



City of Madison

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

*Consider: Who benefits? Who is burdened?
Who does not have a voice at the table?
How can policymakers mitigate unintended consequences?*

Thursday, October 21, 2021

5:30 PM

Via Virtual Meeting

CALL TO ORDER / ROLL CALL

Present: 7 - Michael E. Verveer; Patrick W. Heck; Gregory O. Frank; Ted Crabb;
Barbara Harrington-McKinney; Davy Mayer and Sandra J. Torkildson

APPROVAL OF July 15, 2021 MINUTES

A motion was made by Frank, seconded by Mayer, to Approve the July 15, 2021 Minutes. The motion passed by voice vote/other.

PUBLIC COMMENT

1. [61242](#) Public Comment
None

DISCLOSURES AND RECUSALS

None

2. [67832](#) Introduce New DCC Member

Dominic Zappia, the new student representative who will be confirmed by Council in upcoming weeks, introduced himself as a freshman economic major who grew up in Madison and is looking forward to learning more about the Committee's work and impact on the City.
3. [63692](#) Report of Mall Maintenance and Special Events 2021

Mark Kiesow, Parks Division gave a brief update on mall maintenance staff activities, event coordination and preparation for Halloween and winter. He said that they will be looking for a new lead worker since the current one is retiring in November.
4. [67609](#) To approve the schedule of Special Charges for the State Street Mall/Capitol Concourse for 2020/21 Maintenance Charges.

A motion was made by Harrington-McKinney, seconded by Frank, to RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER. The motion passed by voice vote/other.

5. [67813](#) Approving the 2022 Operating Plan for Madison's Central Business Improvement District. (2nd, 4th, and 8th AD)

A motion was made by Crabb, seconded by Frank, to RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER. The motion passed by voice vote/other.

6. [64922](#) Streatery Discussion

Rebecca Cnare, Planning Division, gave an update on the permanent Streatery Program process. She said that a staff team is close to having a program ready for review, however there are several remaining policy decisions that staff is asking of the Transportation Policy and Planning Board, the Downtown Coordinating Committee and the Vending Oversight Commission.

- **Sidewalk width and expansion:** Staff recommends a 7-ft sidewalk width instead of 6-ft to ensure pedestrian access. Committee members agreed but asked that the 7 foot width be required only in the Mall/Concourse area; and allow the adjacent sidewalk width be the guide/requirement for cafes outside of the Mall/Concourse. The Committee generally thought that 100% expansion of cafes was okay as long as the adjacent property owner/tenant agrees.
- **Proposed fees:** The Committee generally agreed that the \$7.50/\$5.00 proposed fee structure was reasonable for a seasonal permit. Frank wanted for continued assurance that there continue to be programming funds for the Business Improvement District (BID) as was originally agreed when the café fees were raised several years ago.
 - **Payment system:** The Committee would like staff to consider a fee installment plan, as many businesses will find it hard to pay fees all at once in the spring.
 - **Encroachments:** There was a desire amongst the Committee for staff to review remaining café leases/encroachment agreements to make sure that all cafes would be treated equally, and pay reasonably equal per square foot fees, as there may be some remaining cafes that pay very little compared to the proposed Streatery fees.
- **Storage:** The Committee generally agreed that outside storage could/should be allowed, however, items must be tidy, not be visually intrusive and secured in a manner acceptable to the Madison Police Department and Mall Maintenance staff.
 - One committee member asked if it was worth having an extra fee to store items outside.
- **Permit Calendar:** The Committee agreed that the standard Streatery calendar should be seasonal, 8 months, from April - November.
 - **Winter permit:** The Committee also want staff to consider allowing a winter add-on permit, with additional fees and requirements for those few wishing to stay out all year.
- **Umbrellas:** Several Committee members would like the City to consider allowing umbrellas with signs, as cities across the country and world all allow them with no issues.
- **Music:** The Committee asked staff to be very clear in the Program about what is allowed/not allowed for live and recorded music, as there is a lot of confusion.
- **Curbside:** Committee members would like staff to continue to look for ways to ensure that there is some short-term parking for both retailers and curbside pick-up in the future, noting that more 25 minute meters would be very helpful for downtown businesses.

7. [53503](#) Proposed Downtown Coordinating Committee Schedule

Cnare presented a proposed schedule. The Committee agreed to remain virtual for the time

being, and that it was better to schedule out monthly meetings for the whole year, and have staff work with the Chair to cancel meetings when there are few/no agenda items.

ADJOURNMENT

A motion was made by Crabb, seconded by Frank, to Adjourn at 7:18 p.m. The motion passed by voice vote/other.