



City of Madison

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

Meeting Minutes - Approved DOWNTOWN COORDINATING COMMITTEE

Thursday, December 15, 2016

5:30 PM

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

CALL TO ORDER / ROLL CALL

Present: 8 - Michael E. Verveer; Ledell Zellers; Davy Mayer; Gregory O. Frank; Adam J. Plotkin; Ted Crabb; Thomas E. Hirsch and Sandra J. Torkildson
Excused: 2 - Matthew J. Covert and Lori J. Henn

APPROVAL OF November 17, 2016 MINUTES

A motion was made by Hirsch, seconded by Verveer, to Approve the November 17, 2016 Minutes. The motion passed by voice vote/other.

PUBLIC COMMENT

Meghan Blake-Horst, newly hired City Vending Coordinator in the Economic Development Division, came to introduce herself to the Committee. She said she will likely be involved in many of the issues with which the Committee is involved, and she looks forward to working with them in the future.

DISCLOSURES AND RECUSALS

None

1. [41722](#) Report of Mall Maintenance and Special Events 2016

Mark Kiesow, Mall Maintenance staff, gave a brief overview of the Mall Concourse Maintenance activities.

Zellers had concerns about the amount of salt used downtown, and asked that the crew use as little salt as possible to protect salinity levels in the wells. Kiesow said that the two new salt throwers use a salt guard to limit excess salt, and they have been working on fixing an issue where extra salt appears to be used when the trucks start and stop.

Kiesow also updated the Committee on efforts to start looking at replacing and refurbishing some of the older street furniture in the State Street / Capitol Square area as allowed for in the 2017 budget. He mentioned Arthur Ross's City Bike and Pedestrian Coordinator, desire to have a variety of bike racks in the area. He noted Mall Maintenance's concerns about snow and debris removal around the racks that have lower wheel wells and bars. Zellers said that with the increase in winter bikers, it is important to be able to efficiently clear the snow. Torkildson said that she parks backward with her front basket bike. Crabb noted that consistency in design is important. Hirsch suggested that the Committee discuss this when Traffic Engineering staff be present, and asked Cnare to send out examples of Ross's preferred racks and invite him to the next meeting.

Verveer said that he would like regular updates on the progress at upcoming meetings on spending the TID money. Verveer also asked Mall staff to work with police on doing a sweep of abandoned bikes in the 400 blocks of West Gilman and other off State Street blocks that may not have gotten swept during the Halloween preparations.

2. [44833](#)

Approving the initial concept design and authorizing the Mayor and the City Clerk to execute an agreement for design, fabrication and installation between the City of Madison and RDG Dahlquist Art Studio for creating a site specific public art feature for the confluence at the intersection of State Street, the Library Mall, and East Campus Mall.

Torkildson thought that the selection committee made a good choice. Mayer noted that staff should work with the artist on the in-ground lighting issue and the placement of the boulder in a seating area to make sure that it works appropriately. The committee thanked Ted and Davy for their work on the selection team.

A motion was made by Crabb, seconded by Zellers, to Return to Lead with the Recommendation for Approval to the MADISON ARTS COMMISSION. The motion passed by voice vote/other.

3. [45382](#)

Downtown BID Programming Discussion

Tiffany Kenney, BID Executive Director, gave an overview of the programming activities of the BID throughout the summer. She thanked Mall Maintenance staff for their help in clearing and cleaning areas ahead of scheduled events. Kenney said they the BID will plan on repeating some of the events, like the "Lisa Link Live and Local" music series which grew in popularity over the summer, but other not as successful events may not return so they can focus elsewhere.

Frank asked for a preview of 2017 events. Kenney said that besides the "Live and Local" Music, they are working on having a night market once a month in May, June and July, as well as expanding and keeping the kids crafts at the top of State Street.

Crabb asked about the Philosophers' Grove activities. Kenney said that the kids' crafts will continue, but the lan's Open Mic is more reliant on lan's willingness to continue the program. She added that there continue to be challenges working with that space. Verveer added that the food cart locations at the top of State have been made permanent, and while they are not the ideal spaces, there is a lot of competition with food carts and he is glad that we can continue to have them there next year. He also mentioned that if there are ordinance changes need to allow some bid programming, like sales, that we should work on those as soon as possible. Blake-Horst added that allowing value added food vendors to a pop-up market is an essential part of their success. There was some discussion about whether or not a Street Use permit was enough for the night market, but that an ordinance change may be needed for other opportunities.

Verveer asked about the budget. Kenney said that there was \$69,000 in the 2016 budget and \$50,000 in the 2017 budget, so they will look for sponsorships and other partners to make up the difference.

Torkildson noted that perhaps there is an opportunity for some of the expanded micro retail that is discussed in the retail report to mix with the food and music at the top of State Street.

4. [33826](#)

Committee Member & Staff Updates

Rebecca Cnare reminded Committee members about their accomplishments for the year,

including having the first year of the expanded Mall boundaries, the utility box wrap pilot, BID programming, selection of the 700-800 State Street art, continued work and discussion on downtown homelessness issues, and finishing the Downtown Retail and Market Analysis. Cnare thanked them for their work this year.

Mayer asked that he be considered for a move to the at-large member for the DCC, as he is in the process of buying a house outside of the downtown. Committee members endorsed this change and asked Cnare to contact the Mayor's Office.

Hirsch stated his disappointment that the DCC hasn't had more discussion with the police, as was requested, about homeless issues. He asked Cnare to try to work with the Downtown Police Captain to make this a more regular occurrence in 2017. Verveer said that Captain Glode is retiring in the New Year, and Chief Koval has appointed Jason Freidman as his replacement, which should begin in February, and asked Cnare to invite the new Captain to the February DCC meeting.

Crabb asked Cnare to follow up with the Philosophers' Grove in the New Year as he expected that more would be to come after the removal of the stones. He would like to have an update at a meeting next year.

Zellers noted that 502 State Street has been purchased by someone who wants to change it into a restaurant, and have applied for a liquor license.

Verveer asked Zellers for a Transit and Parking Commission (TPC) update on Downtown parking. Zellers said that the three dollar increase for special event parking passed with an amendment to look at impacts of the increase, and have the Parking Utility look for ways to mitigate impacts on local retail. Ideas included extending meter evening hours in the Downtown so that there is turnover available for merchants. Torkildson said that she thinks that the TPC needs to have a Downtown business representative that is aware of the multiple issues regarding short term parking. Crabb said that this is one of those issues that really benefits from varied City agencies and committees working together to solve an issue and hopes that the DCC can be of assistance.

Verveer asked that Cnare send out the Fairchild Building re-use report to DCC members, and to check if it was officially referred to the DCC.

ADJOURNMENT

**A motion was made by Zellers, seconded by Crabb, to Adjourn at 7:05 p.m..
The motion passed by voice vote/other.**