



# City of Madison

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

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Thursday, September 18, 2014

5:30 PM

210 Martin Luther King, Jr. Blvd.  
Room 108 (City-County Building)

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### 1. CALL TO ORDER / ROLL CALL

**Present:** 9 - Michael E. Verveer; Ledell Zellers; Davy Mayer; Ted Crabb; Thomas E. Hirsch; Matthew J. Covert; Sandra J. Torkildson; Austin E. McClendon and Adam J. Plotkin

**Excused:** 2 - Gregory O. Frank and Mary C. Carbine

### 2. DISCLOSURES AND RECUSALS

None

### 3. PUBLIC COMMENT

None

### 4. APPROVAL OF MINUTES

**A motion was made by Hirsch, seconded by McClendon, to Approve the Minutes of August 24, 2014. The motion passed by voice vote/other.**

### 5. [32474](#)

#### Report of Mall Maintenance, Special Events 2014

Lisa Laschinger, Parks Division, introduced Tony Rosen, who will be taking over for Laura Bauer at the Mall Concourse lead worker. Laschinger mentioned that next month she will present some new landscaping ideas to the Commission for upkeep and additions to the successful landscaping efforts that they started this year.

Torkildson asked about the costs and supplier of the tree lights at Philosophers' Grove. Laschinger said that the LED lights cost about \$4,000 and were enough to cover nine trees, some of which were much larger than others. She said that they were purchased from Reinder's in Madison.

Kelli Lamberty, Parks Division, and Rebecca Cnare, Planning Division gave an introduction to the Street Use Permitting process. They outlined the various permits, processes and issues that staff has become aware during Placemaking initiatives and other events and programs that don't neatly fit into the current city permitting processes.

Zellers asked if staff could email the amplification permit information to Downtown Coordinating Committee (DCC) members. She also asked if the Ironman event drew extra complaints this year because of the loud amplification. Lamberty said that Iron man may have gotten new equipment, and that work needs to be done to establish decibel levels in the Street Use permit process, much like the noise ordinance. She added that there is some confusion about how groups that have permits may not need to follow the noise ordinance. For example, it would be better to learn who the Ironman group was trying to reach with their sound equipment, and how is the most effective way of accomplishing that without raising noise levels for everyone on the isthmus.

Zellers said that it is the Mayor's intent to look at noise issues, perhaps by a special committee. Zellers thought that the downtown events discussion and placemaking issues fit very well with these same concerns.

Crabb asked what kind of special committee was being proposed and suggested that a member of the DCC would be a good fit for that group considering the tie in with DCC issues. Zellers said that she believes it started with a discussion by Alder Strasser about the Alliant Energy property. Verveer added that the Taste of Madison and Ironman event complaints added to the issue. He noted that this may be a city-wide issue, and not just downtown.

Plotkin brought up notification requirements for large events and remembers that neighborhood associations are supposed to be notified if an event expects more than 10,000 people or closes 3 or more blocks. Plotkin said that when he was Capitol Neighborhoods Inc. president, he hardly ever received notifications of events downtown. Verveer said that Kelli Lamberty sends out an email on downtown events every Thursday. Zellers and Plotkin asked to be added to the email list.

Zellers noted that while these events have helped make Madison the wonderful place that it is, there are many issues that come with so many events, expensive notifications and disruptions for bus route changes, bagging meters, limited access to businesses, and she was at a staff meeting and during a discussion on events, the group wondered if some running routes could be more regular so that bus routes etc would be easier to change.

Lamberty noted that the events are required to pay for barricades and bagging meters. She also noted that there are three different kinds of events, Street Use Permits, Block Party Permits and State Street Area Amplification Permits. The first process is more complicated, the other two are easier.

Covert noted that two themes seem to appear in this discussion, that there are specific issues/complaints about some events, and the idea of event fatigue. He wondered if the City could track the complaints and find permitting/ordinance changes to address these issues. However the larger picture about policy and event fatigue requires a thoughtful discussion. Crabb asked if the special committee could look at those issues. Zellers believes that the special committee will mostly be talking about noise issues.

Lamberty noted the irony that her predecessor was charged with trying to create more events downtown, and to help promote the health and vitality of the isthmus. Zellers added that most people are really tolerant of events and don't mind the small inconveniences.

It was the sense of the Committee that this topic is a good fit with the DCC priorities, and that they would like to be involved in future discussions and potential ordinance changes. They also agreed that a DCC member would be a good fit for the noise ordinance discussion.

6. [34132](#)

### Discussion of State Street Mall/Capitol Concourse service area boundaries and schedule for calculating Mall Maintenance Special Charges

Lisa Laschinger noted that Parks Staff has begun to collect data at the DCC's suggestion from the last meeting, and that staff would continue work and bring back information to the committee when it is available. She added that current and former Mall concourse staff are looking at scheduling meetings to finalize recommendations based upon DCC input.

Verveer noted that he has talked with parks Staff and the Mayor about a budget initiative for adding service areas to the Mall boundary.

Crabb said that it is imperative that we get their report by October or we lose a whole year in discussions. Laschinger said that Eric Knepp and the financial staff are looking into the billing issues about payment timing and schedules, and are getting property owners on a different schedule, instead of billing in arrears as discussed at previous DCC meetings.

Hirsch noted that he doesn't believe a DCC subcommittee is needed at this time, as the whole Committee has interest in this continued topic. The Committee agreed.

7. [35476](#)

To approve the 2015 Operating Plan for Madison's Central Business Improvement District (#1).

A motion was made by Zellers, seconded by Plotkin, to **RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER**. The motion passed by voice vote/other.

Rebecca Cnare, Planning Division, gave a brief overview of the resolution and BID operating Plan information that was in the Committee members' packets.

Crabb noted that the DCC has been pretty routine about adopting the BID plans in recent years, but it was much more controversial when the BID was first created.

Plotkin noted that at a recent neighborhood meeting there was some discussion about the appearance of the ambassador booth, and wishing that it was a more attractive element in the landscape.

Covert asked about the strategic planning portion and if there was any additional information. Verveer said that there hasn't been any discussion about it, so if interested the DCC could be involved in those discussions. Covert agreed that it was something that DCC could be more involved in as it progresses.

Torkildson said that she would like to have a larger discussion on the issue of BID advocacy. She said that while she supports the BID, she has an issue with them taking positions on public policy issues, rather than advocating for the businesses and activities in the District. She noted a minority opinion by several businesses on the ALDO discussion, and on the issue of the sign code and sandwich board signs, while adding that the BID should be careful about what it advocates for. She said that the BID board is mostly made up of property owners, and many business owners may have different concerns or opinions on controversial issues. She added that advocacy isn't uniform for these two groups. She also said that the BID is appointed and not elected, and that they should be clear about who they represent.

Crabb said that the role of BID advocacy is an interesting one, and that a further discussion when Carbine and Frank are in attendance would be an appropriate follow-up to this agenda item.

Mayer asked if the BID takes stances on development issues. Verveer said that generally they do not. Crabb said that construction is listed as an item in the report, but Verveer said that this topic mostly is concerned with street/traffic construction, not redevelopment.

Torkildson said that the issue of term limits for board members should also be considered for a future discussion so that there is a healthy turnover on members. Verveer added that even though BID Board members are appointed by the Mayor, the BID submits recommendations that the Mayor generally appoints as submitted.

Crabb noted that at a future meeting where both Mary Carbine and Greg Frank can attend the DCC should talk about the following issues reading the BID operating plan:

- Update on the BID Strategic Plan initiative

- **Term limits/appointment of the BID Board**
- **Advocacy issues**
- **Communication to businesses and people in the district**

8. [33826](#) Committee Member & Staff Updates

Staff handed out a walkability map as prepared by Matt Covert and some of his Badger Volunteers. An email link to the interactive version of the map will be forthcoming to members. Staff also noted future Committee training opportunities on Roberts Rules of Order etcetera that is being offered for any all committee members.

Zellers noted the A/C Hotel development would be an item at the next Plan Commission meeting.

Plotkin noted that the sidewalk café and sandwich board sign at the Icon restaurant required pedestrians to walk sideways to move down the street. Verveer noted that at the last Vending Oversight Committee meeting (VOC), sidewalk café issues were discussed. At this time the VOC decided not to pursue the staff idea to use the sidewalk concrete crease as a marker since it was difficult to delineate in ordinance form. Verveer added that Metro Transit was going to come to a future VOC meeting to talk about the curbside and bus stop conflict issues existing sidewalk cafes. It was also mentioned that a number, like a 7 or 8 foot sidewalk cafe setback, is much more ordinance friendly language than the sidewalk crease if the VOC wanted to discuss the issue further.

Torkildson noted that the Greater State Street Business Association (GSSBA) is interested in upgrading the snowflake lights and is exploring other winter decorative ideas including the potential to wrap some of the existing trees for the winter.

Mayer noted that Capitol Neighborhoods (CNI) is hosting a group that is exploring a vision for Law Park event at the Central Library, and that all are welcome.

Crabb noted that he may not be able to make next month's meeting, and asked that the Vice-Chair, Sandi Torkildson, handle chairing the meeting.

9. **ADJOURNMENT**

**A motion was made by Zellers, seconded by Mayer, to Adjourn at 7:20 p.m. The motion passed by voice vote/other.**

**Upcoming Meeting: October 16, 2014**