



City of Madison

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

Meeting Minutes - Draft VENDING OVERSIGHT COMMITTEE

*Consider: Who benefits? Who is burdened?
Who does not have a voice at the table?
How can policymakers mitigate unintended consequences?*

Wednesday, October 25, 2023

5:00 PM

Virtual Meeting

The City of Madison is holding the Vending Oversight Committee (VOC) meeting virtually to help protect our community from the Coronavirus (COVID-19) pandemic.

1. **Written Comments:** You can send comments on agenda items to vendingoversight@cityofmadison.com

2. **Register for Public Comment:**

- Register to speak at the meeting.
- Register to answer questions.
- Register in support or opposition of an agenda item (without speaking).

If you want to speak at this meeting you must register. You can register at <https://www.cityofmadison.com/MeetingRegistration>. When you register to speak, you will be sent an email with the information you will need to join the virtual meeting.

3. **Watch the Meeting:** If you would like to join the meeting as an observer, please visit <https://www.cityofmadison.com/watchmeetings>.

4. **Listen by Phone:**

(877) 853-5257 (Toll Free)

Webinar ID: 846 5165 3682

CALL TO ORDER / ROLL CALL

The Chair, at 5:10 pm, called the meeting to order, with quorum present.

Present: 3 - Michael E. Verveer; Marlys M. Miller and Ashleigh M. Hacker

Absent: 1 - Sean Lee

Excused: 3 - Kristen Slack; Andrea B. Hughes and Aaron D. Collins

Non Voting: 2 - Michelle L. Quigley and Jack T. Thurnblad

APPROVAL OF MINUTES

Alder Verveer made a motion and a second by Hacker to approve the minutes from the meeting. The motion was approved by a voice vote/other approved the motion.

PUBLIC COMMENT

1. [80447](#) Public Comment

There was no public comment. One member of the public registered in support of item 3 on the agenda but did not wish to speak but was available for questions.

DISCLOSURES AND RECUSALS

There were no disclosures or Recusals.

NEW BUSINESS

2. [80480](#) Review draft of an ordinance change to MGO 9.12 to remove the alternate position, replace the State Street area resident with a resident from any part of the city, and make other editorial corrections.

Alder Michael E. Verveer made a motion to recommend to Council and a second by Ashleigh Hacker to approve.

The motion was approved by a voice vote/ and approved the motion unanimously.

REPORTS

3. [80481](#) 2023 Food Cart Review Results

Staff presented results of the 2023 Food Cart Review scores and stats were reviewed.

4. [80024](#)

Late Night Vending planning: updates, input gathering and timeline for creation of a program for 700/800 State Street Night Vending Area for the 2024-2025 vending season, per MGO 9.136(1)(n)3.c.

Staff presented results from focus group and e-mails and conversations with Council Members and food cart review.

Staff discussed comments from vendors:

- Lighting concerns – would like additional/better lighting
- Extra security – not to be provided above what is normal
- Late night vending is not a special event
- Having more than three vendors – with five and twelve being the suggested range from respondents. Vendors think 4+ is best for safety.
- Questions about fees: there are not answers for yet, additional discussion needed
- Disappointment of the group if hours are reduced to 12:30am there would be
- Seniority points: currently this is used and part of food cart review.
- Start time at 4pm could impact current Mall Concourse Carts. Some vend until 6pm
- 4pm time may need to be reviewed/discussed
- How do we safely get the carts out if there are lines at 12:30 a.m. Same issue between the day vendors and light night vending. Committee suggestions:
- Move to the 700 block is very important for safety.

Committee suggestions:

- Start end times need training for police and coordination.
- Hour suggestion may change to 7pm or 8pm- 12:30am
- Marketing to better prepare customers for new hours
- Possible grants available to help purchase line management systems/equipment
- Inquire with streets about better lighting options
- Number of vendors: 5
- Push back start time
- Share with City Attorney to start drafting the ordinance & move up Council introduction date of ordinance

Suggested next steps:

- Start drafting something.
- Move forward with recommendations
- Very tight timeline
- Equity analysis

5. [76255](#)

Street Vending Staff Report

Outdoor Overnight Storage

- What is the timeline for overnight storage issue? City attorney is looking at it. Timeline now is that it would be introduced February 13 2024.
- Questions that have come up: about administrative costs. Would current fee structure cover costs Question about tarps in regards to safety.

ADJOURNMENT

Alder Michael E. Verveer made a motion to recommend to Council and a second by Ashleigh Hacker to approve. The motion was approved by a voice vote and approved the motion unanimously. The meeting was adjourned at 6:32 pm.