

# 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

June 5, 2025

Noon – 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: 898 4915 4015, Passcode: 678670
3. WATCH THE MEETING: You can watch the meeting using the Zoom app. Join Zoom Meeting: <https://us02web.zoom.us/j/89849154015?pwd=79opleebvwi2iYZbdsZ9qJasPULbrY.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 hnub ua hauj 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 – **Joshua Berkson**, Board Chair (12:00 pm)
2. Approval of Minutes from 5/1/25 Board of Directors meeting – **Joshua Berkson**
3. Disclosures and Recusals – **Joshua Berkson**
  - a. *Members of the body should make any required disclosures or recusals under the City's Ethics Code.*
4. Public Comment – **Joshua Berkson**
  - a. *Limited to 3 minutes per speaker*
5. Board Chair Report – **Joshua Berkson**

6. BID Financial Reporting update – **Jason Salus** (12:15)
7. Community – Represent and Resource Our Members
  - a. Office of Business Resources – **Saran Ouk**
  - b. BID Storefronts Update – **Matt Tramel**
  - c. Police & Safety Update – **MPD Central District Captain Kipp Hartman**
  - d. Alder Updates – **District 2 (Will Ochowicz), District 4 (Mike Verveer), District 8 (MGR Govindarajan)**
  - e. Neighborhood and Partner Updates
    - i. University of Wisconsin Campus – **Kirstin DeMartino**
    - ii. DMI – **Jason Ilstrup**
8. Support Community Safety Efforts (12:45)
  - a. Real Estate Committee updates – **Vic Villacrez, Matt Tramel**
    - i. Safe Growth projects – Mifflin Plaza, The Forum
    - ii. BID Property Walk – June 13
9. Support BID Businesses
  - a. Storefront Advocacy Committee plans – **Matt Tramel, Tim Jenquin**
    - i. Committee outreach underway
    - ii. Crisis De-escalation Training – 6/18 @ Central Library
    - iii. Business Retention & Walking Survey with WEDC – July 10/11 (tentative)
    - iv. Downtown Map & Guide
    - v. New info. booth location
10. Boost Public Engagement and Drive Downtown Culture
  - a. Marketing & Events Committee Updates – **Nick Newlin, Kris Gabert**
    - i. New BID website
    - ii. June 12 Madison Night Market – Merch. Tent volunteers needed
    - iii. Lunch Time LIVE!
11. Adjourn (1:30)

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## UPCOMING MEETINGS

### Board of Directors Meetings

*Board Meetings are on the first Thursday of the month. Noon – 1:30pm*

*Hovde Building, 122 W. Washington Ave., 1<sup>st</sup> Floor Conference Room and MEETING VIRTUAL*

<b>2025 Board of Directors Meetings</b>
<i>1<sup>st</sup> Thursdays, noon-1:30pm</i>
Thursday, August 7
Thursday, September 4
Thursday, October 2
Thursday, November 6
Thursday, December 4

### Executive Committee Meetings

*Executive Committee meetings are on the 3rd Tuesday of the months at Noon.*

*Hovde Building, 122 W. Washington Ave., 1<sup>st</sup> Floor Conference Room and MEETING VIRTUAL*

2025 Executive Committee Meetings
3 <sup>rd</sup> Tuesdays, noon-1:30pm
Tuesday, June 17
Tuesday, July 15
Tuesday, August 19
Tuesday, September 16
Tuesday, October 21
Tuesday, November 18
Tuesday, December 16

### 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.

- **2025 meetings:** January 14, April 8, June 4, August 6, October 1, December 3

**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.

- **2025 meetings:** January 8, April 2, June 13, October 8

**Storefront Advocacy Committee:** A coalition of downtown stakeholders that develop programs and strategies to support small business success. Emphasis on reducing store turnover by proactively addressing barriers and connecting business owners to supportive resources.

- **2025 meetings:** TBD