



City of Madison

Meeting MINUTES - **DRAFT**

City of Madison
Madison, WI 53703
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ALDO Subcommittee – Madison's Central Business Improvement District (BID)

July 26, 2013

10:00 – 11:30

122 W. Washington Ave.
1st Floor Conference Room

1. **Call to Order** – Jeannette Riechers, BID Board Chair, called the meeting to order at 10:05 am.
2. **Roll Call** – Present: Ted DeDee, Greg Frank, Emily Mehl, Maria Milsted, Rick Petri, Jeanette Riechers. Excused: Stacy Nemeth, John Bergh. Staff also present: Mary Carbine, BID Executive Director; Susan Schmitz, DMI President; Matt Mikolajewski, City Office of Business Resources Manager, and Mark Woulf, City Alcohol and Food Policy Coordinator.
3. **Public Comment** – No registrants.
4. **Disclosures and Recusals** – Attorney Petri disclosed that he represents clients in the ALDO area, but that won't affect his overall judgment on public policy.
5. **Elect Subcommittee Chair** – Petri moved to nominate Greg Frank. DeDee seconded. Motion passed.
6. **Update** – Carbine updated the Subcommittee on other City Committee actions to date on the city staff recommendations below. Carbine noted that at the ALRC meeting where the committee voted to recommend approval of Leg. ID #30603, Ald. Bidar-Sieloff (one of the sponsors) emphasized that voting to explore the staff recommendations through the city process does not mean agreement with all of the recommendations. Schmitz updated the group that the DMI Economic Development Committee has formed a subcommittee to look at this.
7. **City Staff Recommendations on Alcohol License Management and Business Development**

30603 *Directing city staff to further explore the recommendations set forth in the attached documents and draft ordinance changes as appropriate according to the report on Alcohol License Management and Business Development.*

Discussion: Sbcmte members asked city staff to speak to why an overlay district was recommended. Woulf and Mikolajewski responded that many policy makers and stakeholders (including some downtown retailers) support having some type of central downtown district with special controls for alcohol licensing, so the questions became, do we need a district and what type of district should there be? The proposed overlay district is smaller than the current ALDO district, and is an alternative approach which allows Plan Commission to consider license applications from a land use perspective and to consider some types of establishments not currently allowed under ALDO.

Carbine: Question for staff, do the recommendations address or limit capacity in the way the current ALDO does? Woulf – no, the staff recommendations do not include limits on capacity increases.

Mehl: Rather than focusing on ALDO and the past, this package of recommendations speaks to the future of downtown. However, to small businesses looking at downtown, a zoning district is a roadblock. An overlay

district is permanent and freezes in time the economy of the area. The overlay district focuses on downtown as a college market, rather than looking to the future as downtown demographics change with new residents.

The downtown economy is either vital and growing or declining, it is not set in amber. As the demographics of downtown customers change, the downtown business district needs to be able to respond. Riechers – For example, we are now actively looking for products for young men for our retail store (clothing, shoes) where we did not carry them before, to have products that appear to the entertainment audience.

Petri: Downtown alcohol licensed entertainment businesses contribute to the tax base and economic growth. At the recent BID public meeting a retailer asked about getting a license to serve wine at events.

Regarding lack of grandfathering, small businesses do not have separate 401K's, their business is their retirement.

Milsted: The overlay district as proposed has no sunset or evaluation. From BID perspective, don't we at least need periodic evaluation?

Riechers: At Hilldale where we have a store, the dining/entertainment filters down, and has brought customers, and the alcohol licensing is critical to everyone, including tourism.

Petri: There were alcohol licensing issues, but then we went to zoning. There will be serious implications for business development. We have heard for decade the warning that we don't want State St. to become Bourbon Street. It has not become Bourbon Street. But even with ALDO in place, retail was not coming into the spaces.

DeDee: The audiences Overture is trying to attract to downtown are varied. We are trying to expand the demographic coming to downtown. We want to make sure the restaurant businesses continue to benefit from Overture audiences, and we also want a mix. Our audiences want shopping. They are not just people from Madison. People outside of Dane County spend 2x the amount of locals when attending a performance. Overture wants downtown to be a destination that everyone can benefit from.

Riechers: Let the market do its job. Explore mechanisms to attract new downtown visitors and residents. Downtown is evolving and want to evolve.

DeDee: What about the position of the group of retailers?

Mehl: The overlay district puts State St. at a disadvantage. The interesting new businesses will want to locate just outside the overlay district.

Frank: Let's focus on the economic development issues, there are some good things in the BID preliminary report.

Frank called for motion to approve Leg. ID #30603, i.e., to accept the city staff report and recommendations and have them move through the city process. Petri offered the amendment to add: "We as a body have deep reservations about the concepts underlying the staff recommendations and the timeline." Motion carried as amended.

Subcommittee consensus: Look at economic development piece. Overlay district – concerns on zoning implication, lack of sunset and grandfathering. Beef up enforcement. Also, breadth of alcohol licensing categories.

Frank: Staff will schedule another subcommittee meeting.

Riechers: Following on Mehl's suggestion to separate the past (ALDO) from the new recommendations, moves to change the name of the Subcommittee from ALDO Subcommittee to Alcohol Regulation and Business Development Subcommittee. Petri seconds. Motion passes.

Frank adjourns the meeting at 11:30am.