



City of Madison

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

Wednesday, September 24, 2014

5:00 PM

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

CALL TO ORDER / ROLL CALL

Richards called the meeting to order at 5:04 p.m. with a quorum present. She said that, because Rosh Hashanah began at 6:40 p.m. that evening, she intended to adjourn the meeting by 6:30 p.m.

Present: 8 - Michael E. Verveer; Scott J. Resnick; John N. Magnino; Marlys M. Miller; Sara J. Richards; Maureen K. O'Grady; Sean Lee and Peter J. McElvanna

Excused: 1 - Aaron D. Collins

APPROVAL OF MINUTES

Magnino moved and Miller seconded that the minutes of August 27, 2014 be approved. The motion passed.

PUBLIC COMMENT

Attorney Rick Petrie was representing Jim Meyer of Pizza Extreme, who had permission from Menard's to vend food in their parking lot. This was against Madison Zoning code and Petrie requested that the code be revised.

DISCLOSURES AND RECUSALS

There were none.

DISCUSSION ITEMS

1. [35594](#) Food Vendors on Private Property

Zoning Administrator Matt Tucker provided an overview of Zoning code that pertained to free-standing food carts. Some were allowed under particular circumstances usually associated with special events and festivals. There was no provision allowing them to operate on private property purely for the purpose of attracting people and making money, a long-standing rule designed to protect brick and mortar businesses.

Tucker anticipated that this discussion would likely be referred to the food policy council, to policy makers like Verveer, etc. Assistant City Attorney Lara Mainella suggested that this item be placed on file so there would not be an additional file number associated with this item. Magnino moved and Miller seconded that the item be placed on file. The motion passed. Richards surmised that City staff might shape this topic into something for discussion by appropriate entities, and the VOC could wait for notification.

2. [35337](#) State Street Sidewalk Cafe Placement

Richards said that there would be a sufficient amount of time to notify State Street sidewalk cafe operators about this conversation if the item were deferred to the October 29 meeting. It was agreed to do so.

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

Mainella explained that there were various existing ordinance references to Saturday vending arrival times that would be effected by this proposed change. Lee said that he felt other food vendors should have first notice for unoccupied food vendor sites. Hansen said that food vendors sign up for events well in advance of them and, if they could inform Hansen of their future planned absence, he could offer the unused spaces to other food vendors in advance. Miller perceived that it was not as complicated to move Arts & Crafts vendors around and that to shift food carts around on Saturday mornings would create chaos. Hansen agreed. Verveer suggested that this item be referred to a future meeting.

4. [35339](#) Allow Mall/Concourse Food Vendors to Park Their Carts Early During Dane County Farmers Market Season

Attachments: [Overnight parking of food cart saturdays on square 9-24-14.pdf](#)

After some discussion, Verveer said that he would sponsor this item if the Saturday morning arrival time was no earlier than 3 a.m. and that it could be referred back to the VOC.

5. [35340](#) Food Review Process and Possible Post-Review Surveys

Attachments: [Survey Questions 9-23-14.pdf](#)

Matt Mikolajewski, City of Madison Office of Business Resources Manager, distributed copies of the proposed surveys. One survey was for Mall/Concourse Food Vendors and the other for food review panelists. It would have no effect on the 2014 food review that was currently in progress. It appeared that responses via Survey Monkey could be available by January 2015. Hansen mentioned that the 2015 review was a year away, so there would be plenty of time to discuss survey results before then.

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

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

There was discussion about a possible fee for such a license, how many employee names might be included, and how they would be added or removed. Hansen felt that it would be courteous to vendors to give them as much advance notice as possible regarding the availability of this license, if it were established.

Mikolajewski said that the street vending/sidewalk cafe program was paying for itself. Verveer said that the City assumes that, although these fees go into the general fund, some costs are associated with the Parks Division and the Mall Maintenance crew. Richards asked Mikolajewski to provide figures for vending-related funds allocated to Parks, etc., which he agreed to do.

7. [35341](#) Vendor Mobility

Due to the time, Richards suggested that this item be referred to a future VOC meeting. All agreed.

8. [35595](#) Pro-rate Fees of Vending Licenses Purchased After October

Richards suggested that this item be referred to a future meeting. All agreed.

9. [35596](#) Increase Maximum Mall/Concourse Food Vendor Seniority Points from Seven to Nine Points

Richards recommended that this item be referred to a future meeting. All agreed.

REPORTS

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

Attachments: [VOC Staff Report Sept 2014.pdf](#)
[VOC Staff Report Aug 2014.pdf](#)
[VOC Staff Report May 2014.pdf](#)
[VO Staff Rpt Apr 2014.pdf](#)
[VOC Staff Rpt Feb 2014.pdf](#)
[VOC Staff Rpt Jan 2014.pdf](#)

ANNOUNCEMENTS

ADJOURNMENT

Miller moved and Verveer seconded that the meeting be adjourned. The motion passed. Richards adjourned the meeting at 6:29 p.m. The next meeting of the VOC is scheduled for Wed, Oct. 29, 2014, at 5 p.m., room 300, Madison Municipal Building.