



Madison's Central Business Improvement District (BID)

MINUTES

BOARD OF DIRECTORS MEETING

Thursday September 5, 2013, Noon-1:30pm

Hovde Conference Room; 122 W. Washington Ave.

PRESENT: Steve Amundson, Ted DeDee, Greg Frank, John Hutchinson, Richard Kilmer, Larry Lichte, Emily Mehl, Traci Miller, Maria Milsted, Stacy Nemeth, Paul Norman, Rick Petri, Jeanette Riechers, Sue Springman, Hawk Sullivan, Teresa Werhane, Mike Verveer*

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

ABSENT: Patrick McGowan, Matthew Mikolajewski*, Sam Parker

**Non-voting*

1) Call to Order

BID Board Chair, Jeanette Riechers, called the BID Board Meeting to order at 12:01pm

2) Approval of Minutes

Rick Petri moves to approve the minutes from the August 1, 2013 BID Board meeting, Greg Frank seconds the motion. The motion passed 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

- a) We have an action item today, approval of the 2014 Operating Plan.
- b) You are probably aware there have been issues with crime at upper State St., which is a concern for MPD, Alders, BID, DMI, and many other stakeholders that are influenced by this increase in violence.
 - 1) A number of things have already happened, including increased police deployment, special events, music, and gatherings for coffee and lunch. This has already greatly improved the area.
 - 2) The Ambassadors are there 7 days a week, and they are the eyes and the ears for businesses and visitors downtown. BID also draws people downtown, which increases the volume of traffic.
 - 3) We will continue to work with BID stakeholders and partners on these issues.

6) Central District MPD Update – Capt. Carl Gloede

- a) The next two weeks are some of the busiest event wise with Taste of Madison, UW football, etc. The past weekend went well considering the magnitude of events, with no significant issues noted. This upcoming weekend we have another football game and Ironman. These should continue to bring a positive environment.
- b) Recent concerns with the upper State St. area have been escalating. It seems to be the same type of people, but with an increase in the intensity of violence and crime in general. We need to stop pushing the problem around and get to the deeper issues.
 - 1) We have increased patrols making for more contact with people to help deter negative behaviors.
 - 2) We have also started gatherings for coffee and lunch in the area. This has infused a lot of good behavior in the area.

- 3) We have encouraged staff to take break times there, which brings uniformed officers down to provide a positive element.
 - 4) There will also be an event where pianos will be set up in the area for the next couple months. This should draw more positive activity as well. We are concerned for the safety of the equipment, but will review regularly that those responsible check on the pianos daily. If any issues come up such as noise complaints or vandalism, they will be removed.
 - 5) Mostly we are happy to have a positive discussion about this and hope that we are moving down the right path and can continue to move along and make right decisions.
 - 6) We also want to stress that while there is a homeless element to this issue, the source of problems is behaviors that are unacceptable.
 - 7) A note on this area is that there have been 430 calls for service with 213 arrests in the area this year alone.
- c) We received an additional \$100,000 for cameras in the Downtown area. It has taken some time for the City IT to set up the logistics, but we are getting close to adding them. There are 6 different spots that will receive cameras. Mifflin at State St., Dayton at State St., mid-block down State St. for alleyways, and one more on the Capitol Square to increase the existing range in the area.
 - d) Private Security
We never discourage property owners to take extra steps to make property secure. It does add extra challenges when private security borders public space. If you have a larger property, particularly with parking and high rises, private security can be good. For just a small area it becomes more challenging as they can only patrol inside. Any private security on public space is a "citizen in uniform" and cannot pursue or detain anyone.
 - e) Officer Pharo is knowledgeable about who is in the area. As of late he has noticed that we have been getting more of the violent offenders being placed at 116 W. Washington Ave at Grace Episcopal Church. The shelter does a good job, but is being taken advantage of. The Mayor and others are working to find out why this is occurring. We are discussing with some state agencies to find out what the true stats are and how we can better address this.

7) DMI Update – Susan Schmitz, DMI President

- a) DMI Safety Committee – Plans for State St. Activity and Safety
Officer Pharo gave a report at the most recent meeting reporting the escalation of violent crime. It became apparent that we need to do something immediately and have put together this working draft .
 - 1) Activity – This is to have someone who can program this area and other downtown public spaces. The original idea of the Top of State St. area was to be flexible and host special events. There is discussion of reviving the city staff position that used to take care of this function.
 - 2) Action – This was well covered in Capt. Gloede's report.
 - 3) Accountability – Education and accountability for groups that want to do good and organize giveaways.
 - 4) Appearance – The idea of this is to bring back the area of the street, clean it up, and increase trash removal, and in the long term, possibly reconfigure the space. This will assist in re-creating usable space for the public.
- b) Clean Downtown Initiative
 - 1) Susan passed out a handout on the Clean Downtown Initiative.
 - 2) We are working to get a gum removal machine. There is one on the way to implement a test run.
 - 3) The other item is the cigarette butt problem. We are trying to spread the word about this, as it seems containers don't help as much as we'd hoped.

c) Placemaking Conference

- 1) The conference hosted by 1000 Friends of Wisconsin with support from DMI is Monday, September 23.

8) 2014 Operating Plan Approval (ACTION ITEM) – Jeanette Riechers

Approval of 2014 BID Operating Plan for introduction to Common Council on September 17.

ACTION ITEM: Rick Petri moves to approve the 2014 BID Operating Plan. Stacy Nemeth seconds. The motion passes unanimously.

9) Report of BID Alcohol Regulation & Business Development Subcommittee – Greg Frank

- a) We are meeting again on the 18th where we hope to wrap up all final details.

10) BID Staff Reports

a) Mary Carbine – BID Executive Director

i. Event Planning – Downtown Family Halloween

- We are moving forward with planning for October 25th. Thanks to UW VIP for sponsoring along with UBS, DreamBank, and Overture. A Trick-or-Treat sign up form is in your packet. This is a positive PR event for downtown.

ii. Freakfest Planning, business Information Meeting

- Saturday, October 26th. Informational meeting is October 1st at Overture Center. Also included is how to be a ticket outlet.

iii. Holiday Marketing/Events/Décor Planning

- We are beginning planning for this. Holiday Open House is scheduled for the Friday and Saturday after Thanksgiving. We have worked with the marketing committee for ideas on how to enhance this. Because we have reserved some funds we are looking into how to enhance the planters and décor, as well as the Open House and marketing. We will consult with the GSSBA on how best to proceed and on partnership/funding.

iv. Short Term Parking (State St. Capitol Garage)

- BID supported a Parking Utility initiative converts spaces on the lower deck of the Capitol Garage to short term parking. There are entrances on Johnson and Dayton to the lower deck. 36 more short term parking (2 hours) have been added which will be on multi-space meters. These will provide flexibility to add 32 more spaces during special events. This is approved by TCP and they are expected to go online by the end of September.

v. State St. 700-800 blocks reconstruction planning.

- There was a large public meeting in August for preliminary design concepts. Good ideas to increase utilization of the area include more lighting, electrical for activities, better circulation, and programming. This also includes allowing bicycle traffic.

b) Tim Jenquin - BID Programming Coordinator

i. Visitor Center / Ambassador Program

- The Ambassadors are pleased to report their yearly total has reached 30,000 people helped with Downtown shopping, dining, and entertainment suggestions.
- The Ambassadors have a large number of special events in September including:
 - Extended hours for Taste of Madison and Ironman
 - Special tables for the UW Badger Fest, New Student Shopping Night, Parent's Weekend Check-in, and the WPT Quilt Expo.
- Ambassadors combined with our delivery service have distributed more than 90,000 of the 2013-14 Downtown Map & Guide since May.

ii. Planting Program

- BID staff and contractors are exploring options for expanding the winter planters and lighting.
- iii. Gift Certificate Program
 - The BID Gift Certificate program is stronger than ever. Deposits for 2013 already total more than \$60,000.

11) GSSBA Update – John Hutchinson

- a) Maxwell Street Days 2013
Maxwell St. Days was very successful again. 2009 had the highest number of participants at 88. We had 79 this year. The recent turnover is making it difficult to get participants. We had good traffic. The only complaint was rain on Sunday.

12) City of Madison Update

- a) Ald. Mike Verveer
 - i. The 2014 Capital budget has been submitted by the Mayor. This included public works projects for Downtown including Library Mall, the 100 block of King and E. Main St., reconstruction of W. Johnson between Broom St. and Carroll St., as well as Henry St. behind the Overture Center, and Judge Doyle Square.
 - ii. One question remaining for the Operating Budget is Mall Maintenance, and how much overtime budget is being allocated.
 - iii. The discussion on city staff recommendations on alcohol regulation and business development continues. We could see some of the less involved portions introduced at the next Council meeting.

13) New Business

None to Report.

14) Next Meeting – Thursday, October 3, noon-1:30pm

- Freakfest Planning
- Quarterly budget update
- Nominations

15) Adjournment

Paul Norman moves to adjourn. Richard Kilmer seconds. BID Board Chair Jeanette Riechers adjourns the September 5th, 2013 BID Board Meeting at 1:32pm.