



# City of Madison

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

## Meeting Minutes - Draft VENDING OVERSIGHT COMMITTEE

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Wednesday, July 29, 2015

5:00 PM

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

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### CALL TO ORDER / ROLL CALL

Acting Chair Miller called the meeting to order at 5:04 p.m. with a quorum present.

**Present:** 7 - Zach Wood; Marlys M. Miller; Sarah M. Larson; Saran Ouk; Maureen K. O'Grady; Peter J. McElvanna and Aaron D. Collins

**Excused:** 2 - Michael E. Verveer and Sean Lee

### APPROVAL OF MINUTES

Wood moved and McElvanna seconded that the minutes of the June 24, 2015, VOC meeting be approved. The motion carried.

### PUBLIC COMMENT

Doug Swenson and Omar Lopez of Cafe Social coffee were in favor of having the City provide additional sources of public electricity for Mall/Concourse food vendors. After brief discussion, Hansen said that he would do some research about cost and viability plus, at Miller's suggestion, poll Mall/Concourse food vendors on their electrical needs. He would add the item to the next VOC agenda.

### DISCLOSURES AND RECUSALS

Larson disclosed that she was on the Board of Directors of Let's Eat Out.

### NEW BUSINESS

1. [39420](#) Election of VOC Chair and Vice Chair

McElvanna nominated Miller for Chair and Larson for Vice Chair. Wood seconded. The motion passed. Miller Chaired the remainder of the meeting.

2. [32005](#) Consider an "Umbrella" License for Mall/Concourse Food Vendors

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

Larson moved and Wood seconded that this item be placed on file. The motion passed.

3. [39096](#) Authorizing amendments to the “Regulations Governing Vending in High Density Vending Areas” to create two new Camp Randall food vending sites and amend the map accordingly.

**Sponsors:** Michael E. Verveer and Zach Wood

**Wood moved and Ouk seconded that the VOC recommend to Common Council to Adopt. The motion passed.**

4. [39101](#) Amending Sections 9.13(3) and 9.13(7)(h)5.c. of the Madison General Ordinances to add a requirement that Basic Street Vendor License holders selling tickets also obtain a photo identification badge.

**Sponsors:** Michael E. Verveer and Zach Wood

**Wood moved and Ouk seconded that the VOC recommend to Common Council to Adopt. The motion passed.**

5. [39135](#) Amending Section 9.13(7)(h)3. and 9.13(7)(h)6. and creating Section 9.13(7)(h)5.d. of the Madison General Ordinances to clarify that certain vending sites in the Camp Randall High Density Vending Area may include city owned land and deleting an erroneous reference to sidewalk cafes and merchant vending in the High Density Vending Areas.

**Sponsors:** Michael E. Verveer and Zach Wood

**Wood moved and Ouk seconded that the VOC recommend to Common Council to Adopt. The motion passed.**

6. [35595](#) Pro-rate Fees of Vending Licenses Purchased After October

**Attachments:** [File 35595 2-25-15.pdf](#)

**Wood moved and Larson seconded that this item be placed on file. The motion passed.**

## REPORTS

- [36949](#) Street Vending Coordinator's Report, including enforcement, activity, licensing and permitting numbers, the number of chairs in each sidewalk cafe

**Attachments:** [VOC Staff Report July 2015.pdf](#)  
[VOC Staff Report May 2015.pdf](#)  
[VOC Staff Report April 2015.pdf](#)  
[VOC Staff Report Feb 2015.pdf](#)  
[VOC Staff Report Jan 2015.pdf](#)

**Hansen commented on his successful effort to recruit food industry professionals to serve on the food review panel, the many Tabling licenses that he had issued, and the UCLA graduate student paper about Los Angeles street food vending that had used Madison and New York City as positive examples of street food vending management.**

## ANNOUNCEMENTS

There were none.

## ADJOURNMENT

**Wood moved and Ouk seconded that the meeting be adjourned. The motion passed. Miller adjourned the meeting at 5:35 p.m.**

**The next meeting of the Vending Oversight Committee is scheduled for Wednesday, August 26, 2015 at 5 p.m., Madison Municipal Building room 300.**