



City of Madison

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

Thursday, December 20, 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; Ledell Zellers; Adam J. Plotkin; Davy Mayer; Sandra J. Torkildson; Lori J. Henn and Al Martin
Excused: 4 - Kathy L. Marks; Gregory O. Frank; Ted Crabb and David Ahrens

APPROVAL OF November 29, 2018 MINUTES

A motion was made by Martin, seconded by Plotkin, to Approve the November 29, 2018 Minutes. The motion passed by voice vote/other.

PUBLIC COMMENT

None

DISCLOSURES AND RECUSALS

None

1. [53944](#) Approving the 2019 Operating Plan for Madison's Central Business Improvement District (#1).

Tiffany Kenney, BID Executive Director, gave a brief presentation and noted the differences between the 2018 and 2019 BID Operating Plan. She noted that in 2019, the BID will go through its five year renewal process as required by State Law.

Henn asked about approval of the assessment? Kenney said that the BID board approves the assessments and the last time it was raised was in 2011, a year after the renewal process.

Verveer asked about the City Attorney's letter stating that the Operating Plan follows the State Law, as required. Kenney said that she didn't realize that it wasn't attached and she will make sure the letter is attached and available before the January 8th Common Council Meeting.

A motion was made by Martin, seconded by Henn, to RECOMMEND TO COUNCIL TO ADOPT THE OPERATING PLAN AS SUBMITTED - REPORT OF OFFICER. The motion passed by voice vote/other.

2. [53818](#) Creating Section 10.056(2)(f), amending Sections 10.056(6)(a), (b), (d), (i), (o), 10.056(11), and 10.056(12)(a) of the Madison General Ordinances creating and modifying the standards of issuance for street use permits, creating the Downtown Zone and authorizing policies for permits in that zone, and allowing a permit to be cancelled prior to an event in case of emergency.

Alder Verveer asked for a staff presentation before public comment in order to make sure that the public could comment on the latest developments.

Kellie Lamberty, Parks Division, Dave McCaw, Madison Police Department, and Lara Mainella, City Attorney's Office went through a list of five topics that Alders Verveer, Zellers and Rummel were interested in addressing before substitute ordinance language is developed. Alder Verveer said that he will be asking for referral again at tonight's meeting in order to get further input on what language and ideas could be included into substitute ordinance language.

Verveer said that item #1 referred to the idea of putting the Downtown Zone Policies into the ordinance, instead of being a separate document that could be changed without Council approval.

Verveer said that item #2 would establish criteria for creating legacy events, and would allow events that have remained mostly unchanged for at least 10 years or more, like Maxwell Street Days, to be exempt from the Downtown Zone policy rules.

Lamberty said that it will be difficult to draw the line on what events could be considered legacy events, and still be fair. Many of the event fatigue and staffing capacity issues related to the staffing and road closures for runs and walks have a different community impact than events like Maxwell Street Days. Staff is considering the idea of working with some of the legacy eligible runs/walks to establish a route and date in their 2019 application that would be set for the future.

Verveer said that item #3 relates to unknown future events, such as an Olympic bid that would be something the city would want that would likely be against many of the new of the policy rules. He said that criteria should be developed to allow for an appeal to Common Council for large community events, as well as language that clarifies whether or not an event is City Sponsored.

Mainella noted that the challenge of defining a city sponsored event criteria is potential exposure to first amendment issues, so clear objective criteria will be important. Current rules are based on safety and logistical issues, and as such, are non-political. Exceptions that are too easy to get may diminish the crucial health, and safety policy considerations.

Verveer said that item #4 is about refining the block-out dates for move in and move out during August. Lamberty noted that the new high-rise buildings on campus, as well as East Washington Avenue create difficult logical problems, and staff would like to propose that even legacy events are not allowed to take place during this block-out period.

Henn asked if the block-out areas could be smaller where move-in and out is

more problematic. Lamberty said they could look into that idea, as long as larger traffic patterns are not disrupted.

Verveer said that item #5 related to the timeframe for working through these issues, and he hopes that a substitute could come back before the DCC at the January meeting. The ordinance draft will be emailed in advance to give committee members time to review, with a potential final Common Council hearing in February.

Public Comment

Curtis Diller-Kilwans registered in opposition and did not speak.

Tiffany Kenny, BID Director, registered in opposition but did not speak.

John Hutchenson, Fontana Sports, registered in opposition and said that the Friday of Maxwell Street Days is essential to the health of State Street retail. It keeps a lot of people in businesses, and noted that the event doesn't plan on enlarging to close additional streets.

Abby Van Valkenburg, Race Day Events registered in opposition and said that they are supportive of the legacy events idea.

Sean Scanell, Opera House, registered in opposition and is very concerned about the future of Maxwell Street Days as the GSSBA gets most of its funding during that event, and fewer businesses may participate if Friday isn't allowed, thus endangering the whole of the businesses association. He added that State Street is a pedestrian mall and that we should be encouraging events like Maxwell Street Days and other festivals to use State Street, as that is what it is meant for.

Jamie Patrick, Madison Sports Commission registered neither in support nor opposition and said that the City's needs to allow new unforeseen community wide events that are essential to the greater city's success. There needs to be some flexibility to do things that are compelling and we should not limit our imaginations. Verveer asked him to help put his ideas into words that could be added to the new rules. Patrick said that they would be interested in helping come up with ideas and concepts.

Brodie Birkel, Isthmus Publishing and Evenest, registered in opposition and said that Isthmus manages events like Paddle and Portage among others. They have changed their date over the last few years, and have changed the route several times. He is concerned about trying to find a better route that does not close the intersection by Machinery Row. Verveer asked whether Isthmus could commit to a standard date/weekend and route for the years to come. Birkel said that they could commit to the new weekend date in June, but wanted to work with City Staff on finding a better route for the future.

Al Martin noted the Racial Equity and Social Justice Initiative (RESJI) analysis of the staff team, and wanted to make sure that they were looking at more than just issues surrounding bus route detours. The inclusivity of events also should be considered. Mainella said that the RESJI analysis is looking at the whole events process, including how easy or difficult it is for people to apply for street

use permit and other RESJI related issues, among others, but noted that this ordinance change was mostly about downtown issues, which is why it is being reviewed by the DCC.

Martin asked if a referral to January will allow enough time. Verveer said he is optimistic. Mainella also said that this is only Phase I, and that Phase II will look at spontaneous events, parade permits and first amendment type events and demonstrations.

Martin asked about the letter from the Marquette Neighborhood Association, and said that it seems like many of their concerns did not really relate to the Downtown. Lamberty said that traffic and parking staff will look at their ideas, but added that any event that starts or ends in the Downtown Zone will have to abide by these rules, and that many of the events in District 2 and 6 will end up relating to the Downtown Zone policies. Zellers agreed and said that both she and Alder Rummel are happy with the existing map, and are no longer interested in expanding it, as it could start to have unforeseen effects on existing events that are wholly contained within District 2 or 6 that do not extend into the downtown.

Plotkin said that he thinks this really comes down to three main issues that need clarifying and criteria. Legacy events, "Olympic" caliber events appeals process, and the definition of a city-sponsored events. He had some language thoughts for legacy events that could provide a bit of flexibility. For example, perhaps Legacy events would have to meet 3 or 4 of "x" number of criteria such as: consistent name of event, type of event, 10 or more years of an event, consistent dates of event, consistent location/route of event, etc.

Mayer asked about the reasoning for starting run/walk events so early? Lamberty said that traffic engineering is concerned about traffic patterns and disruption.

A motion was made by Verveer, seconded by Zellers, to Re-refer to the DOWNTOWN COORDINATING COMMITTEE when substitute ordinance language is ready for discussion. The motion passed by voice vote/other.

3. [33826](#) Committee Member & Staff Updates

Cnare reminded DCC members that next year's meetings will be in Room 206 of the Madison Municipal Building and that all members need to submit their Statement of Interests forms by January 2, 2019.

ADJOURNMENT

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

Upcoming Meeting: January 17, 2019 - Room 206 MMB