

# City of Madison

## Meeting Agenda - FINAL

City of Madison  
Madison, WI 53703  
[www.cityofmadison.com](http://www.cityofmadison.com)



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

February 5, 2026

11:30 a.m. - 1:30 pm

Hybrid – Virtual and 122 W. Washington Ave.  
1st Floor Conference Room

#### PARTICIPATION GUIDELINES

1. WRITTEN COMMENTS: You can send comments on agenda items to [info@visitdowntownmadison.com](mailto:info@visitdowntownmadison.com) with the subject: "Board Comments".
2. LISTEN TO THE MEETING: You can call-in via phone: 1.312.626.6799, Meeting ID: 859 3226 2371, Passcode: 489994
3. WATCH THE MEETING: You can watch the meeting using the Zoom app. Join Zoom Meeting: <https://us02web.zoom.us/j/85932262371?pwd=GE8NtGXnaYk4MykiG9FF7vaCXJmg6.1>
4. REGISTER BUT DO NOT SPEAK: You can register your support or opposition to an agenda item by emailing [info@visitdowntownmadison.com](mailto:info@visitdowntownmadison.com).
5. REGISTER AND SPEAK: If you wish to speak at the virtual meeting on an agenda item, you MUST register. You can register by emailing [info@visitdowntownmadison.com](mailto:info@visitdowntownmadison.com).

If you need an interpreter, translator, materials in alternate formats or other accommodation 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 hauv lwm ua ntej yuav tuaj sib tham.

Если Вам необходима помощь устного или письменного переводчика, а также если Вам требуются материалы в иных форматах либо у Вас имеются особые пожелания в связи с доступом к данной услуге, мероприятию или программе, пожалуйста, позвоните по указанному ниже телефону и сообщите об этом не менее чем за три рабочих дня до соответствующей встречи.

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

#### AGENDA

***For those joining on Zoom, please use the 'raise hand' button to be called upon to speak.***

1. Call to Order – **Josh Berkson** (11:30 pm)
2. Approval of Minutes from 12/4/25 Board of Directors meeting – **Josh Berkson**
3. Disclosures and Recusals – **Josh Berkson**
  - a. *Members of the body should make any required disclosures or recusals under the City's Ethics Code.*
4. Public Comment – **Josh Berkson**
  - a. *Limited to 3 minutes per speaker*

5. Welcome and lunch – **Josh Berkson**
6. 2026 Strategic Discussion – **Emily Gruenewald and Matt Tramel**
  - a. Key topics brainstorming (small groups) – 45 mins.
  - b. Idea sharing (large group) – 30 mins.
  - c. Next steps – 20 mins.
7. Adjourn (1:30)

#### **BID Board of Directors Meetings**

*Board Meetings are the first Thursday of the month. Noon – 1:30pm. HYBRID – Virtual and Hovde Building, 122 W. Washington Ave., 1<sup>st</sup> Floor Conference Room*

| <b>2026 Board of Directors Meetings</b> |
|-----------------------------------------|
| 1 <sup>st</sup> Thursdays, noon-1:30pm  |
| Thursday, March 5                       |
| Thursday, April 2                       |
| Thursday, May 7                         |
| Thursday, June 4                        |
| Thursday, August 6                      |
| Thursday, September 3                   |
| Thursday, October 1                     |
| Thursday, November 5                    |
| Thursday, December 3                    |

#### **BID Executive Committee Meetings**

*Executive Committee meetings are on the 3<sup>rd</sup> Tuesday of the months at Noon. Hovde Building, 122 W. Washington Ave., 1<sup>st</sup> Floor Conference Room and MEETING VIRTUAL*

| <b>2026 Executive Committee Meetings</b> |
|------------------------------------------|
| 3 <sup>rd</sup> Tuesdays, noon-1:30pm    |
| Tuesday, February 17                     |
| Tuesday, March 17                        |
| Tuesday, April 21                        |
| Tuesday, May 19                          |
| Tuesday, June 16                         |
| Tuesday, July 21                         |
| Tuesday, August 18                       |
| Tuesday, September 15                    |
| Tuesday, October 20                      |
| Tuesday, November 17                     |
| Tuesday, December 15                     |

#### **BID Committee Meetings**

*Committee meetings are held quarterly at the Hovde Building, 122 W. Washington Ave., 1<sup>st</sup> Floor Conference Room.*

**Marketing & Events Committee:** Development and execution of a new digital marketing strategy to grow communications channels and strengthen marketing outreach in support of BID businesses. Planning and creation of BID events and programming, including development and expansion of new Downtown Community Partnership and Event Sponsorship programs.

**2026 meetings: TBA**

**Real Estate Committee:** Serving as an organizing and action forum for real estate related topics in the BID, including maintaining a welcoming environment and safety and security protocols for BID properties.

***2026 meetings: TBA***