



City of Madison

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

Thursday, January 18, 2018

5:30 PM

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

CALL TO ORDER / ROLL CALL

Present: 7 - Michael E. Verveer; Davy Mayer; Gregory O. Frank; Adam J. Plotkin;
Thomas E. Hirsch; Sandra J. Torkildson and Lori J. Henn

Excused: 3 - Ledell Zellers; Ted Crabb and David Ahrens

APPROVAL OF November 16, 2017 MINUTES

A motion was made by Frank, seconded by Hirsch, to Approve the November 16, 2017 Minutes. The motion passed by voice vote/other.

PUBLIC COMMENT

None

DISCLOSURES AND RECUSALS

None

1. [50087](#) Report of Mall Maintenance and Special Events 2018

Chad Hughes, Parks Division, gave a brief update on Mall Maintenance activities. Parks staff feels that the new Shine On lighting over the holidays went. There has not been a lot of snow, so staff has been able to do extra sweeping and other cleaning, including the refurbishment of the wooden benches on the square. Park staff is tracking salt usage during this winter to better understand past usage and set standards to compare in the future.

Verveer asked if Parks staff has noticed any changes since moped parking became illegal on sidewalks. Hughes said he hasn't talked to staff about their impressions, but he is interested in finding out, as that will help make their operations easier.

2. Discussion with and introduction to new Downtown Madison Inc. Executive Director, Jason Ilstrup

Jason Ilstrup, President of DMI, gave a brief bio about his past experience. He said he has only been with DMI for two weeks, but is eager to meet people who are advocates for the downtown and to help guide future programs and policies. He believes that downtown is in a good place. It is clean, safe and has many different opportunities. The main issues that he would like to focus on include transportation, affordable housing and safety.

Henn mentioned that safety and appearance of the downtown is important to her, but as a downtown business owner, she sometimes doesn't even see the little problems anymore,

and hopes that Jason can look at things from a new perspective. Ilstrup agreed and said he hopes that he will be able to bring a different set of eyes and experiences to contribute different ideas to policy discussions. Frank said that Jason is able to look at different sides of an issue and work cooperatively with all viewpoints. Ilstrup said that he believes in DMI as an organization and thinks that its membership of businesses, non-profits, individuals, residents, churches and others provides a great opportunity to be positive about the downtown, even when working through difficult issues.

Ilstrup said that DMI will be releasing its civic agenda, and that he asked City staff to forward it to the Committee.

3. [32598](#)

State Street Report and Updates

The Committee discussed priorities for the remaining implementation recommendations from the Report.

Police Issues:

Verveer said that he recently discussed downtown issues with the Downtown Police Captain Freedman who says there are three focus areas for them this year:

- 600 block of University during weekend nights
- Top of State Street
- Newly developing issues at the Beacon. Verveer asked that staff invite Captain Freedman to the March meeting.

Delivery Issues on State Street:

Hirsch noted the complexity of the ordinance regarding traffic on State Street. He suggested there be a much clearer, simplified version in order to better educate drivers and businesses alike. Tiffany Kenney, BID executive Director, said that she has seen a brochure similar to what Hirsch is talking about. Kenney also said that businesses often call in violations, but that sometimes the parking enforcement/police do not come until after the vehicle has left. She added that the calling doesn't seem to really help the more systemic problem. Verveer said that there isn't any reason why the Police Department couldn't do a sweep, and he will talk to Officer Nielson about it. Verveer added that he will also talk to the City Attorney's Office about removing the language that grandfathers in Gino's delivery service since they are no longer in business.

Henn said that it is more than delivery drivers that are not following the ordinance. It is also plumbers, electricians and other commercial trucks. She added that it makes it difficult for busses to go down the street as well. Frank said that many more businesses are using EatStreet and other food delivery apps, which adds to the number of vehicles that may not know the rules. Mayer mentioned that the Fire Department also uses State Street as a short cut. Verveer also said that while taxi drivers are allowed to drive on the street, Uber and other rideshare companies are not allowed by ordinance.

Kenney said that there are often loading issues on King Street as well. Verveer said that this ordinance is specifically about State Street, but there is a section in MGO Chapter 12 about other streets. He added that there is a similar problem on the 600 block of University Ave where delivery trucks are parking in the diamond lane reserved for transit.

Henn said that trying to educate is being too optimistic, and it will take enforcement to get any behavioral changes. Torkildson added that it puts businesses in an uncomfortable position to have to call about delivery drivers or services that are helping out their store.

Potential Parking App:

Kenney said that the BID has been putting together parking information into a google page, and there are a lot of spaces to park in the downtown, many more than she realized. She said that they have robust data but do not have the experience in creating apps, or the

resources to keep it updated and functioning. She says that she uses the Mobile Now app herself to help pay for marking, but even that isn't widely advertised by the Parking Utility. Hirsch said that that is the service that he wishes he could have two accounts for - one personal use and one business use. Verveer said that Mobile Now has the contract for the services, but he doesn't know the extent of its time frame or exclusivity. There is also the matter of how much in fees the apps charge. Jason Ilstrup mentioned competing apps in different cities, such as "Spot Hero" in Chicago.

Torkildson said that knowing where there are potential open parking spaces is important. Mayer asked if smart meters could tell if a car is parked in the space, as a paid meter would show if someone had left.

Verveer asked if Sabrina Tolley could be invited to an upcoming DCC meeting to talk about some of these issues. Henn asked for some information before Tolley comes to the DCC. She would like to know more about different types of apps.

Henn said that she wonders if the demographics that are worried about finding parking downtown is the same demographic that uses apps like these. Perhaps an app does not solve the problem we need it to solve.

Verveer said that some of the parking revenue could perhaps pay for better marketing of the existing app and of better ways to show how easy it is to park downtown.

Top of State Issues:

Torkildson said that she has heard from retailers worried about the competition from the night markets and from the TOSVOD. There are similar issues that restaurants bring up about food carts. Perhaps the night market and the TOSVOD could be marketed differently - as a street fair, instead of a sidewalk sale.

Kenney said that she is looking into coordinating the night market with activities at the Top of State in order to draw down more people to the retailers down the street. Kenney added that stores should try to have later hours on those nights, as those that do say that businesses in very brisk during the markets. Mayer said that the BID should try to stress to retailers how helpful the night market could be to their businesses.

Henn said that pop-up retail in empty storefronts should also be considered by landlords. Frank mentioned that if there was a program for a "master lease of a space", then the space could be sub-let to pop-ups, however it would take a concerted effort to do such a program.

Torkildson said that State Street businesses could also try to take advantage of gallery nights and other similar types of events and have special events activities or specials in their stores.

BID Programming Efforts:

Kenney gave a brief overview of their plans to date and asked the Committee for their thoughts on moving forward. She said that the Ian's Open Mic nights were very successful, but that later hours would be a big help. The Friday kids events, lunchtime cafe and Thursday night concerts in Lisa Link are some of the most popular. Henn suggested game night types of activities, even team events from local businesses competing in the space. Others suggested cooking demos, comedy hours and more movies in the Park. Mayer said that where there are events up and down the street - such as during the Shine On lights, it could prompt people to go further down the street, which helps retailers.

Other:

Cnare mentioned two emails that she received from Alder Zellers. One was an example of some effective wayfinding that Bcycle is using on their bicycle stations, and the other was an

example of a smoke free Rundle Pedestrian Mall in Adelaide Australia.

Verveer also mentioned that the Mayor is working on some new language for a liquor license moratorium downtown, and he has asked that the DCC be a referral.

Verveer also mentioned that the downtown Dorn Hardware store is closing and that Capitol Center Foods will be expanding into that space.

4. [33826](#)

Committee Member & Staff Updates

Cnare asked DCC members to take note of a schedule change in November. Their regular meeting date is prohibited, and the DCC meeting will be moved to November 29, 2018.

Torkildson and Mayer said they will be absent from the March meeting, and Verveer and Frank will be absent for the February meeting.

ADJOURNMENT

A motion was made by Mayer, seconded by Frank, to Adjourn at 7:40 p.m. The motion passed by voice vote/other.

Upcoming Meeting: February 15, 2018