



# 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 19, 2014

5:00 PM

210 Martin Luther King, Jr. Blvd.  
Room GR-27 City-County Building

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### CALL TO ORDER / ROLL CALL

Richards called the meeting to order at 5:05 p.m. with a quorum present.

**Present:** 9 -

Michael E. Verveer; Scott J. Resnick; John N. Magnino; Marlys M. Miller;  
Liliana Fabela; Sara J. Richards; Maureen K. O'Grady; Sean Lee and  
Aaron D. Collins

**Excused:** 1 -

Peter J. McElvanna

### 1 APPROVAL OF MINUTES

Magnino moved and Fabela seconded that the minutes of the VOC meeting of January 26, 2014 be approved. The motion passed.

### 2 PUBLIC COMMENT

Six people spoke in support of Late Night Vending, including the most recent proposed map revision, but were in opposition to allowing demerits.

### 3 DISCLOSURES AND RECUSALS

There were none.

### NEW BUSINESS

### REPORTS

- 4      [33163](#)      Street Vending Coordinator's Report, including enforcement, activity, licensing and permitting numbers, the number of chairs in each sidewalk cafe

**Attachments:**      [VOC Staff Rpt Feb 2014.pdf](#)  
                                 [VOC Staff Rpt Jan 2014.pdf](#)

**Hansen commented that his efforts to find alternate locations for Library Mall food carts during construction were going pretty well.**

**DISCUSSION ITEMS**

- 5      [33138](#)      DISCUSSION ITEM: Consider changes to Late Night Vending Areas - Review and approve revised Late Night Vending map and draft ordinance text to accompany the changes.

**Attachments:**      [Vending Area Late Night 2014.pdf](#)  
[File 28583.pdf](#)  
[orig\\_201402170710\\_0001.pdf](#)  
[late night area change ordinance 2014 021714.pdf](#)

The new proposed Late Night Vending map was discussed and was acceptable to those present. Hansen said that the push cart site on N. Frances Street could be assigned to a large cart as needed. There was discussion about whether to retain the demerit system. The committee did prefer to keep it. Hansen said that he suspected that the currently licensed Late Night Vendors would work with each other to select complementary vending locations based on the revised map. It was also decided that seniority for Late Night Vendors would begin on the day a vendor first purchased the Late Night Vending License, but that the seniority of other types of vendors would be determined by the day they purchased their basic Street Vendor License.

Verveer requested more precision on the Late Night Vending map. Hansen said that, at the scale it was in, that would be a challenge but he would discuss that with the map maker.

Central District Police Captain Carl Gloede felt that the revised Late Night Vending plan was a work in progress that could be adjusted as needed in the future. He was in favor of the smaller groups of vendors. Resnick mentioned that the made-over 700 block of State Street might become a future option.

Verveer suggested that the current Late Night Vending hours of 9 p.m. to 6 a.m. be shortened to 9 p.m. to 4 a.m. The committee agreed.

The discussion about refuse control would appear on a future agenda, including a possible higher fee for refuse-related citations.

Miller moved and Resnick seconded that the hours be changed. The motion carried. Richards asked Mainella to draft appropriate language and to consult with sponsors Resnick and Verveer.

Resnick moved and Magnino seconded that the map be approved as changed. The motion passed.

**6**      [32005](#)              Consider an "Umbrella" License for Mall/Concourse Food Vendors

There was general discussion about this. It would be cheaper and easier for the vendors. Hansen was concerned about a potential loss of revenue to the City. It might require less enforcement time for staff. Hansen said that it was once important for the City to know exactly who was working in every cart. The VOC had to decide if it was still important. Hansen said that most food cart owners operated their own cart, sometimes with a spouse or relative or employee. The umbrella license would be optional for the approximate 20% of Mall/Concourse food vendors who had more turnover than other food vendors. Street Vending Monitor Eric Melton-White said that he felt that the quality of Madison's nationally recognized food cart system could be effected by having anonymous people working in food carts, but that it was also a challenge at times to get everyone licensed.

**7**      ANNOUNCEMENTS

Verveer announced that Mainella had suggested that Verveer move for reconsideration of the draft language and map pertaining to Late Night Vending sites on N. Frances Street and specify the committee's wishes regarding the presence of a small or large cart in one of the three sites. Resnick moved and Magnino seconded for reconsideration of this matter. Then Resnick moved and Miller seconded that that those sites be allowed to accommodate three large carts. The motion carried.

Richards announced that she had seen a letter from the University Research Park manager which richly praised Hansen for his contributions to establishing food carts at that venue.

**8**      ADJOURNMENT

Magnino moved and Resnick seconded that the meeting be adjourned. The motion carried. Richards adjourned the meeting at 6:52 p.m.

The next meeting of the Vending Oversight Committee is scheduled for Wednesday, March 26, 2014, 5 p.m., room 300, Madison Municipal Building.