



City of Madison

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

Meeting Agenda – FINAL

Madison Central Business Improvement District (BID) Board of Directors

April 3, 2014

Noon-1:30 pm

122 W. Washington Ave.
1st Floor Conference Rm.

If you need an interpreter, translator, materials in alternate formats or other accommodations 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 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 Central Business Improvement District (BID): (608) 512-1340

Approx. Time

1. **Call to Order** — Greg Frank, Chair (12 noon)
2. **Approval of Minutes** from February 6, 2014 meeting (12:01 pm)
3. **Disclosures and Recusals** – (12:02 pm)
Members of the body should make any required disclosures or recusals under the City's Ethics Code
4. **Public Comment** (3 min. per speaker) (12:03 pm)
5. **Chair's Report** – Greg Frank (12:05 pm)
6. **Central District MPD Update** (12:10 pm)
7. **Rhythm & Booms Overview** (12:20 pm)
– Ryan Richards, Race Day Events/Madison Festivals
8. **BID Staff Reports** (12:40 pm)
 - a) Tim Jenquin, BID Programming Coordinator
 - Ambassadors/Visitor Center
 - Planting Program
 - Welcome Programs
 - Business Turnover

- | | <u>Approx. Time</u> |
|---|---------------------|
| 8. BID Staff Reports continued | |
| b) Mary Carbine, BID Executive Director | (12:45 pm) |
| • Downtown Coordinating Cmte/Mall Maintenance update | |
| • Downtown Construction | |
| • Marketing & Events update | |
| 9. GSSBA Update – John Hutchinson | (12:50 pm) |
| 10. BID Reauthorization Sbcmte Report – Emily Mehl | (12:55 pm) |
| -Reauthorization Process, Timeline, Ballot (ACTION ITEMS) | |
| 11. DMI Update – Susan Schmitz, DMI President | (1:00 pm) |
| 12. Alcohol Licensing/Overlay District Update – Mary Carbine | (1:05 pm) |
| 13. City of Madison Update | (1:10 pm) |
| -Matt Mikolajewski, Office of Business Resources | |
| -Ald. Mike Verveer | |
| 13. New Business, Announcements | (1:27 pm) |
| 14. Adjournment | (1:30 pm) |

NEXT MEETING: **Thurs., May 1, 2014, noon-1:30pm**
 -Reauthorization Subcommittee Report

ALSO: BID Reauthorization Subcommittee
 Tues. April 22, 8:00 – 9:30 am
 Hovde Bldng 2nd fl. Conference Rm. 122 W. Washington Ave., Ste. 250

If you need an interpreter, materials in alternate formats or other accommodations, please contact the Madison Central BID office at 608-512-1340 or mcarbine@visitdowntownmadison.com. Please do so at least three business days prior to the meeting so that proper arrangements can be made.



**Madison Central Business Improvement District (BID)
BID Executive Committee - 3/28/14**

1. Downtown Ambassadors

a. Number of People Helped (As of 3/26/14)

- i. 2014 Total: 3,365
- ii. Visitor Center: 1,698
- iii. Special Events: 1,667

b. Recent Ambassador Activities

- i. None to Report

c. Upcoming Ambassador Activities

- i. Tour of State St. and Info Table at Wisconsin Institutes for Discovery for the 2014 Your UW Days, March 28, April 18
- ii. Info Table for UW Admissions Admitted Students of Color – Saturday, April 5
- iii. Tour of State St. to visiting Guidance Counselors through UW Admissions – April 9
- iv. Info Table for UW Admissions Hmong Student Reception – April 11
- v. Info Table for UW School of Medicine Admitted Student Ice Cream Social – April 12
- vi. Info table at Alliant Energy Center for the Midwest Horse Fair, April 11-13

2. 2014 Downtown Map & Guide Distribution (As of 3/26/14)

a. Ambassador Distribution

- i. March 2014: 2,250
- ii. Total YTD: 8,100

b. Total Distribution

- i. March 2014: 4,950
- ii. Total YTD: 22,050

3. Downtown Gift Certificate Program (As of 3/26/14)

a. March 2014

- i. BID Office/Web Sales - \$788
- ii. Deposits – \$16,590

b. YTD 2014

- i. BID Office/Web Sales - \$20,424
- ii. Deposits – \$33,070.08

4. Physical Environment and Planting Program

- a. Snowflake Lights – Mall Maintenance removed the snowflake lights the first week in March.
- b. Mall Maintenance will prepare the planters for spring and BID Contractors will install the spring pansies in mid to late April (weather permitting).

5. Welcome Programs – New Resident Welcome Bags

- a. BID Programming Coordinator will collate 200 bags for distribution to Realtors.
- b. Businesses are currently being offered the opportunity to provide items.
- c. Bags will be distributed mid-April.

6. Business Turnover Update – (Changes since previous report)

a. New Businesses (10 YTD)

- i. Now Open: Wendy's – 534 State St. - (Former Taco Bell / Full of Bull)
- ii. Now Open: Yellow Rose Gallery – 122 State St. (2nd Floor) - (No previous business)
- iii. Soon: Rare – (Originally listed as Prime 14) - 14 W. Mifflin St. - (Former Mirch Masala / Tabby & Jacks / Amcore Bank)
- iv. Soon: The Brow Boutique – 212 W. Gorham St. - (Former Creative Alterations)
- v. Soon: Palmyra Mediterranean Grill – 419 State St. - (Former Yellow Jersey)

b. Closed/Closing Businesses (9 TYD)

- i. Closed: Poster Master – 506 State St.

March 28, 2014



Madison's Central Business Improvement District (BID)

Voting Process: District Continuation or Termination (2014)

According to the 2014 Operating Plan of the Madison's Central Business Improvement District #1 of the City of Madison, Wis. (Section VII. Future Year Operating Plans, subset B. Termination of the District), the District may be terminated as provided by law.

At the end of each five year term of the district, the District will automatically terminate unless there is a majority vote for the continuation of the BID. The current five-year term ends December 31, 2014.

The vote to decide whether the BID, its programs and services, and special assessment continue 2015-2019, will be conducted in July 2014.

- The vote will be conducted by sending a ballot by certified mail to each owner of property within the District subject to the BID special assessment.
- The City of Madison Clerk's Office will handle the sending, receipt, and counting of the ballots.
- A ballot will be sent to the owner of each parcel by certified mail in late June. The ballot will be sent to the parcel property owner address on file with the City Assessor's Office. **If the ballot is returned as undeliverable within 21 days of mailing, the Clerk's Office and BID staff will attempt to determine a correct owner and/or address and re-send the ballot.**
- A voting reminder notice may be sent **in mid-July** by the BID.
- Property owners who own multiple parcels within the BID will receive a ballot for each parcel, and may cast the ballot representing each parcel.
- Ballots must be cast by the property owner, or authorized party with authority to vote on behalf of the property owner.
- Ballots must be returned to the City Clerk's Office by 4:00pm, Friday, August 1, 2014.

City of Madison Clerk's Office
City-County Building, Rm. 103
210 Martin Luther King Jr. Blvd.
Madison, WI 53703

- Ballots will be securely stored by the Clerk's Office, and may not be opened or counted until after the voting deadline has passed.
- Ballots will be opened and counted starting at 9:00 am on Monday, August 4, 2014, in the [City of Madison Clerk's Office, Rm. 103 City-County Building, 210 Martin Luther King Jr. Blvd.] The public may observe the ballot counting.
- Only the Official Ballots provided by the BID may be cast. Non-official ballots or unauthorized copies of ballots will be disqualified.

- Completed ballots must indicate the vote, and contain the signature and printed name of the property owner or authorized party. Envelopes containing the ballots must be sealed.
- Returned ballots lacking signature and/or printed name will be disqualified and rejected at the time the ballots are counted. Ballots received by the Clerk in unsealed envelopes will be disqualified and rejected at the time the ballots are counted.
- If questions arise concerning the voter intent, City Clerk's staff are authorized to make a determination of voter intent based on the marks made on the ballot. The ballot in question will be counted based on the voter intent as agreed upon by the majority of City Clerk staff participating in the ballot count.
- Based on the returned ballots, an aggregate frontage will be calculated.
- The owners of over 50% of the voting aggregate frontage must vote affirmatively for the continuation of the BID.
- The City Clerks Office will certify the results of the voting and post the results at <http://www.cityofmadison.com/clerk/> within one day of the count (by August 5, 2014).
- The Business Improvement District will notify property and business owners within the District of the results of the voting by letter sent within one day of the count (by August 5, 2014).
- Recount requests and any recount will be handled as follows:

Who May Request a Recount

Only the owner of property within the District subject to the BID assessment may request a recount.

How to Request a Recount:

A recount is requested by filing a sworn petition with the City Clerk. This must be done by noon of the 14th calendar day after the vote was counted. If the 14th day falls on a weekend or holiday for which city offices are closed, the deadline is noon the next day city offices are open for business. For 2014, a recount request must be filed by noon on Monday, August 18, 2014.

Recount Petition

A recount petition is a sworn statement requesting that the votes be counted again and stating the basis of the petition.

Schedule

The recount will be scheduled to take place within fourteen (14) calendar days of receipt of the recount request. The public may observe the re-count.

Notification

Within three days of scheduling of the recount, the BID will notify property and business owners within the District by letter of the date and time of the ballot recount.

The City Clerks Office will certify the results of the recount and post the results at <http://www.cityofmadison.com/clerk/> within one day. The Business Improvement District will notify property owners of the results of the recount by letter sent within one day.

Questions about the voting process? Please contact:

Mary Carbine
 BID Executive Director
 122 W. Washington Ave., Ste. 250
 Madison, WI 53703
 Tel: (608) 512-1340 Fax: (608) 204-9028
 Email: mcarbine@visitdowntownmadison.com

FROM THE BID OPERATING PLAN

B. Termination of the District

The District may be terminated as provided by law. At the end of each five year term of the district (the next five year term ends December 31, 2014), the District will automatically terminate unless there is a majority vote for the continuation of the BID. The next vote will be in 2014. The vote will be conducted by sending a ballot to each owner of property within the District subject to the BID special assessment. The vote will be conducted as outlined in Appendix E, Voting Process, and Appendix F, Sample Ballot.* The City Clerk's office will send, receive, and count the ballots. Ballots will be securely stored by the Clerk's Office, and may not be opened or counted until after the voting deadline has passed. Based on the returned ballots, an aggregate frontage will be calculated. The owners of over 50% of that voting aggregate frontage must vote affirmatively for the continuation of the BID.

**Appendices E and F outline the voting process as approved for 2009 and may be modified by the Board for the 2014 Operating Plan as appropriate.*

Mall Concourse Sidewalk Washing Program

This program includes general pavement cleaning, detailed cleaning around benches & trash cans, and *some* gum removal, depending on time available.

Summer 2014

To be cleaned:

- 200-600 blocks of State
- Streets adjoining State, currently in our service area
- 100 block of S. Carroll
- 100 block of W. Mifflin, south side only
- 10 block of N. Carroll
- 100 block of W. Washington
- 10 block of S. Carroll
- 100 block of W. Main Street
- 100 block of S Hamilton

To be skipped in 2014 because of construction:

- *Lake St. south of State, west side*
- *N. Frances St. south of State*
- *The portion of the 500 block enclosed in the construction tunnel*
- *Entire 100 block triangle (100 State, N Fairchild, north side of W. Mifflin) 100 block of State may be added back once construction concludes.*

Procedure

The area to be cleaned in 2014 should take us about 19 weeks, we intend to begin in late April or early May. The cleaning will be started by 6:30am and will conclude by 11:30am, except on blocks which have little foot traffic and no café setups. Cleaning may extend past 11:30 on these less-busy areas.

As we have allocated 10 hours for each side of the street per block, it will be important to adjust the thoroughness with which the pavement is cleaned in order to keep on schedule. This should mean that all pavement is washed, but it will surely mean that there is not enough time, at this pace, to remove all the gum.

Businesses on the affected blocks will be notified, with the help of a Business Improvement District representative, on the preceding Thursday. It will be likely that café setups will need to be delayed until shortly before lunchtime on the scheduled cleaning days.

Mall Concourse will utilize cones, barricades, “Sidewalk Closed” and/or “Sidewalk Open to Businesses” signage to warn pedestrians of the presence of equipment, very hot water, and spray on the sidewalk. An arrow board may be necessary on W. Gorham south of State, as a water trailer will be parked in the street.

Summer 2015

In the summer of 2015 we plan to continue the sidewalk washing program around the rest of the Square and side streets.

Questions, please contact Lisa Laschinger, Mall Maintenance Supervisor, at (608) 266-4728.

**State Street - Mall Concourse Maintenance
Special Charges Service Area 2014**

Prepared 2/28/2014 by Parks Division

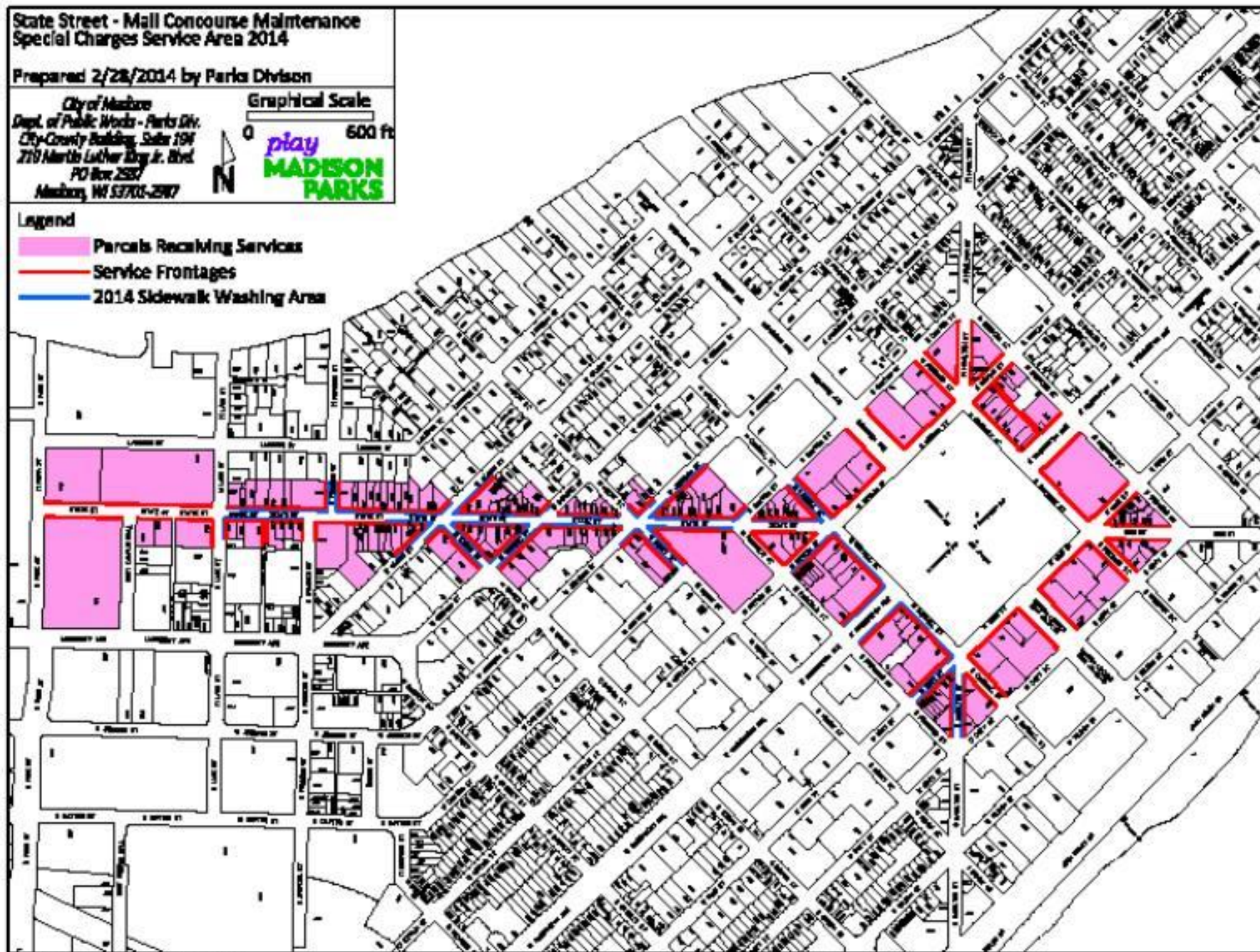
City of Madison
Dept. of Public Works - Parks Div.
City-County Building, Suite 194
210 Martin Luther King Jr. Blvd.
PO Box 2587
Madison, WI 53703-2587

Graphical Scale



Legend

- Parcels Receiving Services
- Service Frontages
- 2014 Sidewalk Washing Area



March 28, 2014



Madison's Central Business Improvement District (BID)

SAMPLE BALLOT - 2014

District Continuation or Termination

According to the 2014 Operating Plan of the Madison's Central Business Improvement District #1 of the City of Madison, Wis. (Section VII. Future Year Operating Plans, subset B. Termination of the District), the District may be terminated as provided by law. At the end of each five year term of the district, the District will automatically terminate unless there is a majority vote for the continuation of the BID. The current five year term ends December 31, 2014. The vote will be conducted by sending a ballot to each owner of property within the District subject to the BID special assessment. The City Clerk's office will send, receive, and count the ballots. Ballots will be securely stored, and may not be opened or counted until after the voting deadline has passed. Based on the returned ballots, an aggregate frontage will be calculated. The owners of over 50% of the voting aggregate frontage must vote affirmatively for the continuation of the BID. See enclosed "Voting Process" for more information.

Ballot for Parcel Number:

Owned by:

Property Address:

Billable Frontage:

Please MARK the appropriate box below:

☐

Yes, Continue the District (2015 through 2019)

☐

No, Terminate the District (as of December 31, 2014)

Signature:

I am the property owner or authorized agent:

X

Signature of property owner or authorized agent

X

Print Name

X

Title/Company (if parcel owned by company)

Return this ballot to the CITY OF MADISON CLERK'S OFFICE in envelope provided.

City of Madison Clerk's Office
City-County Building, Rm. 103
210 Martin Luther King Jr. Blvd.
Madison, WI 53703

Ballot must be RECEIVED by the Clerk's Office no later than 4:00pm, FRI. AUG. 1, 2014.

Ballot must be signed by the parcel property owner or authorized agent. Name of signatory must be printed. Ballot return envelope must be sealed. Ballots lacking signature and/or printed name will be disqualified. Ballots received in unsealed envelopes will be disqualified.

BID Reauthorization Vote – 2014 - TIMELINE

March 28, 2014

	2009		2014	
TIMELINE	Reauthorization	Operating Plan	Reauthorization	Operating Plan
Confirm City Clerk vote processing	April		March	
Board members meet with property owners, BID Members	May-June		May-June	
ReAuth announcement, materials, Annual Meeting announcement sent by BID	May 22		May 19	
Annual Meeting		June 16		Suggested: Tues. June 10 or 24
ReAuth- Ballots Mailed by City Clerk	June 24		June 25-27	
ReAuth – Followup letter/materials sent by BID, partner orgs letters of support			Just after annual meeting	
ReAuth – Ballots due deadline	July 31		August 1	
ReAuth – Ballots Counted	August 3		August 4	
ReAuth - Results certified and posted	By August 4 (done 8/3)		August 5	
ReAuth - Results mailed to District members	August 4 (done 8/3)		August 5	
Operating Plan – Draft, BID Board review		August 6		August 7
ReAuth- Last day to request recount –	August 17		August 18	
ReAuth – Last possible day for recount	August 31		September 2	
Operating Plan – FINAL, BID Board Approval		Sep. 3		September 4
Operating Plan – Council introduction		Sep. 15		September 16
Operating Plan – At Downtown Coordinating Committee (referral)		Sep. 17		September 18
Operating Plan approval at Council		Oct. 6 or 20	Oct. 7 or 21	