



City of Madison

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

Meeting Minutes - Approved DOWNTOWN COORDINATING COMMITTEE

Thursday, March 21, 2019

5:30 PM

215 Martin Luther King, Jr. Blvd.
Room 206 (Madison Municipal Building)

CALL TO ORDER / ROLL CALL

- Present:** 9 - Michael E. Verveer; Ledell Zellers; Kathy L. Marks; Gregory O. Frank; Adam J. Plotkin; Ted Crabb; Davy Mayer; Sandra J. Torkildson and Lori J. Henn
- Excused:** 2 - David Ahrens and Al Martin

APPROVAL OF February 21, 2019 MINUTES

A motion was made by Crabb, seconded by Zellers, to Approve the February 21, 2019 Minutes. The motion passed by voice vote/other.

PUBLIC COMMENT

None

DISCLOSURES AND RECUSALS

None

1. [54361](#) Report of Mall Maintenance and Special Events 2019

Mark Kiesow, Parks Division, briefed the Committee on the difficult snow removal of the second half of the winter. He said that the staff really learned from the experience on how to be better for next year. Verveer said that he has heard many compliments from property owners about the great work that Mall staff did under very difficult conditions. Kiesow said that the snowflake lights are down, and the pedestrian light pole base painting will begin soon. Crabb asked about the prognosis for the fountains, Kiesow said that Parks has issued an RFP for an outside contractor, and that the intent is to have the fountains all running by Memorial Day. Crabb asked about the progress of the State Street Art. Rebecca Cnare said that the art is progressing and staff is preparing for a June 1 grand opening. Cnare said that she would send out a reminder and an invitation to the grand opening. Crabb also asked Cnare to send out an updated roster list of DCC members once the new Alder/s are appointed.

2. [54880](#) SUBSTITUTE-Authorizing an \$85,000 contract with Madison's Central Business Improvement District (BID) for \$85,000 to fund the continuation of the Downtown Activities Program focused on existing plazas around the Capitol Square and State Street (2nd, 4th and 8th AD), and to support the administration of the Downtown Doors BLINK Art program.
~~Appropriating \$65,000 from the 2019 Planning Division Operating Budget, and~~

~~\$20,000 from the Room Tax Commission and authorizing the City of Madison to enter into a contract with Madison's Central Business Improvement District (BID) for \$85,000 to fund the continuation of the Downtown Activities Program focused on existing plazas around the Capitol Square and State Street (2nd, 4th and 8th AD), and to support the administration of the Downtown Doors-BLINK Art program.~~

Tiffany Kenney, briefed the committee on the past work of the BIDs Programming, and mentioned that they will soon have a full year of pedestrian counter data to help illustrate the effects that different events and programs have on foot traffic on State Street.

A motion was made by Plotkin, seconded by Frank, to Return to Lead with the Recommendation for Approval to the FINANCE COMMITTEE. The motion passed by voice vote/other.

3. [45382](#)

Downtown BID Programming Discussion

Rebecca Cnare, Planning Division, thanked the Committee members for their work on art rating all of the submitted images for the Downtown Doors Project. Their scores were combined with scores of the Madison Arts Commission and staff put together about 30-plus images that will be eligible to be matched with about 20-plus doors.

ADJOURNMENT

A motion was made by Verveer, seconded by Frank, to Adjourn at 6:10 p.m. The motion passed by voice vote/other.

Upcoming Meeting: April 18, 2019