

City of Madison

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

Meeting Agenda - FINAL

Madison's Central Business Improvement District (BID) Events & Marketing Committee



June 4, 2025

1:00 p.m. – 2:00 p.m.

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

PARTICIPATION GUIDELINES

1. WRITTEN COMMENTS: You can send comments on agenda items to info@visitdowntownmadison.com with the subject: "Events Committee Comments".
2. LISTEN TO THE MEETING: You can call-in via phone: 1.309.205.3325, Meeting ID: 858 6641 0212, Passcode: 426080
3. WATCH THE MEETING: You can watch the meeting using the Zoom app. Join Zoom Meeting:
<https://us02web.zoom.us/j/85866410212?pwd=1uKZhbgR02xlSaBjleNlFMa1n3vi4g.1>
4. REGISTER BUT DO NOT SPEAK: You can register your support or opposition to an agenda item by emailing 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.

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 – **Nick Newlin**, Events & Marketing Committee Chair
2. Approval of Minutes from 4/8/2025 (Marketing Committee) and 4/9/2025 (Events Committee) meetings
3. Disclosures and Recusals
 - a) *Members of the body should make any required disclosures or recusals under the City's Ethics Code*

4. Public Comment
 - a) *Limited to 3 minutes per speaker*
5. Website Update (Nick Newlin)
6. Summer Events Schedule
 - a) Lunch Time Live (Tuesdays, June 3 – August 26, 12 occurrences)
 - b) Cars on State (GSSBA) (June 7)
 - c) Sounds of Summer (Sunday Busking) (Sundays, June 8 – August 31, 26 performances across 13 days)
 - d) Madison Night Market (May 8, June 12, August 21, September 18, October 16)
 - e) Make Music Madison (June 21)
 - f) Movies in the Park (June 28, July 26, August 16)
 - g) Maxwell Street Days (GSSBA) (July 17-20)
 - h) Wisconsin Adventure (August 3)
 - i) Milwaukee Night Market (September 10)
7. Levitt VIBE Music Series grant application
 - a) Grant overview
 - b) Site selection
 - c) Partner search
 - d) Application needs and deadlines
8. Events ROI survey kickoff
 - a) Data collected
 - b) Schedule for data analysis
9. Combining Events & Marketing Committees
10. Adjourn

NEXT MEETINGS

Events & Marketing Committee Meetings:

August 6, 1pm

October 1, 1pm

December 3, 1pm