



City of Madison

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

Meeting Minutes - Approved DOWNTOWN COORDINATING COMMITTEE

Thursday, February 18, 2016

5:30 PM

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

CALL TO ORDER / ROLL CALL

Present: 7 - Michael E. Verveer; Ledell Zellers; Davy Mayer; Gregory O. Frank; Ted Crabb; Sandra J. Torkildson and Adam J. Plotkin

Excused: 3 - Thomas E. Hirsch; Matthew J. Covert and Austin E. McClendon

APPROVAL OF December 17, 2015 MINUTES

A motion was made by Crabb, seconded by Frank, to Approve the December 17, 2015 Minutes. The motion passed by voice vote/other.

PUBLIC COMMENT

None.

DISCLOSURES AND RECUSALS

None.

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

Lisa Laschinger, Parks Division, gave a brief update of State Street Mall/Concourse activities. The winter has been mild, so it has allowed new staff to get familiar with the expansion areas as well as the new equipment. Sweeping the sidewalks has begun when there is dry weather, and the Winterfest was a success with no maintenance issues. The City is refurbishing the year round State Street banners, as they have all been up for over ten years.

Crabb asked if there have been any issues with the expansion area. Laschinger said it has gone well with only a few little kinks that have been worked out.

2. Meet and Greet with new BID Director, Tiffany Kenney

Tiffany Kenney, BID Executive Director, gave a brief synopsis of her experience and history prior to being hired as the BID Director. She outlined the major areas that the BID will be focusing on as part of their strategic planning efforts including marketing and promotion, coordinating communication between BID members and the City's Mall Maintenance Staff, downtown programming, community relations, and outreach with BID members. She said that outreach may have seemed more like advocacy in the past, but that she is interested in trying to focus less on politics, and more on communication and general outreach with BID businesses and property owners. She was pleased that the BID Board is getting some new membership, including a downtown retailer. Ms Kenney said that she would be happy to be

a regular visitor to the Downtown Coordinating Committee, and can speak to them about issues whenever the DCC feels like it might be useful.

Crabb asked about her biggest challenge as the new director. Kenney said that it will be trying to represent all of the different voices of the downtown business and property owners. She added that her biggest opportunity was looking at ways to expand programming and connect with the City on its new plans and strategies for improving the downtown.

Frank, who is also the current BID president, added that he and Ms Kenney also think that one of the biggest challenges is making sure that people know what the BID is, what it can do, and how it is different from Downtown Madison Inc. (DMI) and the Greater State Street Business Association (GSSBA.)

Torkildson said that she hopes that the BID and GSSBA can do a better job and reaching out to new and existing downtown residents. Frank said that he thinks that the BID lost some focus over the past few years, and now we have an opportunity to really make a difference in Downtown Madison and make it a great place. He added that the new board members coming up should help make a better connection with a retail and marketing voice.

3. Top of State Programming Discussion

Rebecca Cnare, Planning Division, asked the Committee to share their thoughts on last year's programming efforts by the City and the BID. She wanted the Committee's input on new ideas or concerns to be aware of as the City considers programming for the upcoming summer.

Crabb said that we should continue to encourage downtown programming, and that it should be for more than just the Philosophers' Grove area, it should extend to Peace Park, 30 on the Square among other places. Programming should be spread around so that it doesn't seem like just a response to the removal of the Philosophers' Stones.

Torkildson said that the recurring event of Ian's Open Mic worked well. The fact that it was a series, and was at the same time and same place every week helped establish a following for the event. She added that maybe there is an opportunity for the retailers to do a "First Friday" event, where business stay open late, offer snacks such as wine and cheese, as it creates a sort of Gallery Night atmosphere.

Crabb said that there could be an effort to coordinate with events put on by the Greater Madison Visitors and Convention Bureau and Monona Terrace.

Mayer agreed that the idea of more regular events or events series is a good idea. Jazz at Five is easier for people to remember. He added that the Movies in Lisa Link Peace Park were great, and that we should encourage more of those types of events. Mayer mentioned that the events scheduled for just after the Farmers Market on Saturday could extend activity opportunities. Zellers added examples of the Sunday Farmers Market that started last year.

Zellers said that series work well, as it takes a while for people to start realizing that events are regular, and even low attendance at the first few events is okay, as it takes a while to get on peoples' calendars.

Crabb asked about the future of Philosophers' Grove, what could happen there now that it is just an empty space. Frank said that he would love to see a few food carts in the area to attract more uses during the day. He would like to see a test of that kind of use. He added that Kenney has also mentioned the idea of a night market or a winter market, and has reached out to the resident companies of the Overture Center for potential partnerships.

Zellers said that there was a grand pianist playing in the area one evening last summer that was quite extraordinary. She added that perhaps there is an opportunity to look at changing

the Street Use Permit process to make it easier for when events don't alter traffic, or take place in right-of-ways that are not actually streets.

Torkildson noted that the panhandling ordinance wasn't being enforced anymore, and that could really change the atmosphere of downtown. She added that she would like to see events that attract a diverse mixture of people, as it is good to have a wide variety of events and event types.

4. [32598](#)

State Street Report and Updates

- State Street - Capitol Square - King Street Market Study and Retail Analysis

Cnare gave a brief report on the status of the Request for Proposals for the State Street - Capitol Square - King Street Area Retail Analysis. The RFPs were reviewed and the evaluation team is going to interview two firms.

Crabb asked if Cnare could forward the updated Ground Floor Retail Use Study that she worked on recently, that was attached to the RFP. Cnare said that she has added some housing data. Torkildson noted that if the report continues to be updated, she would like to see some of the off-State Street streets added.

- 700 Block State Street Public Art

Cnare said that it appears that the City will need to reopen a process for selecting public art for the 700 Block of State Street, due to technical issues related to the constructability of the current proposal. Cnare said that there will likely use a Request for Qualifications (RFQ) process to engage a few selected artists for a more formalized Request for Proposals (RFP).

Crabb asked if the current artist would be able to submit a new proposal. Cnare replied that the process would be open for anyone to submit their qualification in the RFQ for a second stage RFP process. She added that there was never really a process for the Leaf selection, as it was part of a larger project, and that the Engineering firm chose to work with Ms. Sebastian. Verveer added that the Leaf was the only proposal ever suggested to the State Street Oversight Committee, and the Madison Arts Commission, as there wasn't a separate public art process.

5. [33826](#)

Committee Member & Staff Updates

Cnare noted the passing of Rosemary Lee, a former member of the DCC. Other members discussed her enthusiasm and love for this city.

Cnare asked everyone to make sure that the Committee members Statement of Interest Forms are current. Crabb asked about the proposed increase in parking rates that are being discussed by the Transit and Parking Commission. Considering the impact of parking downtown, he asked that staff report on this issue at the next meeting. Cnare said that she will get the most current information from the Traffic Engineering Division, and pass it along to DCC members by email. Cnare said that she will inquire to see if Sabrina Tolley, the new Assistant Parking Utility Manager is available to talk about the proposed changes at the next meeting.

The committed asked if they could individually be added to the BID update email list.

ADJOURNMENT

A motion was made by Crabb, seconded by Frank, to Adjourn at 7:15 p.m. The motion passed by voice vote/other.