



Madison's Central Business Improvement District (BID)

MINUTES BOARD OF DIRECTORS MEETING Thursday August 6, 2009, Noon-1:30pm BID Offices, Board Room, 615 East Washington Avenue, 2nd floor

PRESENT: Tom Carto, Dan Cornelius, John Hutchinson, Lori Kay, Larry Lichte, Matthew Mikolajewski*, Traci Miller, Maria Milsted, Paul Norman, Rick Petri, Jeanette Riechers, Hawk Schenkel, Alder Michael Verveer*

STAFF: Mary Carbine (Executive Director), Mitch Freund (Programming Coordinator), Susan Schmitz (DMI President)

ABSENT: Jack Garver, Pat McGowan, Brian Mullins, Gregg Mulry, Stacy Nemeth, Sam Parker, Mary Lang Sollinger

**Non-voting*

I. Call to Order

BID Board Chair, Lori Kay, called the BID Board Meeting to order at 12:14pm.

II. Roll Call

BID Board Members and guests introduced themselves around the room.

III. Approval of Minutes from the July 2, 2009 BID Board Meeting

Rick Petri moved to approve the minutes from the July 2, 2009 BID Board Meeting. Larry Lichte seconded the motion. Maria Milsted noted an editorial correction on page 1 under John Caputo's Public Comment. Milsted requested that "near by" be changed to "nearby." Minutes were approved unanimously as amended.

IV. Public Comment

Nothing to report.

V. Encroachment Fee Exemption, Madison Landmark Buildings—ACTION ITEM

Legislative File ID 15225:

Creating Section 10.31(3)(g) of the Madison General Ordinances to add an exemption from the annual fee for some architectural features on Madison Landmark Buildings.

<http://legistar.cityofmadison.com/detailreport/matter.aspx?key=16989>

Rick Petri moved to approve the Encroachment Fee Exemption as presented to the Madison Central BID Board. Jeanette Riechers seconded the motion.

Lori Kay reminded the BID Board about the details of the exemption and noted that board members owning Madison Landmark Buildings are not eligible to vote on the motion due to conflict of interest. Board members Maria Milsted and Larry Lichte recused themselves. Lichte requested that the Minutes reflect his disagreement with his ineligibility to vote.

Lori Kay opened the floor to discussion. Alder Mike Verveer explained the exemption and noted that it will affect between 10-20 downtown buildings.

The motion was approved unanimously. Voting yes: Tom Carto, Dan Cornelius, John Hutchinson, Lori Kay, Traci Miller, Paul Norman, Rick Petri, Jeanette Riechers, and Hawk Schenkel. Abstained: Larry Lichte, Maria Milsted.

VI. Peace Park Reconstruction & Visitor Center Update – Mike Sturm and Ken Saiki, Ken Saiki Design Associates

Mike Sturm from Ken Saiki Design updated the BID Board about the Lisa Link Peace Park reconstruction and the proposed Visitor Center. Sturm noted that all City Committees have approved the designs with almost unanimous votes. They are hopeful that the project will go to bid in late October and break ground in late November or mid December. Sturm then opened the floor to discussion.

Board members discussed topics including the building's architecture, panhandling in the park, adding an ATM to the building as potential ongoing revenue source, and a possible neighborhood meeting.

VII. BID Reauthorization Vote

A. Results

Lori Kay announced that the Madison Central BID has been renewed by property owners for another five years (2010-2014). Kay suggested the BID Board formally thank the City Clerk's Office for their hard work with the BID Reauthorization Vote.

Larry Lichte moved that the BID Board formally thank the City Clerk's Office for handling the sending, the receipt, and the counting of ballots for the BID Reauthorization Vote. Jeanette Riechers seconded the motion.

The motion was approved unanimously. Voting yes: Tom Carto, Dan Cornelius, John Hutchinson, Lori Kay, Larry Lichte, Traci Miller, Maria Milsted, Paul Norman, Rick Petri, Jeanette Riechers, and Hawk Schenkel.

VIII. 2010 BID Operating Plan Preparation

A. Draft 2010 Operating Plan (approval scheduled for Sep. 3 meeting)

Mary Carbine reviewed changes made since last month's BID Board Meeting to the 2010 BID Operating Plan. Carbine then opened the floor to discussion.

Larry Lichte suggested changing the wording to "...in the Capitol Square, State Street, and adjacent areas..." on page 3 under "District Boundaries." Everyone agreed with this change.

Alder Mike Verveer asked if the property at 408 W. Gorham Street (currently under construction) is within the BID boundaries, as the property owner thought it was in the BID. Carbine informed Verveer the property is outside current BID boundaries. Verveer and Carbine agreed to follow up with the property owner to confirm the interest in being included within the BID and the timeline for this inclusion.

B. Assessment Method Review Subcommittee

Kay solicited BID Board Members to join a newly created Assessment Method Review Subcommittee. Volunteer Board Members include: John Hutchinson, Lori Kay, Larry Lichte, Traci Miller, Maria Milsted, Brian Mullins, Stacy Nemeth, Rick Petri, Dan Cornelius, and BID Staff Member, Mary Carbine. Carbine agreed to arrange the meetings of the subcommittee. Kay requested that the BID Board Meeting Minutes reflect the charge of the subcommittee.

Charge of the Subcommittee:

- The Subcommittee will examine other models of assessment and the impact of our current system, and lay out options for the entire Board to consider.
- The Subcommittee will seek input from a wide range of BID property owners and stakeholders.
- The Subcommittee may choose to assemble an advisory group of property owners and stakeholders.
- The Board asks the Subcommittee to complete their work by the end of the calendar year.

IX. Nominations – Lori Kay

Lori Kay and Mary Carbine informed the BID Board that eight (8) board members' terms will expire in January 2010. Six of the seats will be renewed with the current board member; two of the seats will need to be filled with new board members.

Pat McGowan will chair the BID Nominating Committee. Kay requested board members to volunteer on this committee, and to notify Carbine of possible nominees. Dan Cornelius and Tom Carto volunteered to join the committee. Carbine agreed to arrange meetings. Gregg Mulry and John Hutchinson have suggested nominees for the Downtown Resident Seat.

X. City of Madison Update – Alder Mike Verveer, Matt Mikolajewski, Office of Business Resources

A. City of Madison Alder Mike Verveer

Alder Verveer informed the Board about a recent meeting with Mall Maintenance concerning the fountains and plant beds on the Capitol Square.

He then discussed the proposed construction/renovation of the Madison Central Public Library. He encouraged anyone interested to attend a tour that evening at the current Central Library at 6:00pm.

He also informed the Board that the City will be determining the effectiveness of the Alcohol License Density Ordinance, and possible amendments to the ordinance. Verveer mentioned that a bowling alley is interested in a downtown location, but under the current ordinance would not be allowed. Verveer then opened the floor to discussion. Carbine asked if ordinance amendments would be referred to the BID Board for approval. Verveer felt this would be possible.

Larry Lichte informed Alder Verveer and the BID Board that the City of Madison is looking into adding two-way bike lanes on all spoke streets into the Capitol Square. Verveer said he would look into this with city staff.

B. Matt Mikolajewski, Office of Business Resources

Nothing to report.

XI. Staff Reports

A. Mary Carbine, BID Executive Director

1. Construction Updates

Mary Carbine reviewed the latest updates to construction in the University/Gorham/Broom area.

2. Maxwell Street Days promotion recap

Carbine was very pleased with the amount coverage received in the local media for Maxwell Street Days, and informed the Board of upcoming promotions including: UW Student "Move Out Night" Aug. 14-15; Ride the Drive (Aug. 30); and UW-Madison Homecoming.

B. Mitch Freund, BID Programming Coordinator

1. Ambassador Program

Mitch Freund reviewed the involvement of the Downtown Ambassadors in the following events: Airstream International Rally June 25-July 4; the July 4th weekend; Art Fair on the Square weekend; and Maxwell Street Days.

XII. DMI Update – Susan Schmitz, DMI President

Susan Schmitz discussed the past BID practice of formulating a proposed fee for tax exempt organizations within the BID and offered her assistance with implementing again if desired.

XIII. GSSBA Update – John Hutchinson, Hawk Schenkel

John Hutchinson informed the Board that the GSSBA Board would meet Wednesday, August 12 at 2:00pm at Uno Chicago Grill 222 W. Gorham Street.

XIV. New Business

Nothing to report.

XV. Next BID Board Meeting, Thursday September 3, 2009 - Agenda Items

2010 Operating Plan Approval

XVI. Adjournment

Larry Lichte made a motion to adjourn the BID board meeting at 1:34pm. Rick Petri seconded the motion.

The motion passed unanimously.