



# City of Madison

## Meeting Agenda – FINAL

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

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

June 6, 2013

Noon-2:00 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 hnuv ua hauj lwm ua ntej yuav tuaj sib tham.

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

#### Approx. Time

1. **Call to Order** — Jeanette Riechers, Chair (12 noon)
2. **Approval of Minutes** from May 2, 2013 meeting (12:01 pm)
3. **Disclosures and Recusals** – (12:02 pm)  
Members of the body should make any required disclosures or recusals under the City's Ethics Code
4. **Public Comment** (3 min. per speaker) (12:03 pm)
5. **Chair's Report** – Jeanette Riechers (12:05 pm)  
[BID Retail Strategy](#) update
6. **Central District MPD Update** – Capt. Carl Gloede (12:10 pm)
7. **The Hub at Madison - Informational Presentation** (12:20 pm)  
Brian Munson, Vandewalle & Associates; Jeff Zelisko, Antunovich Architects
8. **305-325 W. Johnson Redevelopment Update - Informational Presentation** (12:40 pm)  
Victor Villacrez, Hovde Properties

*Approx. Time***9. BID Staff Reports**

(1:10 pm)

- a) Tim Jenquin, BID Programming Coordinator
  - Ambassador Program/Visitor Center
  - Map distribution
  - Planting program update
  - Business Turnover

- b) Mary Carbine, BID Executive Director
  - Road Construction (Current) projects update
  - Road Construction (Future) Planning
  - City Parking study focus group recap
  - Website project update
  - Event Planning – Solstice Stroll, Maxwell St. Days
  - City-permitted downtown events, portable toilet locations
  - ALDO update

(1:20 pm)

**10. GSSBA Update – Hawk Sullivan**  
Cars on State event recap

(1:35 pm)

**11. City of Madison Update - Ald. Mike Verveer**

(1:40 pm)

**12. New Business**

(1:55 pm)

**13. Next Meeting (Special Date) – Thursday July 11, noon-1:30pm**  
- State Street 700-800 blocks (Library Mall) Reconstruction  
Preliminary Design Plans

(1:57 pm)

NOTE: BID Annual Meeting  
Tuesday, July 30, 5:00-6:30pm.  
122 W. Washington Ave.  
1st Floor Board Room

**14. Adjournment**

(2:00 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.



**Madison's Central Business Improvement District (BID)**

**MINUTES**

**BOARD OF DIRECTORS MEETING**

**Thursday May 2, 2013, Noon-1:30pm**

BID Offices, Board Room, 122 West Washington Avenue

**PRESENT:** Steve Amundson, Ted DeDee, Richard Kilmer, Larry Lichte, Patrick McGowan, Emily Mehl, Matthew Mikolajewski\*, Maria Milsted, Stacy Nemeth, Paul Norman, Sam Parker, Rick Petri, Jeanette Riechers, Sue Springman, Mike Verveer\*, Teresa Werhane

**STAFF:** Mary Carbine (Executive Director), Tim Jenquin (Programming Coordinator), Susan Schmitz (DMI President)

**ABSENT:** Greg Frank, John Hutchinson, Patrick McGowan, Traci Miller, Kelsey Roets, Hawk Sullivan

*\*Non-voting*

**1) Call to Order**

BID Board Chair, Jeanette Riechers called the BID Board Meeting to order at 12:01pm

**2) Approval of Minutes**

Ted DeDee moves to approve the minutes from the March 7, 2013 BID Board Meeting, Larry Lichte seconds. The motion passed unanimously.

**3) Disclosures and Recusals**

None to report

**4) Public Comment**

None to report

**5) Chair's Report – Jeanette Riechers**

a) July Board Meeting Date

The July Board Meeting will be July 11<sup>th</sup> due to the original date of July 4<sup>th</sup>.

b) Future Board Topics

We have a number of development presentations, and to fit them all in at least one meeting must run long. After mixed reviews we will assume June 6<sup>th</sup> will work.

c) Downtown Safety

Downtown safety has been an increasing concern lately. The BID continues to work with the city to resolve quality of life issues.

**6) Central District MPD Update – Officer Jeff Pharo**

a) Update

How busy the MPD is continues to depend mainly on the weather. The last week has been busy with increasing temperatures. We will continue to have extra staff out nights and weekends.

**7) Madison Central Library Update – Informational Presentation**

Greg Mickells, Library Director; Jenni Collins, Library Foundation Executive Director

a) General Concept

- The new Madison Central Library is an attempt to bring back the ideal of Libraries being places for communities to gather, educate, and engage each other. We want ideas to spring forth as they would from a bubbler by bringing together people from all walks of life.

- The attendance is expected to be more than 1 Million visitors during the first year, which is double the traffic from the previous building. In addition, it is hoped that in combination with Overture and the 100 Block reconstruction this will become a cultural hub for the city.
- The Grand Opening Black Tie event is looking to be September 7<sup>th</sup>, with the official grand opening the weekend of September 21.
- [www.mynewlibrary.org](http://www.mynewlibrary.org) is a preview website with details regarding the project.

b) The Building

i) General Details

- The new building hopes to take better advantage of the space by using 4 floors. It will increase the space to 120,000 square feet up from 80,000, with public space doubling from 40,000 square feet to 80,000. The project totals \$30M, \$21M of which comes from the city.
- There will be additional public computer spaces due to increasing demand. They will be spread out throughout the library instead of in one large computer lab.
- There will be an increase in meeting space as well from 4 person study rooms up to 250. Space will be free for non-profits and small groups, with a pay scale set up for businesses.
- The general idea is that noisier activities would be downstairs, and would get quieter as you go upstairs.

ii) Space Usage

- The Lower Level will be a children's area. Despite being in the basement, the design uses natural light, which will brighten up the space. This space will have a program room, with the whole floor totaling 10,000 square feet. One hope is by adding children's activities the Library will become a destination for families and school groups.
- The First Level will have a brand new teen area. The rest of the floor will be fiction and media, which are the most frequently used areas. We will also have a "Hot Zone" with copiers, coffee, and a used book store.
- The Second Level will be similar to the first floor, but instead will house non-fiction and reference.
- The Third floor is where the project is in "new construction." This space will include a large conference style room that can be set up as a theater style venue. This will be the largest space the Library will have, and will allow hosting of more special events such as the Wisconsin Film Festival. In addition there will be a quiet reading room and an art gallery.
- The Library will remain host to certain local non-profit groups.

iii) General Discussion - Safety

- The building is intended to be used by people from all over the city, region, and all walks of life.
- To control negative behaviors the Library will have a code of conduct.
- There is also a budget for security cameras and staff.

**8) BID Staff Reports**

a) Tim Jenquin – BID Programming Coordinator

i) 2013-14 Downtown Madison Map & Guide Update

- The 2013-14 Downtown Madison Map & Guide has been delivered and is currently being distributed throughout the BID, to area hotels and info desks, as well as being mailed from the BID office. Initial distribution is expected to be concluded next week.

ii) Ambassador Program

- With many great special events in April, including some new UW Info Tables, the Ambassadors had a great April and are getting busier into May.
- The Info Booth and Visitor Center summer hours begin Saturday, May 4<sup>th</sup>.

iii) Planting/Holiday Decorations

- BID contractors have installed spring pansies into the BID funded planter tubs, including the addition of the large Rotary Club planter in Rotary plaza.
  - Mall Maintenance and BID contractors will begin prepping the BID funded beds on State St. and on the Capitol Square, and will plant mid-May.
  - iv) Welcome Programs – Spring Downtown New Resident Welcome Bags
    - The Spring Downtown New Resident Welcome Bags have been collated, with 186 being distributed to Downtown realtors and the remaining available at the Visitor Center.
  - v) Downtown Gift Certificates
    - Sales in April were average, while YTD sales are on pace to reach 2012 totals.
  - vi) Business Turnover
    - Turnover is low with a handful of new businesses incoming.
- b) Mary Carbine – BID Executive Director
- i) Construction Update
    - While both downtown projects are slightly delayed due to weather, they are still on pace to finish by scheduled deadlines. So far no major conflicts have arisen from businesses or the public.
  - ii) Future Construction – recap of recent planning meetings
    - There is a lot of activity going on for planning. Input is being sought for upcoming projects including 700-800 blocks State St./Library Mall reconstruction in 2014. There was a public informational meeting. The info is posted on the BID website. Comments are being solicited through May 17<sup>th</sup>.
    - Another meeting that occurred was regarding the 100 block of King St. and Main St. for next year. It will be important to keep in mind the concurrent impact from the Judge Doyle Square project. The interests were primarily to improve the area as a pedestrian oriented area during both day and night. One discussion was to widen sidewalks and terraces by removing on street parking.
  - iii) Event Planning – Solstice Stroll, Cars on State
    - We are collaborating with GSSBA for the Cars on State event June 1.
    - We are also working with Dane County Buy Local to present a Solstice Stroll event on June 20. Sign-ups are in your packet.
  - iv) Website Upgrade Update
    - Steady progress is being made on this project. We should be seeing preliminary designs soon.
  - v) New BID Parking Map
    - We have again re-vamped the parking map available on the website trying to make parking simpler. This is not a replacement for the Downtown Map, but an additional guide.
- 9) DMI Update – Susan Schmitz**  
None to report.
- 10) GSSBA Update – John Hutchinson, Hawk Sullivan**  
a) The next GSSBA meeting is scheduled for 2pm Wednesday, May 8<sup>th</sup> at Tutto Pasta.
- 11) City of Madison Update**  
a) Matt Mikolajewski – Office of Business Resources  
i) We will be ready to announce the hire of our new Economic Development Specialist. We have a bright individual who has accepted the position. We look forward to the opportunity to move forward with some current projects, as well as re-vamp some old projects that have fallen to the way-side.
- ii) Judge Doyle Square

- The City received more responses to the RFQ's. The proposals have been narrowed down to the top four, which are open for discussion.
- Marcus Hotels has first right of refusal for the spaces immediately adjacent to the Hilton Hotel. We are now in phase two of their right of refusal, which means they have reduced rights compared to the initial agreement.
- iii) City Budget Conversations – Via Mary Carbine
  - I would like to draw attention to the upcoming City budget conversations which can be found in your board packet. In addition to discussion within meetings, they are accepting input submissions online. Many ideas will be posted regarding parks, food carts, etc. that people can then vote on.
  - In addition, there is an item with legislation details regarding refocusing the charge of the Downtown Coordinating Committee. This committee is important to downtown and the work of the BID.
- b) Ald. Mike Verveer
  - i) 500 Block State St. Redevelopment
    - The Mullins Group is selling the property to be developed, and are not involved in the redevelopment. Core Campus from Chicago, who specializes in student housing development, will be taking over the project. They have properties in a number of other college towns.
    - The overriding concern has been with the future of the businesses currently housed there, the majority of which are restaurants. The concern lies with a few who have month-to-month leases, which afford little to no rights for the tenant. Core Campus will work with these businesses on their situation and finding new space.
    - This project has been submitted to the city for approvals and will be discussed at meetings beginning in June. The general consensus is that the new use of the space will be good.
  - ii) Sidewalk Cafes – City Ordinance
    - An Ordinance Amendment regarding sidewalk cafes is moving through the City process. It has been proposed to standardize the sidewalk café rules.
  - iii) Transportation Grant
    - The City will get money from a federal transportation grant to redevelop the area between the Capitol and Lake Monona. Considerations and discussions will soon be underway on how to best use these funds.

## **12) New Business**

None to Report.

## **13) Next Meeting – June 6th, Noon-2:00pm**

-University Inn Redevelopment – Informational Presentation, Vandewalle & Associates.

## **14) Adjournment**

Rick Petri moves to adjourn the April 2 BID Board meeting. Larry Lichte seconds. The motion passes unanimously. The April 2, 2013 BID Board meeting is adjourned at 1:31pm.

## Projects impacting downtown retail

May 31, 2013

Compiled from 2012 – Projects Year in Review

Steve Cover, City of Madison Department of Planning and Community and Economic Development

Projects in or within walking distance of State Street/Capitol Square area:

Project	Description	Status	More customers (residents)	More customers (workers)	More customers (visitors)	More retail space/density
100 State St.	New and renovated Mixed-use Retail & Office	In construction		X		X
434-454 W. Johnson	9-story 194 room hotel with 3,000 sf 1 <sup>st</sup> floor retail	Approved			X	X
25 W. Main St.	Office building renovations & addition	Approved		X		X
305-325 W. Johnson	12-story mixed use. 250 apartments, 60,000 SF office, retail	Approved	X	X		X
415 W. Johnson (at Broom)	12 story, 319 apartments	Approved	X			
313-315 N. Frances	12 story, 42 apartments with 2,000 1 <sup>st</sup> floor retail	Approved	X			X
306 W. Main St.	176 apartments	Approved	X			
500 block State/ 400 Frances (The Hub)	12 story-mixed use, 200-300 apartments. 22,000 SF retail	Proposed	X			X
502 N. Frances (Towers)	3 story infill (2 + basement ), 17,000 sf retail	Proposed				X