



Meeting Window #2

RECREATION, CULTURE & ENTERTAINMENT

June 24, 2008

1) Presentation

- Planning Process Status
- Introduction to Recreation, Culture & Entertainment
- Instructions for Break Out Groups

2) Break Out Groups

3) Report Out

4) Adjourn



Planning Process

Meeting Window	Title	Purpose	Topics	Timeframe
1	The Big Picture Where Have We Been, Where We Are, Where Are We Heading?	Kick Off P.R. Education	<p>Education on existing plans and past plans</p> <ul style="list-style-type: none"> -recommendations -accomplishments <p>Description of planning process</p> <p>Reaffirm vision of DT Advisory Report</p> <p>Education on general data and trends</p> <p>Validate issues and goals already identified</p> <ul style="list-style-type: none"> -what's missing -prioritize 	APR - MAY 2008
2	What Are the Possibilities?	Concepts	<p>ID broad approaches to deal with issues identified</p> <p>Evaluate positives/negatives and tradeoffs of each</p>	JUN - AUG 2008
3	Charting a Course	Alternatives	<p>Focus/Refine alternatives</p> <p>Begin to develop recommendations</p>	SEP - NOV 2008
4	Getting Down to Action	Recommendations	<p>Finalize recommendations</p> <p>Develop implementation strategy</p> <ul style="list-style-type: none"> -what's missing -prioritize -prioritize 	DEC - FEB 2009
5	Pulling it All Together	Plan Document Overview P.R.	<p>Tie up loose ends</p> <p>Draft Plan (public hearing draft) for introductions to Common Council</p>	MAR - APR 2009

COMPLETED

Current Meeting Window

Meeting Window	Title	Purpose	Topics	Timeframe
2	What Are the Possibilities?	Concepts	ID broad approaches to deal with issues identified Evaluate positives/negatives and tradeoffs of each	JUN - AUG 2008

Goals:

- Downtown should be an enjoyable place to walk & bike.
- Downtown should have easily accessible and linked parks & open spaces.
- Downtown should be a place to live, work, learn, recreate, gather, shop, dine & enjoy entertainment.
- Downtown should be promoted as a great place to live, work, recreate & shop.
- Downtown should be a vital part of Madison's economy, focused on government, higher education, retail, arts & entertainment.
- Engaging retail experiences should be maintained, enhanced and expanded; the Capitol Square should be a retail destination.
- Downtown should be a source of civic & cultural pride, containing a concentration of vibrant culture, arts, & entertainment activities.
- Downtown should celebrate the lakes by expanding recreational opportunities & public access to & along the lakefronts.

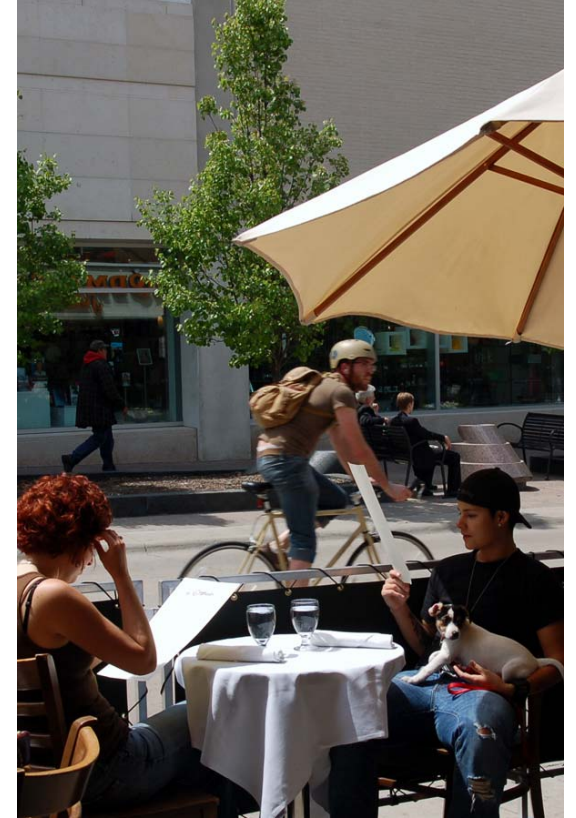
New Ideas:

- Use the rail land & system to access and create more open space & carry people to other parks and open space destinations
- Balance a mix of retail and entertainment
- Downtown Library - expand/ grow/ collaborate/ high-tech center
- Provide cultural activities & opportunities for diverse ethnic, age and social groups, physical ability accessibility, income accessibility
- Encourage public/private partnerships for cultural activities, including funding
- Support and maintain public art in a variety of sizes, styles and locations downtown.
- Mixing businesses with parks & redefining what parks are (Urban open space & plaza etc) - More creative uses to make parks more successful and vital to downtown
- Safety of recreation and park areas -- improve night accessibility, use and safety

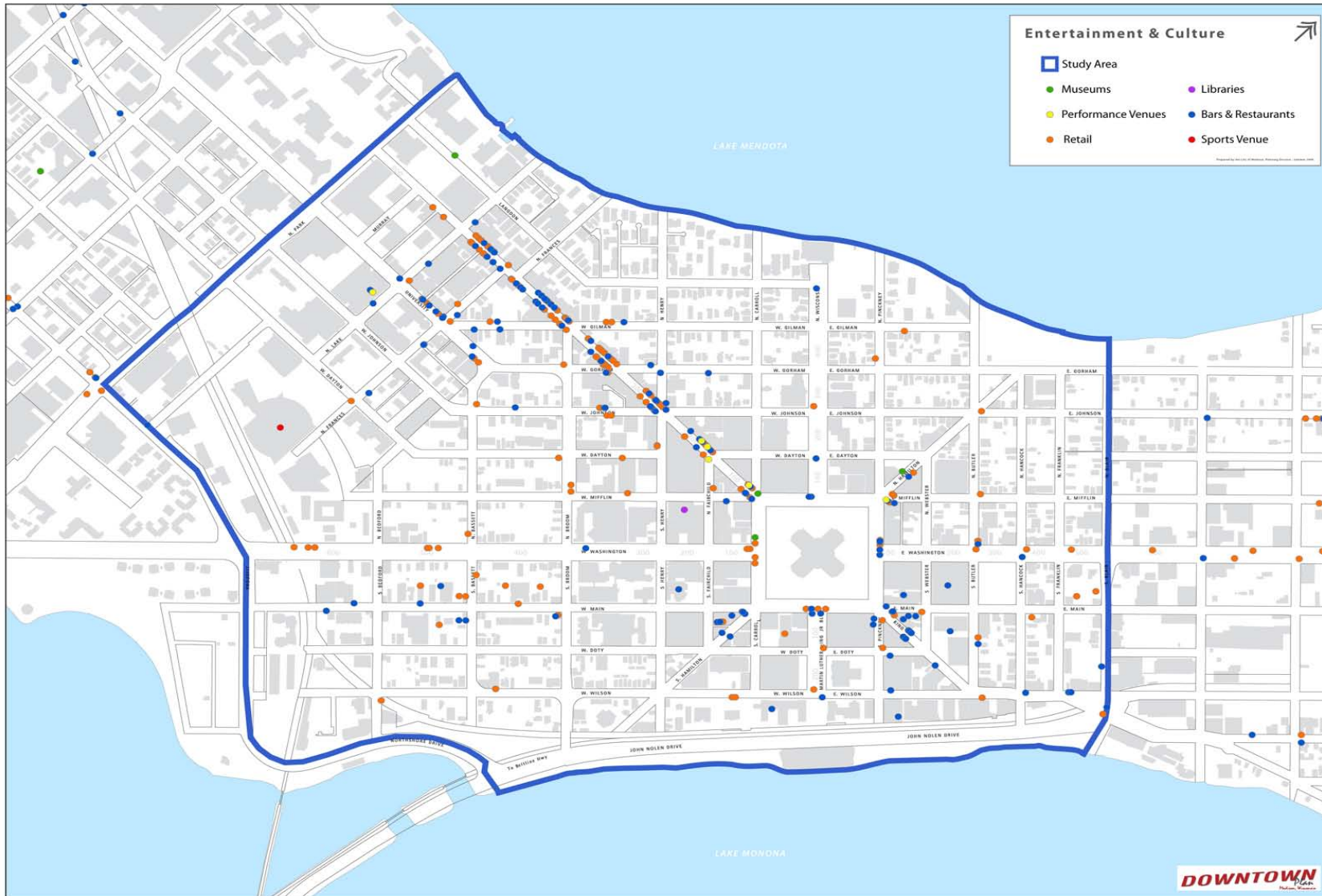
Kickoff Meeting Highlights

Top Recommendations:

- Downtown Library - expand/ grow/ collaborate/ high-tech center *(19 Votes)*
- Identify opportunities to expand access to the Lake Monona & Lake Mendota waterfronts *(17 Votes)*
- Expand bicycle trails, routes & connections *(16 Votes)*
- Mixing businesses with parks & redefining what parks are (urban open space & plaza etc) - More creative uses to make parks more successful and vital to downtown *(15 Votes)*



Entertainment & Culture Destinations



Parks & Bike Paths



- 1) Designate a Notetaker and Spokesperson
- 2) Discuss Questions and Record the Group's Ideas
 - Use maps to show geographically focused ideas
 - Use flip charts to record other ideas
- 3) Report Out - Share 2-3 Big Ideas (from any of the questions)

Break Out Group Questions



- 1) What makes Downtown an attractive location for recreational, cultural and entertainment activities? (20 minutes)
- 2) What opportunities exist to support and expand recreational, cultural and entertainment activities in Downtown? (30 minutes)
- 3) How can your big ideas about “Recreation, Culture & Entertainment” advance the goal of sustainability? (15 minutes)