



Madison's Central Business Improvement District (BID)

MINUTES

BOARD OF DIRECTORS MEETING

Thursday October 3, 2013, Noon-1:30pm

Hovde Conference Room; 122 W. Washington Ave.

PRESENT: Ted DeDee, Greg Frank, John Hutchinson, Richard Kilmer, Larry Lichte, Patrick McGowan, Maria Milsted, Stacy Nemeth, Rick Petri, Jeanette Riechers, Sue Springman, Mike Verveer*

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

ABSENT: Steve Amundson, Emily Mehl, Matthew Mikolajewski*, Traci Miller, Paul Norman, Sam Parker, Hawk Sullivan, Teresa Werhane

**Non-voting*

1) Call to Order

BID Board Chair, Jeanette Riechers, called the BID Board Meeting to order at 12:05pm

2) Approval of Minutes

Larry Lichte moves to approve the minutes from the September 5, 2013 BID Board meeting, Ted DeDee seconds the motion. The motion passes unanimously.

3) Disclosures and Recusals

Rick Petri discloses that he may be representing some clients who will be affected by the upcoming alcohol policy review. He will further disclose anything that may be a direct conflict of interest as items become apparent.

4) Public Comment

None to Report

5) Chair's Report – Jeanette Riechers

None to Report

6) Halloween Freakfest Overview –

Capt. Gloede (MPD); Charlie Goldstone (Frank Productions); Kelli Lamberty (Parks);

a) Charlie Goldstone – The date of the Freakfest event will be Saturday, October 26th.

1) Tickets are \$8 in advance and \$12 the day of the event, with an expected attendance of 27,000 – 30,000 people.

2) Stages will start being assembled Friday, October 25th from 6pm-10pm, beginning with the stage at the top of State St. This will not affect the normal Farmer's Market. The remaining stage assembly will take place the morning of the event.

3) The only change to staging is the Gilman St. stage, which will be moved back about 50 feet to fill a request made by a local business.

4) There will be no VIP areas this year, as there was a limited response to these tickets last year.

5) The streets will close at 7pm on Saturday, with Music going from 7pm-1:30pm. The staging equipment should be off of the streets by 4am.

6) A map of the event area will be available to business owners in the area.

7) No food stands will be coordinated by Frank Productions, but the normal food carts will be available outside the gates on Library Mall.

8) Restaurants must pull their sidewalk cafes by 7pm.

b) Capt. Gloede

- 1) Capt. Gloede presented an enlarged event map.
- 2) For the MPD, the event map spans further out than just the Freakfest event area. Involved are traffic closures, as well as extra MPD staff throughout the entire downtown, including University Ave.
- 3) The MPD will have a similar volume of resources available during the event as last year. The only difference is that there will not be an on-site processing center, as it was seldom used in 2012. (Only 15 arrests in 2012)
- 4) MPD will have staff stationed on either side of the event gates to increase response time.
- 5) There will also be UWPd, as well as agents from 6-12 other local agencies. This is used as a training and experience for officers. In total 20 fewer officers will be on State St., with those officers being spread out throughout the surrounding area.
- 6) In addition, there will be "buffer" zones along stages and walkways to keep space for emergency access.
- 7) There will also be MPD staff on call the following weekend in case an impromptu event pops up.

c) Kelley Lamberty – Ticketing

- 1) Kelley can be reached at 266-6033, but questions should first be referred to the information line, 261-9100.
- 2) The ticketing process will remain the same as last year. If your property owner/manager requested tickets in the past, the same number will automatically be mailed. Included will be information on receiving more tickets. New residents will receive a letter on how to request tickets.
- 3) The letter and tickets will go out next week (Oct 7-11, 2013).
- 4) The final day requests will be processed via mail will be if received by Monday, October 21st. After this complimentary tickets can only be picked up at the Madison Parks Office through Wednesday, October 23rd. After October 23rd all tickets must be purchased.

7) Central District MPD Update – Capt. Carl Gloede

a) 100 Block W. Mifflin St.

- 1) There has been a noticeable change with the 100 block of W. Mifflin St. The volume seems to have moved to the 100 Block of N. Carroll St.
- 2) The positive news is a reduction in the criminal element. We will continue to monitor this area which should be aided by the addition of the new cameras to be installed soon.

b) Public Safety and Public Relations

- 1) We have had some publicity recently related to the UW Campus incidents. We are communicating with the UW and working together on communications about incidents.
- 2) We have also met with some students to push the safety message through personal awareness, locking of property, and not overindulging.

c) Other Incidents

- 1) We had a sexual assault in the Willy St. area where the subject has been apprehended.
- 2) A robbery also occurred in the Willy St. area. We have a suspect but have not apprehended them.
- 3) There was a drug deal gone bad on Langdon St. which resulted in shots fired. All of the suspects are in custody.
- 4) Another drug deal gone bad occurred on Main St. Arrests have been made in this case.

8) Plans for State St. Activity / Safety Update

a) Recap of BID Stakeholders meeting – Mary Carbine

- 1) On September 12th, property and business owners from the 100 block area convened for a meeting to discuss stabilizing the area before introducing activities.
- 2) Recommendations include better and more regular cleaning, upkeep/upgrade of lighting, and guidelines for food giveaways.
- 3) Regarding food carts, businesses recommend adding activities that complement rather than compete with surrounding businesses. An experiment with locating a food cart in the area lasted a few days but the cart did not get business.
- 4) Other changes to the area include turning off electrical outlets and replacing burnt out bulbs in the pedestrian poles.
- 5) In addition, 7 new cameras are being added to the area, including covering the nearby alleyways.

b) DMI Safety Committee Update – Susan Schmitz

- 1) We are starting to look for activities for the 100 W. Mifflin St. / 100 N. Carroll St. area, meeting with neighboring businesses such as Ian's and people from 100 State, the group who brought the pianos into the area. They have many ideas on ways to bring activity into the area. We will meet again to discuss further what is needed and what ideas would be a good fit.
- 2) Another major focus of the Safety Committee is a permanent day shelter.
 - i. Right now the facility on Lien Rd. is the top prospect. It is on a bus line, is ready to go and will allow for future growth.
 - ii. The cost will be more than expected, but DMI can assist with more funding. We will meet with the County Executive on this.
 - iii. Part of the budget issue is transportation to and from the center, as well as the cost of the services.

c) 4th District Alder Update – Mike Verveer

- 1) Regarding the City's Capital Budget, the Mayor has \$100K set aside in 2014 to study streetscape modifications and placemaking ideas for the 100 W. Mifflin St. area.
- 2) Ideas for future changes in conjunction with the planned Wisconsin Historical Museum and Veterans Museum state project (some years in the future, exact date TBD). Other ideas include potentially moving the philosopher stones and removing some of the trees.

9) Report of the BID Alcohol Regulation and Business Development Subcommittee (ARBD) – Greg Frank

[Subcommittee Report](#) (ACTION ITEM) on Leg ID [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

The Subcommittee had three public meetings to discuss each point of the city staff recommendations for Alcohol Policy and Business Development. Our conclusion is that ALDO will be replaced with some sort of policy, and we want this to be as positive as possible. Included in the Board Packet is the full report and recommendations of the Subcommittee.

Greg Frank moves to accept the Subcommittee's response to the ARBD report. Rick Petri seconds the motion.

Mark Woulf commented on a handful of preliminary changes and adjustments. The motion is approved unanimously.

10) Quarterly Budget Update – Stacy Nemeth

- a) A copy of the budget is in the Board Packet.
- b) There was an increase in revenue due to corporate sponsorship for some upcoming events, in addition to another \$2500 from the GSSBA to aid with the Holiday events.
- c) The increases are going to additional Trolleys for the Holiday Open House and additional marketing for locals and visitors.

11) BID Staff Reports

- a) Mary Carbine – BID Executive Director
 - i. Event Planning – Downtown Family Halloween
 - This event is coming up on Friday, October 25th. We want to thank UBS and UW VIP for being a sponsor as well as Overture for being a programming partner.
 - ii. Holiday Marketing/Events/Décor Planning
 - In the Board Packet is the sign-up sheet which also identifies what is new for this year. After a discussion with the Marketing Committee and the GSSBA, we have decided to use additional funding to program more family activities to draw customers for the Holiday Open House. This includes an ice sculptor, additional Kids in the Rotunda performance, and events at DreamBank. A new element of promotion is a full color program inserted into the Isthmus which we believe will increase customer traffic at the event.
 - iii. Construction Planning 2014
 - 10 King/E. Main: On Thursday, October 17th there will be an informational meeting with the results of the earlier planning meeting. This will include discussion of the area businesses' request to reconfigure E. Main St. to have parallel parking instead of angled parking. This would allow for wider sidewalks, more outdoor seating space and event space. This will result in 8 fewer metered parking spots on the block.
 - The 700-800 Blocks of State St. planning is moving forward. The council has approved a resolution of the preliminary plan and geometry of the area. The next SSOC meeting will be Wednesday, October 9th.
 - iv. BID 2014 Operating Plan Update.
 - This passed on the Consent Agenda at Council.
 - v. DCC Update
 - The Downtown Coordinating Committee (DCC) has enough appointed members to start meeting again with its new charge as redefined via Mayor's Office initiative. It will address the overall pedestrian streetscape as well as elements such as signage and place making. The upcoming meeting will likely discuss the charge of the committee, as well as approval of the Mall Maintenance special charges.
- b) Tim Jenquin - BID Programming Coordinator
 - i. Visitor Center / Ambassador Program
 - After a very busy September with a large number of special events, the Ambassadors have assisted 8000+ people with Downtown shopping, dining, and entertainment suggestions in the past 4 weeks.
 - ii. Planting Program
 - The Summer Annuals will be removed in late October to make way for the winter decorations to be installed early November.
 - iii. Gift Certificate Program
 - The BID Gift Certificate program remains strong with YTD deposits for 2013 totaling more than \$65,000.
 - iv. Welcome Programs

- BID Programming Coordinator has collated 225 Downtown New Resident Welcome Bags and has distributed them to area realtors.
- v. Business Turnover
 - Business turnover is high due to the large number of development projects in the area. The full report can be found in the Board Packet.

12) GSSBA Update – John Hutchinson

- a) The next GSSBA meeting will be held on Wednesday, October 9th at 8:30 am at Sunprint Café. There will be a presentation from Sustain Dane as well as discussions regarding the Holiday Events.

13) City of Madison Update

- a) Ald. Mike Verveer
 - i. The 2014 Capital budget has gone through the Budget Committee and will be going to council on Tuesday, November 5th.
 - ii. The Downtown Safety Initiative has been introduced to the Mayor who has released his comments.
 - iii. One Operating Budget issue is the annual Overture Center funding. There will need to be a budget amendment to get the funds closer to the desired amount. This shortfall will affect staffing at the Overture. Further budget cuts could lead to layoffs and furloughs.

ACTION ITEM – Sue Springman moves to allow the BID Executive Director to create a BID position regarding the appropriate funding level for the Overture Center. Stacy Nemeth seconds. After no discussion the motion passes unanimously, minus one abstention (Ted Dedee).

- iv. We are also looking into ways to increase Mall Maintenance funding. This includes charging a fee to food carts, outdoor vendors and outdoor cafes in order to increase Mall Maintenance funding. It is clear Mall Maintenance needs assistance to reach the appropriate level of funding.

14) New Business

The DMI State of the Downtown will be Monday, October 14th, 2013 from 8am-9:15am at the Madison Central Public Library (201 W. Mifflin St.)

15) Next Meeting – Thursday, November 7, noon-1:30pm

- Draft 2014 Budget
- Nominations

16) Adjournment

Larry Lichte moves to adjourn. Greg Frank seconds. BID Board Chair Jeanette Riechers adjourns the October 3rd, 2013 BID Board Meeting at 1:39pm.