



City of Madison

City of Madison
Madison, WI 53703
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Meeting Minutes - Approved DOWNTOWN COORDINATING COMMITTEE

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

Thursday, January 15, 2026

5:30 PM

215 Martin Luther King, Jr. Blvd.
Room 206 (Madison Municipal Building)

Call to Order/Roll Call

The meeting was called to order at 5:34 pm.

Present: 6 - Michael E. Verveer; Will Ochowicz; Jonathan D. Cooper; Adam J. Plotkin;
Davy Mayer and Sophia M. Hague

Excused: 1 - Ted Crabb

Approval of Minutes

A motion was made by Mayer, seconded by Cooper, to Approve the November 20, 2025 Minutes. The motion passed by voice vote/other.

Public Comment

1. [61242](#) Public Comment

None

Disclosures and Recusals

None

2. [91496](#) Report of Mall Concourse Maintenance and Special Events 2026

Chad Hughes gave an update on Mall Concourse Maintenance activities. Warm weather allowed for more maintenance tasks like pressure washing and clean up. MCM coordinated with MPD and Capitol Police on issues at the top of State Street, and cleaning the space as needed. MCM is also recruiting for 2 positions, with one to be filled in the near term.

3. [89540](#) Downtown Area Plan Updates

Dan McAuliffe gave a brief recap of December open house presentation and discussed the date of the next public meeting. That next meeting will focus on big ideas of the plan. He discussed the feedback from the December event. For the expenditure exercise, affordable housing and public spaces/placemaking were the top responses for public funds. On the private side, arts, culture & space activation, mixed-use (re)development and local business growth were the most frequently chosen options. McAuliffe also summarized the open-ended comments about big ideas and things that would improve downtown. He then asked the committee what their big ideas for the downtown. Ochowicz said pedestrian safety is very important as is improved bike facilities. Cooper mentioned improving the perception of safety of downtown is important. Downtown is safe by many people feel like it's not.

Ochowicz also talked about improving State Street and surrounding area, in ways that maintain its character but allow appropriate change. Hauge mentioned State Street and promoting the future of the street. Mayer pointed out that State Street is never what it used to be, and the street is always changing. Some of the landlords don't seem motivated to rent out vacant space. Verveer stated the feedback data resonated with him and he knows staff heard about the need for a downtown park. McAuliffe also discussed other processes for soliciting ideas, including a multi-agency brainstorming session and working with a UW Landscape Architecture class.

4. [83003](#)

Mifflin Plaza

McAuliffe gave a brief update on Mifflin Plaza process. He said staff originally thought there would be a February meeting to discuss art and programming. Programming is taking more time than anticipated and the meeting will be delayed until more is known.

Announcements

None

Adjournment

**A motion was made by Verveer, seconded by Ochowicz, to Adjourn at 6:28 pm.
The motion passed by voice vote/other.**