



City of Madison

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

Meeting Minutes - Draft DOWNTOWN COORDINATING COMMITTEE

Thursday, July 15, 2010

5:30 PM

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

I. CALL TO ORDER / ROLL CALL

A regular meeting of the Downtown Coordinating Committee was held on Thursday, July 15, 2010 in Room 108, City-County Building, 210 Martin Luther King Jr. Blvd. Chair Thiel called the meeting to order at 5:40 p.m. A quorum was present and the meeting was properly noticed.

Parks Staff Present: Kevin Briski, Steve Doniger, LaVonne LaFave, Kelli Lamberty, Joy Kummerow,

City Staff Present Tom Carto, Jim Edwards

Present: 10 -

Michael E. Verveer; Rosemary Lee; Thomas C. Miller; Mary Lang Sollinger; Troy A. Thiel; Ledell Zellers; Patrick T. McDonnell; Mary C. Carbine; Donna V. Hurd and LaVonne LaFave

Absent: 1 -

Melissa M. Berger

Excused: 5 -

Bryon A. Eagon; Daniel H. Chin; Jeremy P. Levin; Sarah K. Reiter and Ted Crabb

II. APPROVAL OF MINUTES

A motion was made by McDonnell/Carbine to approve the Minutes of the June 17, 2010 regular meeting of the Downtown Coordinating Committee. MOTION CARRIED.

III. PUBLIC COMMENT

There were no members of the public wishing to speak on issues not on the Agenda.

IV. STAFF REPORTS

Special Events - Lamberty apologized for not having a written report and stated that events are not slowing down. She has been occupied with new events and street use meetings.

Mall/Concourse Maintenance – Kummerow reported the beds along State Street are looking great. She'd like to take credit but all the rain we've received has really helped. There has been some delay in getting the additional planters from the vendor and as soon as they are received they will be planted and put in place.

V. NEW BUSINESS

Peace Park Update

Superintendent Briski was available to answer questions about plans for programming in the Park and the operation of the Visitor Center. Parks staff are willing to work with any group that wants to reserve the park for an event following the same procedure as events on State Street and in our other parks. The programming will be coordinated in the same manner as the other Parks facilities.

Construction is moving along despite the rain and it is anticipated that it will be completed by Labor Day. The fences were moved to accommodate participants for Maxwell Street Days.

Superintendent Briski reported that at last evening's Park Commission meeting a lengthy discussion took place regarding the Code of Conduct for inside the Visitor Center. He stressed that the Code related only to the building and not the park. There was significant input from citizens who voiced concerns regarding some of the language in the Code. The Park Commission referred the issue to their September meeting and the Code will be modified by Parks staff before it is returned to the Park Commission for final approval. The Code is patterned after the policies in effect at both the Library and the Senior Center. Parks staff checked with staff from both of these facilities regarding any problems with the policy and learned there have been very few problems since it was enacted.

Carbine agreed that the Code language is consistent with the policies adopted by both the Library and Senior Center in response to users and staff who were concerned about behaviors that were occurring in those facilities. At the Park Commission meeting, speakers were concerned that the Code was directed toward a specific group of individuals. From the BID's perspective, they want the Code of Conduct in place before they staff the Visitor Center with volunteers. They do recognize that it has been a troubled area in the past.

Susan Schmitz of DMI noted that the process with the Code of Conduct changed from what was presented by the Lisa Link Committee. She would have changed some words to better reflect that Committee's intent to create a spirit of welcomeness and thinks the wording can be fixed.

Superintendent Briski added that the referral provides Parks with an opportunity to strengthen the Code and gather input to make it better.

Committee members stated they were comfortable with the changes proposed and that staff could take out items that weren't applicable to the Visitor Center. Several individuals indicated they would be willing to meet to discuss the revisions and added that there are easy things that don't offend people and

that the ultimate goal is to reclaim the park for everyone and make State Street fun.

Returning to questions about scheduling events in the park, Parks will work with individuals/groups presenting proposals for events.

Parks looks forward to a Grand Reopening of the park together with DMI and BID.

A motion was made by Carbine/Lang Sollinger to take item VII. B. 2. out of order. MOTION CARRIED UNANIMOUSLY.

UPDATES

Capitol Neighborhoods

The issue of Supreme Water Sports non renewal at James Madison Park was brought forward. It had been discussed at the Capital Neighborhood meeting. Superintendent Briski and Community Services Manager Doniger reported that all of the waterfront operations were opened to bid this year. Mr. Murphy submitted an incomplete bid and when given an opportunity to resubmit it, it didn't fit the minimum qualifications and credentials specified in the bid document. Parks staff and Mr. Murphy discussed the issue with the Alders and they did not support renewing Mr. Murphy's proposal. The Parks Division did not discuss it with the neighborhoods.

The bidding process was open and competitive and the minimum qualifications were not met. They stated this was not the proper venue to discuss Supreme Water Sports details without Mr. Murphy present. There will be an opportunity to rebid this operation in the future.

Parks staff were determined that they wanted to have a presence in the park and are currently operating a concessionaire in the shelter during the hours that the beach is open... The plans include bringing in small boats for rent.

Members felt there was more disarray in the park now with people sleeping there. It was acknowledged that Parks was slow in getting something up and running in the shelter concession area.

Overture Center Future Operations & Structure

CEO Tom Carto determined that the DCC knows what happened in 2008 with the Center's financial woes. The Center has been getting by with less staff to run the performing arts center after the trust fund was liquidated in the wake of the financial crisis. They receive \$1.4 million a year in resources from the city to help out with the operations and maintenance.

The Overture governing boards were set up as a cultural arts district with no taxing authority but did have condemning authority. Part of the original agreement was that Overture would retain the Civic Center employees. Overture Development Corporation owns the building. They want to change the governance to an AMS model with a private foundation, Overture Center Foundation to maintain oversight and the city would own the building and provide staff for its maintenance. The annual subsidy would continue to pay for the maintenance and upkeep. Neither the state or county will have

representatives on the new board but the city will be represented.

There are several steps that need to occur and the Mayor has endorsed a broad plan. The city would own the building and provide the subsidy for maintenance and upkeep. There is a comfort Resolution in the hands of the Council that enables the process to continue. The Council and BOE will receive a briefing on the particulars next week. It will be deliberated on the Council floor on August 3 with a timeline that it will be completed by the end of the year.

MMOCA has not been paying rent but has been paying their utilities and PILOT. The cooperation agreement between MMOCA and Overture allows them to purchase their portion of the building for \$1. Fresco is a sublessee of MMOCA.

Ald. Verveer noted that the big issue to be resolved is where the Center's employees will end up. They are currently city staff. The goal is there will be no layoffs and the employees will be made whole.

101. [19042](#)

Creating Sections 10.056(5)(h) and 23.315 of the Madison General Ordinances to prohibit animals from specified street use events, require notice of prohibition and establishes a penalty for violations of this ordinance.

This Ordinance was **RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER**

Ald. Verveer reported this ordinance was prepared at the request of large event organizers who were unable to get voluntary compliance with requests to not bring animals to their events. It would cover annual events that want to be covered that have 10 or more food vendors. It would not cover neighborhood block parties. Members added that they had seen many instances where animals were in distress because of hot weather and being pulled along on leashes. It was also brought out that it is not a conducive atmosphere for animals because of hot pavement, small children and the availability of food that can create aggressive behavior.

A motion was made by Verveer/Miller to approve Ordinance ID#19042 creating Section 10.056(5)(h) and 23.315 of the Madison General Ordinances to prohibit animals from specified street use events, require notice of prohibition and establishes a penalty for violations of this ordinance. **MOTION CARRIED UNANIMOUSLY.**

VI. UNFINISHED BUSINESS

Review of Land Use Subcommittee Goals

Miller reported that the Land Use Subcommittee Goals is really a working document that can be added to or deleted from during the year. It highlights land use issues occurring in the downtown area. The document will be revised to reflect changes that were discussed. The Downtown Plan is moving forward. The Zoning rewrite is not on hold but they are moving step by step. It has had some public review and the draft of the Downtown portion has not been completed. There is still controversy regarding Edgewater and the Central Library. There is a glitch with the reuse of the existing library footprint.

The temporary location (AT&T Building) does have asbestos but no abatement will be needed because there will not be modifications to it and it will have a relatively short term use. There was an announcement that the high speed rail station will be located at the DOA. Comments concerning whether Greyhound and Badger bus stops would also be located there were made. The Government East parking ramp may become a public market with underground parking. HSR location discussion continues.

It was felt that the downtown waterfront is underutilized and some focus should be made toward improvements. Both Law Park and Monona Terrace sit on the banks of Lake Monona.

The BUILD Committee is not viable.

VII. UPDATES

Subcommittees

Land Use and Living Downtown Committee – already covered
Downtown Infrastructure Committee – No report.

Transportation Committee

A traffic signal will be going in at Mifflin and Webster Streets. There are also plans for a bump out at Webster and East Main Streets. Engineering will begin reconstruction of the Capitol Loop beginning in 2011.

A motion was made by Carbine/Miller to place a “Yield to Pedestrians” sign at the corner of Mifflin and Webster Streets until the traffic signals are installed.
MOTION CARRIED UNANIMOUSLY.

A motion was made by Miller/Verveer to extend the meeting by 10 minutes.
MOTION CARRIED UNANIMOUSLY. Hurd left.

Member Interests / Outside Committee

BID Activities – Carbine distributed her business turnover update. Maxwell Days is coming up in July.

Capitol Neighborhoods – nothing further.

GSSBA – Lang Sollinger reported there are more merchants participating in Maxwell Days this year. Sandi Torkildson is the new GSSBA President.

State Street Oversight – no report in Crabb’s absence.

Roundup There will be an informational meeting on the Central Library on August 5.

VII. NEXT MEETING - August 19, 2010

VIII. ADJOURNMENT

A motion was made by Verveer/McDonnell to adjourn at 7:42 p.m.