



## Madison's Central Business Improvement District (BID)

### MINUTES

#### BOARD OF DIRECTORS MEETING

Thursday, April 3, 2008, Noon-1:30pm

BID Offices, Board Room, 615 East Washington Avenue, 2<sup>nd</sup> floor

**PRESENT:** Jack Garver, John Hutchinson, Larry Lichte, Pat McGowan, Matthew Mikolajewski, Traci Miller, Maria Milsted, Brian Mullins, Gregg Mulry, Stacy Nemeth, Sam Parker, Jessica Pavlic, Rick Petri, Jeanette Riechers, Hawk Schenkel, Mary Lang Sollinger

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

**GUESTS:** None

**ABSENT:** Tom Carto, Lori Kay, Paul Norman, Alder Michael Verveer

#### I. Call to Order

BID Board Chair, Pat McGowan, BID Vice Chair, called the BID Board meeting to order at 12:00pm.

#### II. Roll Call

BID Board members introduced themselves around the room.

#### III. Approval of Minutes from March 6, 2008

Stacy Nemeth moved to approve the minutes from the March 6, 2008 BID Board meeting. Rick Petri seconded the motion. The motion passed unanimously.

#### IV. Public Comment – None

#### V. Chair's Report

Pat McGowan expressed his and the board's condolences to the family and the community for the tragic loss of UW Student, Brittany Zimmermann. BID Staff will update the board of an upcoming community meeting discussing the murder and downtown safety.

McGowan and the board extended their congratulations to BID businesses: L'Etoile Restaurant, Fromagination, and Uno Chicago Grill. L'Etoile Restaurant and Fromagination were featured in a recent *New York Times* article. And Uno Chicago Grill was recently named "Healthiest Chain Restaurant" by *Health* magazine.

#### VI. BID Business Mix Report

McGowan turned the floor over to Mary Carbine to discuss the BID Business Mix (statistics and turnover). Carbine highlighted some new exciting new businesses opening on State Street, including Anthology and a Goodwill boutique. As of March 2008, there are 337 customer-service-oriented businesses out of the 361 available spaces in the district. This highlights a 7% turnover rate, compared to the standard 10-15% rate expected for districts of this size.

Carbine reported that 33% of businesses are Food & Drink, 31% are Retail, and 36% are Service (includes housing, banks, arts, salons, and health & wellness). When researching ownership of BID businesses, staff reported that 77% of businesses are locally owned (this includes independent Wisconsin-based companies and locally-owned franchises). Regional "chainlets" are 3%, nonprofits are 10%, and national chains and franchises make up the remaining 10%.

Mary Lang Sollinger suggested that a press release reflecting these positive statistics be provided to the local media. Carbine informed Sollinger that she is looking for exclusive media coverage for this topic. Jeanette Riechers also encouraged efforts to get coverage..

#### VII. Business/Commercial Tenant Recruitment Marketing Piece

McGowan directed the board to Carbine's draft of a Recruitment Marketing Piece. This document would provide downtown Madison tenant recruitment information for property owners and brokers. Much of the information was obtained from last year's Downtown Market Analysis. Carbine reviewed the document and requested the BOD's feedback.

Rick Petri questioned why the “Total Market Area” doesn’t add to 100%. Carbine informed him this statistic does not include the visitor market. Petri requested this number be reflected in the report, and requested more emphasis be placed on hotels.

Brian Mullins expressed an interest in including statistics from a recent InBusiness article about downtown Madison and downtown Austin into the document. Mullins also emphasized the inclusion of factors that make downtown Madison unique.

Maria Milsted suggested capitalizing on the positive aspects of winter in the document.

McGowan asked to board to continue reviewing this document and forward any suggestions/comments to Mary Carbine.

Mullins, Milsted, Traci Miller, and Jeanette Riechers requested more information regarding future downtown hotels. Carbine informed the board that the City is moving forward with a feasibility study for a new downtown hotel, with the Greater Madison Convention and Visitors Bureau. The board discussed various factors related to feasibility of a new hotel. The board suggested this as a topic for a future board meeting.

#### **VIII. City Economic Development Plan – Discussion of Final Draft**

McGowan turned the floor over to Matt Mikolajewski from the City of Madison Office of Business Resources, to discuss the City Economic Development Plan-Final Draft. Mikolajewski notified the board that there is still work to be done on the Economic Development Plan, but the finished draft serves as a good framework. Next month, City staff will work to identify and fill-in gaps in the plan. By early May the plan will be turned over to the Economic Development Committee (EDC).

Susan Schmitz notified the board that many of the Alders on the City Common Council are supporting this plan and recognize it as a good framework. DMI is looking closely at the plan’s “toolbox” to create greater customer service opportunities.

Mary Lang Sollinger questioned overlap of this plan with the upcoming Downtown Plan. Mikolajewski commented that the two plans do overlap, but focus on distinctively different things.

Milsted requested emphasis on BID’s in the plan.

Stacy Nemeth suggested the plan focus more on implementation.

Carbine asked if the board would like a letter of support for the plan sent to the EDC.

McGowan suggested the board forward comments to Carbine who will compose a letter of from the board reflecting the above discussion.

#### **IX. Downtown Plan (kickoff meeting April 9 Overture)**

McGowan encouraged board members to attend the upcoming City of Madison Downtown Plan Kick-off Meeting, April 9 at the Overture Center. BID staff will attend the meeting and keep everyone updated.

Petri questioned implementation of the plan.

Sollinger agreed with Petri’s stance and questioned the need for this plan. She suggested an “action plan” to keep it on course.

BID staff will keep board members updated.

#### **X. City of Madison Update (Ald. Mike Verveer)**

None

## **XI. Staff Reports**

### **1) Susan Schmitz, DMI Update**

#### *a. DMI Quality of Life Downtown Committee / RHI project update*

In Schmitz's absence, Carbine reminded the board of the Responsible Hospitality Assessment, and assured board members she will keep them up to date. The DMI Quality of Life Committee is meeting April 4 to continue moving forward with this project.

### **2) Mary Carbine, BID Executive Director**

#### *a. Construction Updates*

Carbine informed the board that construction on the 500-600 blocks of State Street began on March 31 as planned. She is currently working with City Engineering on better signage for the construction area.

Hawk Schenkel recommended that the City needs to think about this construction from a "business perspective" in order to make it more customer-friendly. Schenkel thanked Carbine for her continued work with the City.

Carbine encouraged board members to attend a meeting about the proposed Frances Street water feature at Noon at Overture Center on April 4.

#### *b. DCC Mall Maintenance Subcommittee Update (with Mary Lang Sollinger)*

Carbine and Sollinger informed that board that the subcommittee continues to work with city staff to analyze and suggest improvements to the Mall Maintenance assessment process. Once the subcommittee has a report and recommendations, they will bring them to the BID Board for discussion and input.

#### *c. April 23 Panel – Financing & Assistance for Businesses*

Carbine informed board members of an upcoming panel discussion about financing and assistance for business expansion or start-up. The discussion will take place April 23 from 2:00pm-3:00pm at Mimosas Books & Gifts, 260 W. Gilman St.

#### *d. Annual Association of Wisconsin BIDs Conference, April 16*

BID staff will attend/present at the upcoming Association of Wisconsin BID's Conference at the Pyle Center on April 16.

### **3) Mitch Freund, BID Programming Coordinator, Programming Report**

#### *a. 2008 Map & Guide update*

Freund informed the board that the Maps are at the printer and will be available April 11.

#### *b. Ambassador Program Report*

The Downtown Madison Information Booth season will be from Saturday, May 10 through Sunday, October 19. Due to construction at Goodman Field, City Parks will move the booths temporarily to the University Inn parking lot. Thank you to the Mullins Group for their generosity!

#### *c. Planting Program*

Due to the continued winter weather, Mall Maintenance has moved the planters on State Street to the "sunny" side of the street for thawing. Tentatively, spring planting installation is set for the week of April 14.

## **XII. GSSBA Update- John Hutchinson, Hawk Schenkel**

John Hutchinson reported that the GSSBA held a general membership meeting on April 1. The "Cars on State" classic car show is scheduled for May 10 from 10:00am-3:00pm. Schenkel assured the board that they will have 100 cars on display, due to extra spaces on side streets, such as Henry St. They continue to look for celebrity judges.

## **XIII. King Street Update – Sam Parker**

Sam Parker reported that he is working with the owners of the Majestic Theater to create block party for this summer. The party would highlight the change-over from daytime use to nighttime use of the street.

Milsted questioned King Street's progress of joining the Madison Central BID. Parker said he and Mary continue to talk to business and property owners about joining the Madison Central BID. This will be an agenda item for next month's BID board meeting.

**XIV. New Business**

Hutchinson would like to see unwanted bikes removed from bike racks in the district.

Sollinger would like Rick Petri's letter regarding the City's Economic Development Plan forwarded to other City staff members.

**XV. Next Meeting – Thursday, May 1, 2008 - Agenda Items**

- Downtown Plan
- King Street and BID

**XVI. Adjournment**

Rick Petri moved to adjourn the BID BOD meeting. Hawk Schenkel seconded the motion. The motion passed unanimously. Pat McGowan adjourned the BID BOD meeting at 1:25pm.