

Downtown Coordinating Committee
A Public Meeting on the Downtown Retail and Market Analysis

Thursday, June 23, 2016 5:30pm
201 West Mifflin Street Central Library, 3rd Floor Community Room

*******NOTE MEETING ROOM CHANGE!*******

A possible quorum of the Business Improvement District Board and Common Council may be present

Call to order / Roll call

Present: Verveer, Zellers, Torkildson, Mayer, Crabb, Frank, Springman,

Excused: Covert, Plotkin, Hirsch

Ensuring a Vibrant Downtown Retail Destination: A Retail and Market Analysis for the State Street – Capitol Square – King Street Area

1. Consultant Introductions
2. Project purpose
3. Retail trends – Macro
4. Initial thinking about Madison/framing the questions
5. Project work plan/what's next?

Tom Leighton with Tangible Consulting, and Jay Demma with Perkins + Will introduced themselves and two UW Business School interns as they gave a presentation that kicked-off the State Street – Capitol Square – King Street Retail and Market Analysis.

Jay Demma presented some macro trends in retailing and demographics that while national, affect the larger retail marketplace. Tom Leighton gave some initial findings from the two initial focus groups that were scheduled, downtown retailers and downtown institutions (Library, Monona Terrace, Children's Museum etc.) Leighton also did a brief interactive session with the public on retail vitality in the downtown. Some of the questions and discussion from audience and DCC/BID members:

- What is the definition of retail, stores that sell goods or more generally businesses that serve consumers?
- Downtown has lost retail, businesses are missing from the business mix
- Parking is an opportunity
 - Many cite as the reason they avoid shopping downtown
 - How can we make it easier or seem easier for people to park downtown?
 - People from out of town are more intimidated by parking than locals
- Older people need a way to get up and down State Street
- More late night bus options for commuting restaurant workers
 - Many can't afford to live downtown and commute from outlying neighborhoods.
 - Diners/bar users would use these buses too

- Retail vitality survey of audience found the following:
 - Strengths: 100% agree that State Street's biggest positive attribute was walkability.
 - Weaknesses included safety, business mix, and marketing/branding
 - Opportunities: Safety, traffic, parking availability, business mix, branding, marketing, organization, collaboration were listed among the best opportunities to get positive change on the downtown.
- State Street has a competitive advantage on other downtown business districts due to walkability
 - Would be very expensive to retrofit walkability.
- Survey dissemination suggestions included: Farmer's Market, Concerts on the Square, property owners to distribute to tenants, BID, GSSBA, State Agency newsletters, Library, B-Cycle members, UW students, faculty, staff

Cnare will send survey link to DCC and BID Board when it is available.

On a motion by Verveer/Zellers, The special meeting was adjourned at 7:15pm