



City of Madison

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

Thursday, February 16, 2017

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; Thomas E. Hirsch; Sandra J. Torkildson and Lori J. Henn
Excused: 2 - Adam J. Plotkin and Ted Crabb

APPROVAL OF December 15, 2016 MINUTES

A motion was made by Frank, seconded by Hirsch, to Approve the December 15, 2016 Minutes. The motion passed by voice vote/other.

PUBLIC COMMENT

None.

DISCLOSURES AND RECUSALS

None.

1. [45683](#) Report of Mall Maintenance and Special Events 2017

Mark Kiesow, Parks Division Staff, gave a brief update on Mall Concourse activities. Staff just worked with the police on an abandoned bike sweep at France and Gilman, and are inventorying the needs for benches, trash and bike rack replacement. So far, they are finding 37 bike racks, 9 trash/recycle bins and 8 benches that either need refurbishment or replacements. He said that the racks can be easily refurbished, but benches and trash most likely need to be replaced. Verveer said that the budget money is flexible for using to buy new or repair old, however he wants to make sure that there is enough money to buy furnishings for the expansion area. For example, he would like some planter tubs on Gilman near the Eleanor buildings. Kiesow said that he will be meeting with Rebecca Cnare in the next week or so to go over the expansion area for additional needs so they can get a final purchasing list together.

Zellers noted her appreciation that the mall crew is taking care to use salt as judiciously as possible, but she still has noticed some extra salt in places that seems unnecessary. Kiesow said there were two issues that have been cleared up, one - there was damage to a salt spreader, and two, some areas were getting double salted, from both city staff and from a private property owner. Mall Staff has begun to work on coordination with private property owners so that areas are salted correctly. He added that it has been a tough winter regarding ice and salt, and he appreciates all of the work of his staff to try to keep the sidewalks passable.

Henn asked about Winterfest, and why it was moved away from downtown. She said that it is a real loss to downtown businesses. Staff said it was moved with the idea to save costs by not needing to import/make snow, however the warm weather likely negated some of those savings.

2. Discussion with new Downtown Police Captain Jason Freedman

Police Captain Jason Freedman, introduced himself and one of his Lieutenants, Brian Cheney Austin. They each gave a brief introduction about themselves and their experience.

Henn asked about their top concerns, and goals for downtown.

Capt. Freedman said they have identified a few key events and areas that they will be taking a closer look at in the upcoming months:

- Bartime at the 600 block of University - area that has been historically a part of the downtown Safety initiative. With the warming weather - they have started having 2 officers at Hawthorne and University to identify and address some of the conflicts there
- Football game days - and coordinating with UWPB
- Top of State Street - where there is a mixture of violent, drug and nuisance activities adjacent to a vulnerable transient population. He noted that the Police have a philosophy that they cannot arrest their way out of this problem area, and that last year the officers had a lot of burn-out from the issues at the top of State.

Verveer gave the Captain a brief description about the roles and responsibilities of the DCC, and asked the Captain for a commitment to regularly attend meetings. The Captain and members of the DCC agreed that for now, bi-monthly updates would be a great way to build a relationship between the DCC and the Downtown Police. The Captain and Lieutenant asked Cnare to add them to the regular DCC agenda mailing list so that they could keep on top of issues that the DCC is looking at.

The Captain said that he will be holding some problem solving meetings and a chance to map out some strategies with his staff so that they can better plan to deal with emerging issues in the downtown. He wants to be thoughtful and strategic and not just react to the crisis of the day.

3. [45684](#)

Downtown Bike Parking

Postponed to a future Meeting

4. [45382](#)

Downtown BID Programming Discussion

Rebecca Cnare, Planning Staff, went through a basic update of the different programs, activities and initiatives that Staff is looking at for the Top of State Street. She also mentioned that DMI and the BID are hosting a brainstorming session with 100 block stakeholders on their ideas for activation of the Top of State Street. This meeting will be held on February 20 from noon-2 pm in the DMI/BID Conference room. Henn asked staff to forward the meeting information to DCC members.

Cnare described the different ideas/tracks being considered by the staff team to date:

BID Programming: Cnare mentioned that the Resolution authorizing the 2017 Contract for BID Programming will be introduced at the 2/28/17 Common Council Meeting. Tiffany Kenney, BID Executive Director, presented a preliminary calendar and list of the proposed BID events that have been scheduled to date. She said that some of them cannot be confirmed until the contract with the City is signed.

Night Market: Kenney also discussed the new night market initiative at Gilman Street

Food Carts: Cnare mentioned that there will be five food cart locations proposed for North Carroll Street, two in front of Grace Episcopal, and three in front of the Museum. This has made the 30 on the square locations more attractive to vendors, and due to the construction on the square this year, there should be robust food cart activity. Frank said that there are too many food carts which start to impact Brick and Mortar Restaurants. Henn agreed. Cnare mentioned that the City's New Vending Coordinator, Meghan Blake-Horst will be hosting a community meeting on downtown vending on February 23 at 6pm in the Central Library. Hirsch said that they should look to only have carts that do not compete with what the restaurants do, and that some might benefit from having food carts nearby. Frank said that there has to be a balance, for example he thinks that East Main Street might be out of balance right now with too many food carts in that area.

Sidewalk cafes: Cnare said that staff is looking into allowing 100 block business to have an additional sidewalk café in the Philosopher's Grove or 30 on the Square as an option. Henn said that having a café too far away from the café or restaurant doesn't make sense. It would make more sense to let cafes sell out of the outdoor cafes, which is currently not allowed.

Other Vending: Cnare mentioned that the Mayor has asked staff to look into other types of vending at the top of State Street, as was recommended in the Tangible Retail Report. This could take the form of micro-retail as described in the report. The vendors could use traditional tents, or maybe even semi-permanent kiosks that could be available to current State Street Merchants, arts and crafts vendors, value added farmers market types of foods or even some new retail. Frank said that he is really intrigued by this idea, especially the kiosks.

Behavior/Homeless issues: Cnare said that a second staff team is looking at more of the behavioral issues associated with the area. Hirsch asked that the DCC also be updated on these activities/ideas as they move forward.

Tangible Downtown Retail Recommendations Report: Cnare said that she is working with the Mayor's office and Alders on language for a resolution to accept the report and provide an action plan to move forward. Cnare has been meeting with different city agencies, and the BID to talk about the recommendations in the report. Tiffany Kenney, BID asked to ask a question and the Chair agreed.

Kenney said that she is worried about adding an action plan to the resolution since the report has been so positively received, yet several action items may be more controversial, such as the historic district language, widening the pedestrian zone, and regulation of the business mix. She added that the BID really wants to support the Report, but may have trouble supporting an action plan.

Verveer mentioned that there is already a recommendation to study potential Downtown historic districts in the adopted Downtown Plan from 2012.

5. [33826](#)

Committee Member & Staff Updates

Henn asked that Captain Freedman update the DCC on top of State issues and findings the next time he comes to the DCC.

ADJOURNMENT

**A motion was made by Verveer, seconded by Zellers, to Adjourn at 7:30 p.m.
The motion passed by voice vote/other.**

Upcoming Meeting: March 16, 2017

