



# City of Madison

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

## Meeting Agenda – FINAL

### Madison Central Business Improvement District (BID) Board of Directors

February 2, 2012

Noon-1:30 pm

122 W. Washington Ave.  
1st Floor Board Room

If you need an interpreter, translator, materials in alternate formats or other accommodations to access this service, activity or program, please call the phone number below at least three business days prior to the meeting.

Si necesita un intérprete, un traductor, materiales en formatos alternativos u otros arreglos para acceder a este servicio, actividad o programa, comuníquese al número de teléfono que figura a continuación tres días hábiles como mínimo antes de la reunión.

Yog hais tias koj xav tau ib tug neeg txhais lus, ib tug neeg txhais ntawv, cov ntawv ua lwm hom ntawv los sis lwm cov kev pab kom siv tau cov kev pab, cov kev ua ub no (activity) los sis qhov kev pab cuam, thov hu rau tus xov tooj hauv qab yam tsawg peb hnub ua hauj lwm ua ntej yuav tuaj sib tham.

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Madison Central Business Improvement District (BID): (608) 512-1340

#### Approx. Time

- |  |            |
|--|------------|
| <b>1. Call to Order</b> — Jeanette Riechers, Chair   | (12 noon)  |
| <b>2. Approval of Minutes</b> from January 5, 2012 meeting   | (12:01 pm) |
| <b>3. Disclosures and Recusals</b> –<br>Members of the body should make any required disclosures or recusals under the City’s Ethics Code  | (12:02 pm) |
| <b>4. Public Comment</b> (3 min. per speaker)  | (12:03 pm) |
| <b>5. Chair’s report</b> – Jeanette Riechers<br>-Welcome to new Board members  | (12:05 pm) |
| <b>5. Central District MPD Update</b> – Capt. Carl Gloede  | (12:10 pm) |
| <b>7. DMI Update</b> – Susan Schmitz   | (12:20 pm) |
| <b>8. Downtown Plan</b> –<br>Review, approval of BID Subcommittee Report – ACTION ITEM<br>Legislative File ID <a href="#">24468</a> A Resolution Adopting the Downtown Plan as a Supplement to the City of Madison Comprehensive Plan. | (12:30 pm) |

**9. Staff Reports** (12:45 pm)

## a) Mary Carbine, BID Executive Director

- 2012 Marketing – early opportunities, annual planning
- Construction
- Madison Marathon
- WIAA tournaments
- Planting Program planning

## b) Mitch Freund, BID Programming Coordinator

- Map ad sales
- Visitor Center & Ambassador program update
- Welcome programs
- Gift Certificate program
- Business turnover update
- Planting program 2012 overview

**10. GSSBA Update** – John Hutchinson, Hawk Sullivan (1:05 pm)  
-Cars on State (Hawk Sullivan)**11. City of Madison Update** (1:10 pm)  
a) Matt Mikolajewski, Office of Business Resources  
b) Ald. Mike Verveer**12. New Business** (1:25 pm)**13. Next Meeting – Thursday, March 1, noon-1:30pm**

- Downtown construction 2012 – City Engineering presentation
- Budget update
- Bld Marketing Cmte recommendations

**14. Adjournment** (1:30 pm)

If you need an interpreter, materials in alternate formats or other accommodations, please contact the Madison Central BID office at 608-512-1340 or [mcarbine@visitdowntownmadison.com](mailto:mcarbine@visitdowntownmadison.com). Please do so at least three business days prior to the meeting so that proper arrangements can be made.