



Madison's Central Business Improvement District (BID)

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

PRESENT: Jack Garver, Lori Kay, Larry Lichte, Pat McGowan, Matthew Mikolajewski*, Traci Miller, Maria Milsted, Stacy Nemeth, Paul Norman, Sam Parker, Rick Petri, Jeanette Riechers, Hawk Schenkel, Mary Lang Sollinger, Alder Michael Verveer*

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

GUESTS: Tim Schell (Land's End Not Quite Perfect Store)

ABSENT: Tom Carto, Dan Cornelius, John Hutchinson, Brian Mullins, Gregg Mulry

**Non-voting*

I. Call to Order

BID Board Chair, Lori Kay, called the BID Board Meeting to order at 12:04pm.

II. Roll Call

BID Board Members and guests introduced themselves around the room.

III. Approval of Minutes from the March 5, 2009 BID Board Meeting

Rick Petri moved to approve the minutes from the March 5, 2009 BID Board Meeting. Larry Lichte seconded the motion. The motion passed unanimously.

IV. Public Comment – None

V. Chair's Report – Lori Kay

A. BID Renewal Committee Update

Lori Kay reported that the BID Renewal Committee met for the first time in March to discuss the upcoming BID Renewal process. Another meeting is planned in April. An in-depth report will be provided at the May BID Board Meeting.

VI. Treasurer's Report – Stacy Nemeth

A. Quarterly Budget Update

Budget update was included in the BID Board packet; no changes in outlook from March report.

VII. Peace Park Reconstruction

A. BID Peace Park Subcommittee – Report & Recommendations (ACTION ITEM)

Jeanette Riechers reported in absence of Hawk Schenkel, Subcommittee Chair. Riechers reviewed the executive summary of the Peace Park Subcommittee's recommendations. The recommendations, developed at a recent subcommittee meeting, include:

- The BID takes on the role of primary co-tenant, providing Downtown Information Ambassador staffing to the Center throughout the year.
- The BID will not take on the responsibility of, or provide funding for:
 - Operating the building
 - Coordinating ongoing programming in Peace Park
 - Maintaining or monitoring the planned public restrooms

Riechers introduced three scenarios developed by BID Staff for staffing the Visitor Center within the current budget, without raising assessments. She informed the board the subcommittee suggests scenario 2; which includes year round Ambassador staffing, an additional seasonal, mobile information booth, and a half-time Ambassador Coordinator. This will be revisited once the Visitor Center and benefits to the district are established.

Mary Carbine informed board about the next steps in this project and informed the board about an upcoming meeting with the City of Madison Parks Department, Alder Mike Verveer, and Ken Saiki (Saiki Design).

Lori Kay opened the floor to discussion. Board members discussed the proposed public restrooms and recommended communication about the project with area businesses.

Stacy Nemeth made a motion to approve the recommendations and the report from the Peace Park Subcommittee. Mary Lang Sollinger seconded the motion. The motion passed unanimously. Voting yes (13): Jack Garver, Lori Kay, Larry Lichte, Pat McGowan, Traci Miller, Maria Milsted, Stacy Nemeth, Paul Norman, Sam Parker, Rick Petri, Jeanette Riechers, Hawk Schenkel, Mary Lang Sollinger.

B. Friends of Lisa Link Peace Park Update – Susan Schmitz

Susan Schmitz reported that she will take the approved BID Board recommendations to the next Friends of Lisa Link Peace Park meeting on April 15.

VIII. City of Madison Updates

A. Matt Mikolajewski, Office of Business Resources

Matt Mikolajewski informed the board that the Mayor's bi-annual small business conference will be Tuesday, May 12, "Madison Small Business in Changing Times." There will be four conference tracks available for attendees: 1) Financing; 2) Managing operations in a downturn; 3) Building a greener business; and 4) High impact entrepreneurship. The daylong conference will cost \$10.00 and include lunch. Mikolajewski encouraged board members to attend and to encourage their peers to attend.

B. Alder Mike Verveer

Alder Mike Verveer updated the board on the parking rate issue from last month's board meeting, confirming that the City Council does vote on parking rates. The TPC does set rates for parking ramps, but the Common Council has final say over parking meters and hoods.

Verveer informed the board about a new City program to provide matching grants for exterior lighting – a lighting improvement grant program initially introduced by outgoing 8th District Alder Eli Judge. He has discussed this program with City staff and the program is under development. Participating businesses must have one residential unit in the property in order to take advantage of this program. If a business is interested in exterior lighting, they should contact Alder Verveer for more information.

Verveer then discussed the city encroachment lease issue concerning historic buildings in the district, such as the Majestic Theater marquee. He is currently creating an encroachment lease ordinance exemption for landmark structures. He will update the board about this issue in future BID Board Meetings.

Verveer reported that a third option has been introduced to rehab the current Central Library, instead of building a new library. All three options will be discussed at an upcoming public CNI meeting on April 22 at 7:00pm at Capitol Lakes Retirement Home. Verveer suggested board members interested in this issue should attend.

Verveer also noted that the City Council approved a TIF policy re-write.

IX. Staff Reports

A. Mary Carbine, BID Executive Director

1. Construction Update, "Downtown Get-Around Guide"

Mary Carbine informed the board that downtown construction is well under way and going smoothly. A lot of signage has been implemented to inform downtown patrons that businesses are open. Carbine asked that property owners and business owners provide her with feedback on how the construction is affecting their businesses.

Jeanette Riechers suggested that signs notify drivers about the construction and parking options earlier than Carroll Street. Carbine and Matt Mikolajewski will see if there is anything they can do about this.

Carbine then discussed the BID "Get-Around Guide" and introduced the Greater Madison Chamber of Commerce (GMCC) "Road Construction Survival Guide." The Board discussed opportunities for increase communication between the GMCC and BID.

2. BID Business Mix Update

Carbine reviewed a recent BID Business Mix Update highlighting the low vacancy rate of 7% within the Madison Central BID. A vacancy rate of under 10% is considered healthy. Businesses and organizations listed in the update included street-level retail, restaurants, bars/taverns, service-oriented, arts, entertainment, & culture, and housing & condos.

3. Parking Rate Increase – Recap

The Parking Utility has approved some of the BID Board's suggestions from last month's board meeting, including maintaining special event rates at \$4.00 and declining parking meter rate increases. Carbine informed the board that the Parking Utility would like their input on extending the parking enforcement hours. Carbine opened the floor for discussion.

After a brief discussion, the BID Board agreed the Parking Utility should not extend parking enforcement hours. Instead, the Parking Utility should better communicate to people where parking is available.

4. Marketing Committee - Website Recommendations Follow-up

Carbine has added a "Share" button to web pages within the BID website. This button allows viewers to post a link to our website in their social media sites, such as Facebook and MySpace.

5. Downtown Plan – next public meeting April 15

The next City of Madison Downtown Plan meeting will be April 15 at the Overture Center for the Arts at 6:00pm.

6. BID Retailing Talk – April 30

Carbine encouraged all board members to attend the upcoming Retailing Talk hosted by the BID on April 30 at the Wisconsin Historical Museum at 2:00pm. Jerry O'Brien from the UW Kohl's Center for Retailing Excellence will be presenting, "How Customers Define Value Now."

B. Mitch Freund, BID Programming Coordinator

1. 2009 Downtown Map & Guide Update

Mitch Freund reported that the graphic design process of the 2009-10 Downtown Madison Map & Guide was recently finalized, and the files have been sent to the printers. Advertising invoices were sent on April 1, and the Map will be available May 1.

2. Planting Programs

Freund informed the board that planters on State Street have been moved into the 500-600 blocks, and the winter season décor will be removed as soon as possible. Pansies will be installed in the planters in mid-April.

3. *Ambassador Programs*

Downtown Ambassadors will have a busy month in April with UW student/parent visits continuing, a Downtown Info Table at the Midwest Horse Fair and Isthmus Green Day Eco-Celebration, and Ambassador training. The Downtown Information Booths will open on State Street and the Capitol Square on Saturday, May 9, in conjunction with the Cars on State Classic Car Show.

4. *Welcome Programs*

In March, Ambassadors created 100 BID Welcome Bags for new home/condo owners in downtown. The bags will be distributed to realtors and condo associations in early April. Freund also informed the board that BID Staff continues to meet with King Street area business owners, due to the recent inclusion of King Street into the BID.

C. DMI Update – Susan Schmitz, DMI President

Susan Schmitz reported that the Downtown Hospitality Council (DHC) continues to meet. Mary Carbine, Lori Kay, and Rick Petri continue to be involved in the DHC.

Lori Kay asked Rick Petri to report on DHC at the May BID Board meeting.

D. GSSBA Update – Hawk Schenkel

Hawk Schenkel reported on the upcoming Cars on State Classic Car Show on May 9 from 10:00am-3:00pm.

E. New Business

Lori Kay reminded the board that if they have any suggested items for upcoming board meetings, they should let her or Mary Carbine know.

F. Next Meeting – Thursday, May 7, 2009 - Agenda Items

BID Renewal, Plan & Materials

G. Adjournment

Pat McGowan made the motion to adjourn the BID Board Meeting. Hawk Schenkel seconded the motion.

The motion passed unanimously. Voting yes (13): Jack Garver, Lori Kay, Larry Lichte, Pat McGowan, Traci Miller, Maria Milsted, Stacy Nemeth, Paul Norman, Sam Parker, Rick Petri, Jeanette Riechers, Hawk Schenkel, Mary Lang Sollinger.

The April BID Board Meeting was adjourned at 1:31pm.