



# City of Madison

City of Madison  
Madison, WI 53703  
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## Meeting Minutes - Draft VENDING OVERSIGHT COMMITTEE

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Wednesday, February 25, 2015

5:00 PM

215 Martin Luther King, Jr. Blvd.  
Room 300 (Madison Municipal Building)

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### CALL TO ORDER / ROLL CALL

Richards called the meeting to order at 5:03 p.m. with a quorum present. She introduced new voting member Sarah Larson.

**Present:** 8 - Michael E. Verveer; John N. Magnino; Marlys M. Miller; Sarah M. Larson; Sara J. Richards; Maureen K. O'Grady; Sean Lee and Aaron D. Collins

**Excused:** 2 - Scott J. Resnick and Peter J. McElvanna

### APPROVAL OF MINUTES

Magnino moved and Verveer seconded that the minutes of the January 28th meeting be approved. The motion passed.

### PUBLIC COMMENT

There were public comments by Jessica Wartenweiler, John Handley, Aimee Swanson, Rosemary Lee, and Maggie Jingga. Richards read an email from the absent Steven Lawrence.

### DISCLOSURES AND RECUSALS

There were none.

### PUBLIC COMMENT

1. [29662](#) Late Night Vending Push-Cart Location

After some discussion, Street Vending Coordinator Hansen agreed to relocate the one Late Night Vending push-cart site to either the corner of University Ave and Lake Street, weather permitting, or to the N. Frances Street cul-de-sac once construction on The Hub building was complete and the sidewalks clear.

2. [34753](#) Survey on Food Cart Review Process

**Attachments:** [Draft Food Cart Survey 11-13-14.pdf](#)

Hansen read a two-page synopsis of food cart review survey results that had been prepared by the Office of Business Resources' Peggy Yessa. There was one page for food cart reviewers and one page for food cart operators. Hansen said that 59% of the reviewers had responded out of a pool of forty-two. 33% of food vendors had responded out of a pool of 50. Hansen explained that, for most surveys, even a 10% response was considered a success. Not all responders had answered all questions.

Hansen explained that most responses were disparate, that is, many people had made one comment about something that no one else had commented on. Sometimes, just two people had made similar comments. There was no strong statement made about anything by a large number of responders. Two suggestions were that there be more diversity among panelists and that food industry people be included. Hansen said that he had always looked for maximum diversity and that inviting food industry workers was already on his To Do list. Hansen felt that there appeared to be little need to change the food cart review process except for a few possible tweaks.

3. [35338](#) Allow Arts & Crafts Vendors to be Temporarily Assigned to Unoccupied Food Cart Sites

**Attachments:** [File 35338 2-25-15.pdf](#)

Verveer asked Hansen to have Assistant City Attorney Lara Mainella prepare this language for Verveer to sponsor and introduce to the Common Council for referral back to the VOC, with a confirmation that it would be on the March VOC agenda.

4. [35595](#) Pro-rate Fees of Vending Licenses Purchased After October

**Attachments:** [File 35595 2-25-15.pdf](#)

Verveer asked Hansen to have Mainella prepare suitable language for Verveer to sponsor and introduce to the Common Council for referral back to the VOC.

5. [32005](#) Consider an "Umbrella" License for Mall/Concourse Food Vendors

**Attachments:** [umbrella food vendor license 9-24-14.pdf](#)

This item would be referred to the next VOC meeting.

6. [36809](#) Authorizing amendments to the "Regulations Governing Vending on the State Street Mall/Capitol Concourse" to allow Mall/Concourse Food Vendors with a Saturday site to place vending carts in their assigned site beginning at 3:00 a.m.

**Sponsors:** Michael E. Verveer and Scott J. Resnick

**Attachments:** [File 36809 2-25-15.pdf](#)

**After prolonged discussion, a compromise was reached. Verveer moved and Magnino seconded that Hansen ask Mainella to prepare a substitute Resolution for agenda item 6 that would go directly to the Common Council, and to strike "3 a.m." and replace it with "12 a.m." The motion passed.**

7. [36868](#) Amending Section 9.13(6)(l)1.d. of the Madison General Ordinances to change the time that Saturday-only Mall/Concourse food carts may be parked in their assigned vending sites.

**Sponsors:** Michael E. Verveer and Scott J. Resnick

**Attachments:** [Version 1](#)

**After prolonged discussion, a compromise was reached. Verveer moved and Magnino seconded that Hansen ask Mainella to prepare a substitute Ordinance for agenda item 7 that would go directly to the Common Council, and to strike "3 a.m." and replace it with "12 a.m." The motion passed.**

## REPORTS

- [36949](#) Street Vending Coordinator's Report, including enforcement, activity, licensing and permitting numbers, the number of chairs in each sidewalk cafe

**Attachments:** [VOC Staff Report\\_Feb 2015.pdf](#)  
[VOC Staff Report\\_Jan 2015.pdf](#)

**Verveer asked about the reference in the report to Hansen's inquiry about having one or more Madison police officers present to direct traffic at the close of Saturday street vending on the outer Capitol Square during Dane County Farmers Market season. The intersection at State Street/Carroll/Mifflin Streets could become congested at that time. Hansen said that Police Captain Carl Gloede had informed him that this would (a) require one or more police officers to be pulled out of their regular assignments and (b) be accompanied by a special duty officer fee.**

## ANNOUNCEMENTS

There were none.

**ADJOURNMENT**

Larson moved and Magnino seconded that the meeting be adjourned. The motion passed. Richards adjourned the meeting at 7 p.m.

The next meeting of the Vending Oversight Committee is scheduled for Wednesday, March 25, 2015, 5 p.m., Madison Municipal Building Room 300.