



City of Madison

Meeting Minutes - Amended

DOWNTOWN COORDINATING COMMITTEE

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

Thursday, April 19, 2007

5:30 PM

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

1. CALL TO ORDER

Chairperson Crabb called the meeting to order at 5:28 PM.

Staff Present: Jim Mattke, Kelli Lamberty, Jim Weinstock, Joel Plant, Capt. Mary Schauf, Laura Bauer, Attorney Steven Brist.

Others Present: Deb Archer, Larry Lichte, Hawk Schenkel, Stefanie Moritz, 2 student reporters.

Present: Michael E. Verveer, Megan E. Christiansen, Jennifer A. Leavitt-Moy, Rosemary Lee, 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 and Jim Weinstock

Absent: Eli Judge and Steve J. Amundson

2. PUBLIC COMMENT

-Larry Licht-Spoke in opposition to the Alcohol Density Plan and Ordinance. Asked DCC to deny or delay.

-Hawk Schenkel-Spoke in opposition to the Alcohol Density Plan and Ordinance. He showed DCC the large application and the checklist for obtaining a liquor license.

-Stefenie Moritz-Spoke in favor of the Alcohol Density Plan and Ordinance because of the quality of life issues. Also wanted to know what the definition is for a restaurant that also serves alcohol.

-Ledell Zellers-said that the Capitol Neighborhoods supports the Alcohol Density Plan.

3. APPROVAL OF MINUTES

A motion was made by Miller, seconded by Banuelos, to Approve the Minutes of March 15, 2007. The motion passed by acclamation.

4. STAFF REPORTS

Moved by Lang Sollinger/Zellers to take the special event resolutions next on the agenda. Motion passed unanimously.

5. OLD BUSINESS

Alcohol Density Plan

[05739](#)

Creating Section 38.05(9)(o) of the Madison General Ordinances to establish an Alcohol Beverage License Density Plan for Police Sectors 403, 404, 405 and 406.

Sponsors: David J. Cieslewicz, Judy K. Olson and Michael E. Verveer

Moved by Zellers/Baneloes to recommend adoption of the substitute ordinance.

A motion was made by Zellers, seconded by Banuelos, to Return to Lead with the Recommendation for Approval to the ALCOHOL LICENSE REVIEW COMMITTEE

Friendly Amendment #1: Lang Sollinger suggested in item 3A iv to change the wording from "may" to "will".

Friendly Amendment #2: Lang Sollinger suggested adding wording to #10: A) An annual review shall be done by the impacted committees and Joel Plant, subject to final language by sponsors.

Friendly Amendment #3: Lee suggested in items 5A and 6A, the days be changed from 60 days to 120 days.

Friendly Amendment #4: Miller suggested that the sunset provision be changed to four years, instead of seven years.

-Moved by Miller/Lee to offer a substitute motion to defer to the next meeting to allow for a shorter sunset clause, input from Alder Judge, and to establish annual review criteria. Motion failed 5-7. Voting Yes: Miller, Lee, Levin, Levitt-Moy, Thiel. Voting No: Verveer, Lang Sollinger, Zellers, Banuelos, Christianson, McDonnell, Crabb.

Alcohol Density Plan (Joel Plant)

-According to research by the NIAAA, there are six key elements needed in dealing with alcohol within a community:

- 1) Responsible beverage server training.
- 2) Underage serving of alcohol and enforcement.
- 3) Restrict alcohol density.
- 4) Drunk driving laws.
- 5) Increase the price of alcohol.
- 6) Form campus coalitions.

-Alcohol Density Plan was formally introduced on 11-29-07.

-A list of different types of scenarios was submitted and discussed.

-Trying to be very transparent, fact based, and fair.

-Amendments to the alcohol license density plan were distributed, identified, and explained.

Asst. City Attorney Steven Brist spoke on the following:

-Many of the prosecutions are due to alcohol related problems.

-Marginal businesses are tempted to look the other way, bend or break the laws.

-Much better legal basis for denial of a liquor license. There could be a basis of discrimination without an alcohol density plan.

-It is much easier to initially deny a license rather than to take the alcohol license away after it is already issued.

-Politically it is difficult to say no, without the benefit of a plan or criteria.

-Need a legal basis for denial.

-Carbine: Does the document need to be an ordinance? Brist: Yes, it should be, it would have more teeth.

-State statutes spell out the definition of a bar and restaurant.

-Miller: Has a license every been denied due to alcohol density? Verveer said yes, and cited a few examples. Kimea was denied by the ALRC, as their request for a capacity increase was denied.

Following comments on the original motion, with 4 amendments:

-Miller: Can not support the Ordinance as it is currently written.

-Zellers: Supports the Alcohol Density Plan and ordinance.

- Lang Sollinger: Supports the Ordinance with a annual review.
- Carbine: Supports the review, but what is the criteria and benchmarks for review?
- Thiel: Map of ordinance has open borders. Establishments could set up just outside of the borders on the map. Sunset of 7 years is to long. Wants a 4 year maximum.
- McDonnell: Supports motion as amended. Ordinance will benefit the quality of downtown area. This begins part of the cultural change of downtown and maturation of the downtown. Not an enforcement tool.
- Miller: Said there is a good mix and balance of businesses in the downtown area 33% bars, 33% restaurants, and 34% mixed services.
- Christianson: Does not want referral again.
- Plant: This ordinance does not address problematic establishments. 7 year sunset may be to long and could be amended. Criteria is action based research. Purpose of ordinance is spelled out in the ordinance.
- Levin: Will vote against the motion because ordinance does not address enough of the bad actors.
- Levitt-Moy: Great amendments, loves the downtown, a lot needs to be done prior to the ordinance, the six items from NIAAA that Joel Plant listed are good and great ideas.

-The original motion, with 4 friendly amendments passed 7-5. Voting Yes:
Verveer, Lang Sollinger, Zellers, Baneloes, Crabb, Christianson, McDonnell.
Voting No: Miller, Lee, Levin, Levitt-Moy, Thiel.

The motion passed by the following vote:

Absent: Amundson

Excused: Judge

Aye: Verveer, Christiansen, Banuelos, Sollinger, Crabb, Zellers and McDonnell

No: Leavitt-Moy, Lee, Levin, Miller and Thiel

Non Voting: Carbine and Weinstock

6. NEW BUSINESS

- Dane County Visitor & Convention Bureau Study (Deb Archer).
- Study to explore Madison as a destination.
- RFP with Purdue University to conduct the study. RFP to have 3 phases:
 - Phase 1: Assessment. What do we have right now. Tests for customer service, cleanliness, products, etc. (April-June).
 - Phase 2: Surveys, Focus Groups, Interviews. (July-September).
 - Phase 3: Building A Plan: Based on data collected. Report due (October-February).
- Approached by hotel industry to better market Madison.
- Work closely with Mark Olinger and other city planners on best possible location for new facilities.
- They may add to the study the possibility of Chicago hosting the Olympics, and how that will impact Madison.
- High speed rail between Minneapolis and Chicago may also be studied.
- A Madison visitor's guide was distributed.

7. RESOLUTIONS

- (1) [05872](#) To SUSPEND the handcrafted goods and personally prepared food vending restrictions on June 2, 2007 during the 27th Anniversary COWS ON THE CONCOURSE and authorizing the Dane County Dairy Promotion Committee, as sponsor of the special event, to select vendors, vending sites and performers for the duration of the event on the 10 blocks of E. & W. Main St. and the 100 & 200 blocks of Martin Luther King, Jr. Blvd.
- Sponsors:** Michael E. Verveer
- This matter was Return to Lead with the Recommendation for Approval to the STREET USE STAFF TEAM. The motion passed.**
- (2) [05873](#) To SUSPEND the handcrafted goods and personally prepared food vending restrictions on June 9, 2007 during Safety Saturday and authorizing the Madison Fire Department, as sponsor of the special event, to select vendors, vending sites and performers for the duration of the event on the 10 blocks of N. & S. Pinckney and the 100 block of E. Washington Ave.
- Sponsors:** Michael E. Verveer
- A motion was made by Zellers, seconded by Lee, to Return to Lead with the Recommendation for Approval to the STREET USE STAFF TEAM. The motion passed by acclamation.**
- (3) [05874](#) To SUSPEND the handcrafted goods, personally prepared food vending restrictions on June 27, July 4, 11, 18, 25 and August 1, 2007 (rain dates June 28, July 5, 12, 19, 26 and August 2, 2007) from 3:00 p.m. to 11:59 p.m. during the CONCERTS ON THE SQUARE and authorizing the Wisconsin Chamber Orchestra, as sponsor of the special event, to select vendors and vending sites for the duration of this special event on the 10 blocks of E. & W Main St. and N. & S. Pinckney and the 100 blocks of E. Washington and MLK Jr. Blvd.
- Sponsors:** Michael E. Verveer
- A motion was made by Zellers, seconded by Lee, to Return to Lead with the Recommendation for Approval to the STREET USE STAFF TEAM. The motion passed by acclamation.**
- (4) [05875](#) To SUSPEND the handcrafted goods, personally prepared food vending restrictions and INVALIDATE Mall/Concourse vending licenses from 6:00 p.m. July 13 to 9:00 p.m. July 15, 2007 in the areas specified below for the benefit of the Madison Museum of Contemporary Art, so that the 49th Annual ART FAIR ON THE SQUARE may occur.
- A motion was made by Zellers, seconded by Lee, to Return to Lead with the Recommendation for Approval to the STREET USE STAFF TEAM. The motion passed by acclamation.**
- (5) [05876](#) Authorizing the Madison Museum of Contemporary Art, as sponsor of the 49th Annual ART FAIR ON THE SQUARE, EXCLUSIVE RIGHTS to select vendors, salespersons, vending sites and performers for the duration of this special

event, 6:00 p.m. July 13 to 9:00 p.m. July 15, 2007, within the perimeter of the area, defined in the companion resolution, involved in the event.

Sponsors: Michael E. Verveer

A motion was made by Zellers, seconded by Lee, to Return to Lead with the Recommendation for Approval to the STREET USE STAFF TEAM. The motion passed by acclamation.

- (6) [05877](#) To SUSPEND the handcrafted goods, personally prepared food vending restrictions and INVALIDATE certain Mall/Concourse vending licenses from 6:00 p.m. July 13, to 9:00 p.m. July 15, 2007 on the 200 block of Martin Luther King, Jr. Blvd. for the benefit of WI Alliance of Artists & Craftspeople, so that ART FAIR OFF THE SQUARE may occur.

Sponsors: Michael E. Verveer

A motion was made by Zellers, seconded by Lee, to Return to Lead with the Recommendation for Approval to the STREET USE STAFF TEAM. The motion passed by acclamation.

- (7) [05878](#) Authorizing the WI Alliance of Artists and Craftspeople, as sponsor of the ART FAIR OFF THE SQUARE, EXCLUSIVE rights to select vendors, salespersons, vending sites and performers for the duration of the ART FAIR OFF THE SQUARE, from 6:00 p.m. July 13 to 9:00 p.m. July 15, 2007 on the 200 block of Martin Luther King Jr. Blvd.

Sponsors: Michael E. Verveer

A motion was made by Zellers, seconded by Lee, to Return to Lead with the Recommendation for Approval to the STREET USE STAFF TEAM. The motion passed by acclamation.

- (8) [05879](#) To SUSPEND the handcrafted goods, personally prepared food vending restrictions and INVALIDATE Mall/Concourse vending licenses on July 20, 21 and 22, 2007 in the areas specified below for the benefit of the Greater State St. Business Association (GSSBA), so that MAXWELL ST. DAYS may occur.

Sponsors: Michael E. Verveer

A motion was made by Zellers, seconded by Lee, to Return to Lead with the Recommendation for Approval to the STREET USE STAFF TEAM. The motion passed by acclamation.

- (9) [05880](#) Authorizing the Greater State Street Business Association (GSSBA), as sponsor of MAXWELL ST. DAYS, EXCLUSIVE rights to select vendors, salespersons, vending sites and performers for the duration of MAXWELL ST. DAYS, July 20, 21 and 22, 2007 within the perimeter of the area involved in the event.

Sponsors: Michael E. Verveer

A motion was made by Zellers, seconded by Lee, to Return to Lead with the Recommendation for Approval to the STREET USE STAFF TEAM. The motion passed by acclamation.

- (10) [05881](#) To SUSPEND the handcrafted goods and personally prepared food vending restrictions on August 8, 15, 22, 29 and September 5, 2007 during the Jazz @ 5 concert series and authorizing Jazz @ 5 Inc., as sponsor of the special event, to select vendors, vending sites and performers within the 100 block of State St. for the duration of the special event.

Sponsors: Michael E. Verveer

A motion was made by Zellers, seconded by Lee, to Return to Lead with the Recommendation for Approval to the STREET USE STAFF TEAM. The motion passed by acclamation.

- (11) [05882](#) To SUSPEND the handcrafted goods, personally prepared food vending restrictions and INVALIDATE certain Mall/Concourse vending licenses from 1:00 p.m. September 1, 2007 to 11:59 p.m. on September 2, 2007 in the areas specified below for the benefit of Madison Festivals Inc., so that TASTE OF MADISON may occur.

Sponsors: Michael E. Verveer

A motion was made by Zellers, seconded by Lee, to Return to Lead with the Recommendation for Approval to the STREET USE STAFF TEAM. The motion passed by acclamation.

- (12) [05883](#) Authorizing Madison Festivals Inc., as sponsor of the TASTE OF MADISON, EXCLUSIVE rights to select vendors, salespersons, vending sites and performers for the duration of the TASTE OF MADISON, from 1:00 p.m. September 1, 2007 to 11:59 p.m. on September 2, 2007, within the perimeter of the area involved in the event.

Sponsors: Michael E. Verveer

A motion was made by Zellers, seconded by Lee, to Return to Lead with the Recommendation for Approval to the STREET USE STAFF TEAM. The motion passed by acclamation.

- (13) [05884](#) To SUSPEND the handcrafted goods and personally prepared food vending restrictions Saturday, September 15, 2007 during the Food for Thought Festival and authorizing the Dane County REAP Food Group, as sponsor of the event, to select vendors, vending sites and performers for the duration of the event on the 100 block of Martin Luther King, Jr. Blvd.

Sponsors: Michael E. Verveer

A motion was made by Zellers, seconded by Lee, to Return to Lead with the Recommendation for Approval to the STREET USE STAFF TEAM. The motion passed by acclamation.

8. COMMITTEE UPDATE

Moved by Thiel/Levin to extend the meeting 5 extra minutes. Motion passed unanimously.

-Thiel: Downtown presentation on infill development.

-Zellers: Next Thursday is the Downtown Neighborhood meeting.

9. FUTURE MEETINGS

May 17, 2007 and June 21, 2007

10. ADJOURNMENT

**A motion was made by Miller, seconded by Banuelos, to Adjourn Meeting
adjourned at 7:34 PM.**

The motion passed by acclamation.