for large events. \$100,000 budgeted annually. DSI is usually implemented on Friday and Saturday nights, and sometimes on Thursday nights if DSI budget allows. Come this November, they will probably be out of money for DSI.

-Five shift plan being proposed. Right now MPD uses three shifts. 5 shifts makes MPD more efficient, and it helps balance the work load.

-Increases in demand for services in the Peace Park area.

-Verveer asked about the recent muggings and strong armed robberies. Capt. Schauf said that some arrests have been made this past summer. Capt. Schauf is not seeing a big trend in this type of activity. Mounted street cameras have been invaluable to MPD for evidence.

-DSI is still on the table for budgeting in 2010.

-Katherine Plominski, the city Alcohol Coordinator, briefly talked about the ALERT program-Alcohol License Emergency Response Taken, before she left the meeting.

-Crabb suggested that tours of the new MPD offices be given.

-UW student Tom Templeton of ASM student organization, and a Langdon St resident, said that everyone should work together, including student organizations with DCC and the City Council. He said that some student organizations focus is safety, education, or recycling.

-Adam Johnson-ASM Legislative Affairs Chair said that student voices can be heard more strongly at the local level. Question asked about what the top 3 concerns of students are right now:

1) The Mifflin St and Regent St. remodeling and redevelopment. Many students are concerned and want to know what is going on.

2) Student Safety.

3) Rebuild working relationships. Reshape and reconstruct working relationships with students and the city.

-Chin: How do students get educated about downtown safety, especially the students coming from more rural areas?

-Eagon: students need to practice best practices, and being aware of surroundings and the environment they are in.

-Student commented about the SOAR program, and do not continue to add to this program.

-Lang Sollinger: suggested that the student press and the student radio station can help get the word out.

-Lee: Reads the student newspapers every day, and they do a better job than the professional newspapers.

-Verveer: wants to connect with the students to talk about the Downtown Plan and especially the Mifflin St. redevelopment.

-All of the students in attendance introduced themselves, discussed what student

organizations they were representing, and why they were in attendance.

B. Langdon Street Neighborhood Walks (Eagon)

-A group of students walk with officers with flash lights to help deter crime. The Greek organizations are involved.

-Due to past Alder Eli Judge's pursuits, \$50,000 has been added to the budget for downtown enhancements for additional lighting and safety.

-There currently is a grant matching program where property owners are reimbursed for additional lighting in targeted areas. Many downtown districts will benefit. Grant program and property owners are partnering with the BID.

C. Halloween / Freakfest (Joel Plant and Capt Schauf)

-Joel Plant from the Mayor's Office, gave the committee and a brief history of Halloween.

-2002 was probably the worse year ever for this event. Fights with police, pepper spray and tear gas were deployed. Looting and property damaged occurred.

-The goal of the Halloween event was to have a safe and fun event, and to also start to drive the costs down.

-The 2nd year of Freakfest a major sponsor was brought in.

-This coming Freakfest is on Oct. 31. Tickets are \$7 in advance, and \$10 the day of the event.

-UW football game starts at 11:00 am.

-Verveer wants to get more students involved, and announced that 3rd Eye Blind is one of the headline bands, along with Locksley and Cage of the Elephant. He said that it is still possible that local bands could perform. Cage of the Elephant will open for 3rd Eye Blind at the top of State Street. Locksley and Mennot will perform at W. Gilman St. At Francis St and State St will be the DJ stage with a costume contest. DJ Wil Colder is scheduled.

-Student Adam Johnson of ASM wants to have students automatically assigned to organizing committees for Freakfest and the Mifflin St block party. A student organization called the Committee of Shared Governance already exists, and they might be interested in being on any organizing committees.

-Motion by Eagon/Verveer to extend the meeting 15 minutes. Motion passed unanimously.

-In the past, ASM has not wanted to be involved with any large special event planning.

-Lee: Sees no reason why these talented students should not be involved on the organizing committees.

-Carbine: Linking Halloween and the Mifflin St. block party is important, as they both have similarities. Students should be involved in the planning for both events.

-Michael Johnson of ASM present DCC with a written proposal of the Halloween (Freakfest) and Mifflin Street Block Party Coordinating Committee Concept:

-Mission: The Halloween (Freakfest) and Mifflin Street Block Party Coordinating Committee exists to oversee and maintain the annual Halloween (Freakfest) and Mifflin Street Block Party events through involvement, coordination and the cooperation of the City of Madison, Dane County, University of Wisconsin, Associated Students of Madison, WSUM Student Radio, Capital Neighborhoods, State Street and Langdon Street Neighborhood Associations, Downtown Madison Inc, and other parties. These parties are tasked with maintaining the overall safety, accessibility and enjoyment of these events, scheduling and communicating with parties located in the event area, while safeguarding their cultural and social histories.

-Proposed Coordinating Committee Roster: District 4 Alder, District 8 Alder, District 1 County Supervisor, District 5 County Supervisor, Student Resident #1, Student Resident #2, Downtown Resident, State Street Area Resident, City Resident, State St & Langdon St Neighborhood Association Rep, ASM Rep, DMI Rep, CNI Rep, UW Rep, WSUM Rep, MPD Rep, Dane County Sheriff Rep.

D. State Street Recycling (Kummerow).

-Handouts were distributed by Kummerow.

-Blue lids are for recycling. A sticker is also on the top and the side of the container.

-Carbine said that the BID is willing to participate in a public awareness campaign.

-Eagon suggested that Kummerow link up with a UW student organization that has a special interest in the environment such as "Big Red, Go Green", or another group or student organization.

-Crabb suggested that discussions take place with the food vendors on State Street to see what type of containers are being used.

-A UW student suggested to restrict the top of the container to only allow cans or bottles to enter the recycle bin.

-Kummerow said that next year all of the aggregate containers will be gone.

-Verveer is excited that a gum removal machine is currently in the 2010 budget proposal.

-Taste of Madison cleanup was the worst ever according to Kummerow. Garbage and grease was very bad. Joy says that we need a new Ordinance to either restrict or allow certain types of grease. Someone asked if the grease could be recycled as bio-fuel.

E. Other issues of importance for attendees. (Thiel)

7. ROUND-UP Information on downtown activities & happenings (Thiel)

-Thiel thanked the students for attending. We need to continue to find more ways to communicate with students on a continuing bases, and hopes ASM stays involved with the City Council.

-Zellers: Capitol Neighborhoods meeting coming up on Sept 24 at 7:00 pm.

-McDonnell: Platinum Bike Committee, East Mifflin St. corridor bike boulevard, and Kendall as bike boulevard.

-Chin: Madison Magnet thanks the students for coming to the meeting, and hopes that more students stay in Madison after they graduate.

-Age of residents in the 4 downtown census tracts from 2000:

	18-24	25-34
17.01	46%	24%
16.01	86%	9%
16.02	83%	10%
11.01	92%	4.5%

8. FUTURE MEETINGS:

A. October 15: Halloween update, Yahara Station, Homelessness.

B. November 19: Platinum Bike Committee, Central Library, Downtown Hotels, Overture Center, Downtown Plan.

9. ADJOURNMENT

A motion was made by McDonnell, seconded by Verveer, to Adjourn. The motion passed unanimously by voice vote. Meeting adjourned at 7:50 PM.