



**City of Madison**  
**Meeting Minutes - Final**  
**DOWNTOWN COORDINATING**  
**COMMITTEE**

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

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Thursday, August 17, 2006

5:30 PM

215 Martin Luther King, Jr. Blvd.  
Room 120 (Madison Municipal Building)

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**I. ROLL CALL**

**Present:** Larry Palm, Megan E. Christiansen, Michael P. Quigley, Jeremy P. Levin, Maria G. Banuelos, Thomas C. Miller, Mary Lang Sollinger, Troy A. Thiel, Ted Crabb, Ledell Zellers, Patrick T. McDonnell, Mary C. Carbine, Steve J. Amundson and Jim Weinstock

**Absent:** Michael E. Verveer and Paul J. Haskew

*Staff Present: Jim Mattke, Tom Skaife, Joel Plant, Kelli Lamberty, Jim Morgan, Michael May, Mario Mendoza, Capt. Mary Schauf, Debra Maxwell, Fire Chief Debra Amesqua*

*Others: Dawn Crim (UW Community Affairs), Rosemary Lee, several UW students*

*Chairperson Crabb called the meeting to order at 5:30 PM. Crabb announced that Paul Haskew would be resigning from DCC.*

**II. PUBLIC COMMENT**

*None.*

**III. APPROVAL OF MINUTES**

**A motion was made by Miller, seconded by Banuelos, to Approve the Minutes of July 20, 2006, with minor changes from Lang Sollinger. The motion passed by acclamation.**

**IV. STATUS REPORTS**

Madison Police Dept - Capt. Mary Schauf

- *Capt. Schauf gave the committee a report on the recent violence in the downtown area.*
- *Police are now targeting the west side of the square area. The effort includes staffing increases, directed patrols concentrating on the W. Gilman St. corridor, community meetings, studying police reports, reviewing evaluations.*
- *To help deter illegal activity, cameras have been placed in the King Street area.*
- *The night cycle of staffing has changed in the inner and outer rings.*
- *Question: is there a demerit system in place for bars in the area that have violations. Answer yes, based on prosecution.*
- *Question on staffing challenges. yes, with overtime, targeting areas. Some other police items go by the wayside, such as property and financial crimes. Right now there are 11 detectives assigned to the Central District, out of a total of 56.*
- *Any interaction with the Guardian Angels? Yes, so far the Police Department has received one call from them in regards to an arrest.*

- Long-range downtown police strategies include additional staffing; reducing special events staffing, sharing information, working together.
- Madison Police Dept. has a good working relationship with UW Police Dept.

#### Halloween - Mario Mendoza of Mayor's Office

- Plans to improve the event, reduce injuries and property damage.
- Rebrand the event.
- Goals of new plan: increase public safety, shift costs away from the taxpayer, and reduce alcohol consumption. Ultimate Goal: Make event safer and reduce expenditures.
- New features of plan: fencing and gates, admission ticket, entertainment venues, an event within a contained area, change behavior of the participants, target market, enhanced security, work with groups such as DMI, BID, ACT 2 Madison (a group of young, advertising professionals).
- Ticket sale opportunities should be maximized.
- Out-of-towners are the real problem.
- Question on displacement. Will the party move to somewhere else? Answer: having the entertainment will help keep the party on State Street.
- A number of residents, fraternities, and sororities do not want the party to move to Langdon Street.
- Selling 50,000 tickets allows for about one square meter per person in the fenced in area on State Street. This is about the capacity for State Street.
- Concerns and questions as to whether the capacity cap is enough. A decision will be made the night of the event to determine if the capacity should be increased above 50,000.
- The Fire Dept. will determine the number of entrance and exit points on State Street. Three areas have already been identified.
- Joel Plant distributed some handouts, including copies of the Halloween Plan, City Attorney Mike May's opinion on legal issues, a drawing of the fencing and gating system that will be used, and a couple of emails.
- Question: with the city now sponsoring the event, does it increase the city's liability? City Attorney May said there would be no significant increase in liability to the city.
- Question: how quickly can fencing be taken down in the event of an emergency? Capt. Schauf said that fencing could easily be taken down. The fencing will be plastic with supporting barrels. There will also be staffing near the fencing to respond if the fencing is to be removed.
- Dawn Crim, UW Community Relations, said that the "no guest" policy in UW Residence Halls would be in effect again this year since it worked very well last year. UW will also be increasing Halloween alternative events at Union South. UW will put no additional security in place. There is a home football game at 11:00 AM vs. Illinois. That same weekend there are also two home hockey games at the Kohl Center, and two home volleyball games in the Field House.

*UW Students spoke on the Halloween issue.*

- Brandon Servic, UW student representing the Halloween Action Committee (HAC) and ASM said he is happy with how things are going so far. He said he does not want Halloween to become a "us vs. them" issue. Students will help advertise the event via flyers, website, mailings, emails, T-Shirts, and have a centralized location for information. His group is gathering more information and contacting potential event sponsors including Sports Illustrated. Mr. Servic also said that the recent letter sent from the organization is not a true representation of ASM views as it came from a few dissenters of the group.
- Mr. Servic said that their Plan B is Langdon Street, but he would rather work together

with a good working relationship with event organizers. Their biggest concern is the capacity number, which forces students to another location if students cannot get into the event. The students do not want a capacity limit. Students also want to get something for their \$5 admission fee, which is why they like the idea of having live bands.

- Simon Sletter, president, of a Langdon Street fraternity said that they do not want the Halloween party on Langdon Street.

- Steve Solaskic, also representing a fraternity on Langdon Street, said that they would need more police protection, or members of his fraternity might have to physically stand outside to protect their house that night. He indicated they would place a "Were Closed" sign in front of their house.

- Jeff Nelson, VP of ISC and the ADE frat, does not want parties at Langdon Street. A fraternity was heavily fined last year and he does not want that to happen to them. He wants people to go to the bars and not the frat houses. Capt. Schauf said that the house party on Langdon Street last year involved 600 plus people, large amounts of alcohol, fights out front, several fire code violations. This led to fines, academic probation, and the banning of the organization from the campus.

- Question on moving bar time either up or back: answer, the State of Wisconsin determines bar opening and closing times so bar time cannot be changed to accommodate this event according to Joel Plant.

- Mendoza said that there has been good cooperation from bar owners. They have even allowed people to exit the event through the back doors of the bars to help alleviate congestion. Every bar owner increases security for this event. To help sober up people at bar time closing, food vendors will be set-up on the State Street mall area, and there are attempts to have some bars stay open to serve food after bar closing time. Mr. Mendoza also says he welcomes all volunteers to help with this event.

- Question: will the lights be turned on at 2:00 AM, when the party is over and must State Street be evacuated at that time? Answer: Police have the right to declare an unlawful assembly, and will make that determination if needed, and then use whatever means necessary to clear the crowd.

- Question: how do you determine the crowd size? Answer: the Madison Fire Department determines crowd size.

- Question: how many ticket sales and entry points will there be? Answer: there will be 6-8 entry points. Ticket sales will be at least one block from the entry points. Business merchants will also help sell tickets, and there will be advance ticket sales.

- The total capacity of all of the licensed bars on State Street is 4,000 people.

- Quigley thinks the capacity numbers of 50,000 is to low based on previous Halloween crowd estimates. He indicated it would be a disaster to limit the event to only 50,000 tickets, based on the number of people at previous events numbers. He surmised that perhaps up to a third of the crowd would not be able to reach the event destination.

These people that are turned away will then end up somewhere in a nearby neighborhood since they cannot get on State Street. Plant said it is doubtful that all 50,000 people will all be on State Street all at the same time. People will be coming and going. Quigley then said that we should be prepared to sell 65,000 tickets instead.

- Question: What happens if the weather turns bad? Mendoza said that the crowds would be smaller.

## ROLL CALL

**Present:** Michael E. Verveer, Larry Palm, Megan E. Christiansen, Michael P. Quigley, Jeremy P. Levin, Maria G. Banuelos, Thomas C. Miller, Mary Lang Sollinger, Troy A. Thiel, Ted Crabb, Ledell Zellers, Patrick T. McDonnell, Mary C. Carbine, Steve J. Amundson and Jim Weinstock

**Absent:** Paul J. Haskew

**V. CORRESPONDENCE, RESOLUTIONS AND ORDINANCES**

A. Resolution

04263 Establishing a Glass-Free Zone for the State Street area on October 27, 2006, October 28, 2006 and October 29, 2006 from 9:30 p.m. to 6:00 a.m.  
**A motion was made by Sollinger, seconded by Miller, to Return to Lead with the Recommendation for Approval to the BOARD OF ESTIMATES. The motion passed by acclamation.**

B. Resolution

04264 SUBSTITUTE Authorizing the Police Department, Engineering Division and Parks Division to accept donated funds, to utilize a fencing and admission system, and to utilize those funds to offset costs associated with the 2006 Halloween event on State Street.  
**A motion was made by Levin, seconded by Miller, to Return to Lead with the Following Recommendation(s) to the BOARD OF ESTIMATES Recommendation to approve with the following amendment: "WHEREAS pursuant to said fencing and admission system, 50,000 tickets or more may be sold by the Parks Division at a rate of \$5 per person, which could generate up to \$250,000 in revenues, or more." Note: amendment is underlined. The motion passed by acclamation.**

C. Resolution

04265 Amending the Police Department, Engineering Division, and Parks Division 2006 Operating Budgets by appropriating \$85,692 from the Contingent Reserve, and to utilize 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 Miller, seconded by Banuelos, to Return to Lead with the Recommendation for Approval to the BOARD OF ESTIMATES. The motion passed by acclamation.**

**ROLL CALL**

**Present:** Michael E. Verveer, Larry Palm, Megan E. Christiansen, Michael P. Quigley, Jeremy P. Levin, Maria G. Banuelos, Thomas C. Miller, Troy A. Thiel, Ted Crabb, Ledell Zellers, Patrick T. McDonnell, Mary C. Carbine, Steve J. Amundson and Jim Weinstock

**Absent:** Paul J. Haskew and Mary Lang Sollinger

**VI. NEW BUSINESS**

A. Madison Children's Museum - Ruth Shelly  
*Item tabled until next meeting.*

B. BID Background Report - Mary Carbine

*Mary Carbine provided a brief overview history of BID.*

*- BID was formed in 1999. The designated BID area includes properties and businesses along State Street and around the Capitol Square area.*

*- BID supports the economic and cultural health of downtown without additional burden on taxpayers Business owners are assessed an additional assessment over and beyond the mall assessments.*

*- BID functions include marketing, business recruitment and retention programs, business assessments, downtown enhancements, ambassador program, partnering with other organizations, financial aspects, new website, businesses directory and resources, public parking map,*

*- Partner with "Buy Local Dane County", and an 80% partner with Maxwell Street Days.*

*- An attempt have been made to add King Street and Wilson Street properties to the BID, but for now the focus is on State Street and the Square area. The Hilton is now in the BID.*

*- Downtown public parking maps are available on the BID website.*

**VII. COMMITTEES (20)**

A. GOALS Updates

*Living Downtown: Thiel offered the following information about TIF preservation opportunities.*

*- There is a need to market and encourage small market TIF's and historic tax credits. Awareness problem to encourage owner occupied residences downtown.*

*- Make downtown more attractive to families.*

*- TIF policies sub-committee is on hold, regarding the City Council action. Not a high priority of the Mayor's office.*

**A motion was made by Miller, seconded by Levin to Extend the Meeting 15 minutes. Motion passed by acclamation.**

*Rosemary Lee spoke on increasing communication and creating "an all-inclusive venue where concerned citizens can express their ideas and be part of the solution." (see handout)*

*Transportation: McDonnell distributed handouts including a summary of the recent isthmus transportation meeting, with the mission, goals, issues, problems and next steps.*

*The Pedestrian issues resolution was tabled until the October meeting.*

B. BID Activities - Carbine

*Carbine reported on the proposed Buckeye parking ramp. She said the project is essentially dead and that the Mayor is proposing construction of a parking deck over the existing lot.*

C. GSSBA Activities - Lang Sollinger

*Lang Sollinger reported on the great success of the State Street reconstruction project.*

D. Capitol Neighborhood - Zellers

*Zellers mentioned that the Mansion Hill neighborhood tour was a success.*

E. State Street Oversight Committee - Crabb

*Crabb reported for the State Street Oversight committee. He mentioned that the committee is considering the recommendations of the design consultant for the 500 and 600 blocks. Issues include sidewalk width on the north side of the 500 block, the treatment of Hawthorne Court, the Gilman and Lake Street intersections, and Concrete Park and the south side of Francis Street.*

*He also reported that the contractor expects to complete work on the 300 and 400 blocks of State Street by Labor Day weekend.*

**X. ADJOURNMENT**

*Meeting adjourned at 7:47 PM.*

**A motion was made by Verveer, seconded by Crabb, to Adjourn. The motion passed by acclamation.**