



Madison's Central Business Improvement District (BID)

MINUTES BOARD OF DIRECTORS MEETING Thursday, February 5, 2009, Noon-1:30pm BID Offices, Board Room, 615 East Washington Avenue, 2nd floor

PRESENT: Tom Carto, Dan Cornelius, Lori Kay, Larry Lichte, Pat McGowan, Maria Milsted, Brian Mullins, Stacy Nemeth, Paul Norman, 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: Christine Bachman (City Engineering), Bill Bauer (City Parks), Scott Langer (Traffic Engineering), Chris Petykowski (City Engineering), Ken Saiki (Saiki Design)

ABSENT: Jack Garver, John Hutchinson, Matthew Mikolajewski*, Traci Miller, Gregg Mulry, Sam Parker

**Non-voting*

(Board members having lunch arrive at 11:45am.)

I. Call to Order

BID Board Chair, Lori Kay, called the BID Board Meeting to order at 12:15pm.

II. Roll Call

BID Board Members and guests introduced themselves around the room.

III. Approval of Minutes from the January 8, 2009 BID Board Meeting

Stacy Nemeth moved to approve the minutes from the January 8, 2009 BID Board Meeting. Pat McGowan seconded the motion. Lori Kay amended the motion adding Paul Norman as "Present" in the January Minutes. The motion passed unanimously.

IV. Public Comment - None

V. Presentation – 2009 Downtown Construction Projects – Christine Bachman (City Engineering), Scott Langer (Traffic Engineering), Chris Petykowski (City Engineering)

Chris Petykowski reported that several 2009 City construction projects will impact downtown with upgrades and repairs to streets, infrastructure, and sidewalks; and an extension of the State Street "look" to side streets.

Downtown Construction Projects:

1. University Avenue, West Gorham Street, and North Broom Streets
 - a. Includes repairs to streets, infrastructure, and sidewalks.
 - b. Project Dates: March 16 through mid-September
2. University Avenue and Campus Drive
 - a. Includes repairs to streets and infrastructure.
 - b. Project Dates: May 18 through the end of August
3. West Gilman Street (400 block)
 - a. Includes repairs to streets, infrastructure, and sidewalks.
 - b. Project Dates: May 18 through the end of August
 - c. Reconstruction of the 200 block will be rescheduled to summer 2010 due in part to feedback from the BID & GSSBA, and concerns about traffic impact.

4. Capitol Square
 - a. Includes repairs to sidewalks, installation of benches and lighting
 - b. Project Dates: May 4 through July 10.

Petykowski informed that board that the City has held numerous pre-construction meetings, and will host public meetings throughout the projects to gain public input. He then opened the floor to discussion.

Board members concerns and suggestions included the creation of detours and detour signage, the creation and distribution of a parking map, and ensuring visitors unfamiliar with Madison are informed about the construction. Petykowski and other City staff members present noted the board members comments and suggestions.

VI. Presentation – Peace Park Design & Re-Construction Project Update – Ken Saiki (Saiki Design), Bill Bauer (City Parks), Susan Schmitz (DMI)

Ken Saiki summarized and updated board members about the current status of the proposed Peace Park Re-Construction. The City of Madison Parks Department is interested in moving forward with construction of the proposed visitor center and park re-construction at same time, rather than the previously-discussed two phase project (reconstruction of park, then visitor center). From a construction standpoint, it is preferable to construct the building first, and then reconstruct the park. The current plan is for the design phase and programming planning to start as soon as possible (February/March). Construction would then start in October 2009 and go through the winter with the visitor center potentially opening in May 2010. Park construction would continue through the summer. He then opened the floor to discussion.

Due to the new timeline, Mary Carbine suggested the Board and staff move forward with discussion and planning of how the BID wants to be involved in this project.

Board members expressed concerns regarding the current transient and criminal activity in the park and the need for community activities. Regarding the Peace Park concept plan, Board members expressed concern about the lack of lighting in the park and the removal of five parking spaces on the 200 block of West Gilman due to a “bump out” in the current plan. After much discussion, it was suggested and recommended that the BID board create a Peace Park Subcommittee to discuss the BID’s involvement in this project.

VII. Operating Plan Amendment Update- Mary Carbine

Mary Carbine reported that the City Common Council approved the amended 2009 BID Operating Plan on Feb. 3, including the 100 block of King Street and adjacent properties in the BID. BID Staff is currently working to establish contacts and relationships within this area.

Property and business owners in this area were invited to an informational meeting coordinated by BID Staff in late January at Tutto Pasta on King Street. Through a presentation and handouts, the BID Staff informed the attendees about the BID and answered questions and concerns.

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

Alder Mike Verveer had nothing to report. Matt Mikolajewski was absent (at a state economic development conference).

Brian Mullins commented on significant downtown property owner attendance and comments at a recent Board of Public Works meeting regarding the Gilman Street reconstruction. Mullins reported that a number of property owners spoke in opposition to the cost of pedestrian lighting being fully assessed to property owners, rather than being partially covered by the city. The property owners expressed that the special and high-cost pedestrian lighting is a community & safety amenity called for by a city design plan, rather than a benefit only to property owners; they felt the property owners should not have to bear the full cost. Ald. Verveer informed the Board that per current city policy, TIF funds cannot be used to pay for lighting. Verveer spoke to his past efforts to change this policy. Verveer will obtain the city attorney opinion on this issue for reference.

IX. City Attorney Informal Opinion

Alder Mike Verveer reported on the informal opinion request from the city attorney regarding the BID Board and Mall Maintenance special charges. The City Attorney provided his opinion, and determined that the BID Board should not consider or recommendations on Mall Maintenance charges. The City Common Council can continue to refer other items for the BID Board's input.

X. Treasurer's Report – Stacy Nemeth

A. 2008 FY Year End Update

Stacy Nemeth reported the current projection that the BID will carry over \$22,000 into the 2009 Budget. This item will continue to be on the board agenda until the end of the fiscal year.

B. 2009 Map Ad Sales Update – Mary Carbine, Mitch Freund

Mary Carbine and Mitch Freund reported on the 2009 Downtown Map ad sales. With ad sales closing on January 31, over \$38,000 worth of ads have been sold so far. With one outstanding ad sale to be confirmed, it is projected that 2009 ad sales will surpass the goal.

C. 2009 Budget Amendment [interim] – ACTION ITEM

Although it is planned for the final 2009 BID Budget to be approved at the March meeting (after the close of the 08 fiscal year and final ad sales numbers are in), Nemeth requested the board approved an interim amended 2009 budget, a) to reflect inclusion of King St.-related assessment revenue and expenditures, and b) so that the BID Marketing Committee has a budget within which to work on the 2009 Marketing Plan during February.

Mary Carbine explained the amount of income from King Street assessments and the amount of expenses, including items such as hanging baskets, hanging basket brackets, and a Downtown Map update insert.

Hawk Schenkel made the motion to accept the proposed 2009 Budget Amendment. Paul Norman seconded the motion. The motion passed unanimously. Voting yes (13): Tom Carto, Dan Cornelius, Lori Kay, Larry Lichte, Pat McGowan, Maria Milsted, Brian Mullins, Stacy Nemeth, Paul Norman, Rick Petri, Jeanette Riechers, Hawk Schenkel, Mary Lang Sollinger.

XI. Staff Reports

A. Mitch Freund, BID Programming Coordinator, Programming Report

1. Ambassador, Welcome Programs Report

Mitch Freund reported that the next week will be very busy with Ambassadors staffing Downtown Information Tables at the Garden Expo at the Alliant Energy Center and on the Capitol Square at the Madison Winter Festival.

B. Mary Carbine, BID Executive Director

Nothing additional to report.

XII. Downtown Hospitality Council update – Rick Petri

Rick Petri reported that the council continues to move forward with its work and will meet again in the near future.

XIII. DMI Update – Susan Schmitz, DMI President

A. DMI & Downtown Plan

Susan Schmitz informed the board that they are invited to a special DMI meeting for the Downtown Plan on Wednesday, February 25 in the Community Meeting Room at MG&E from 5:00pm-7:00pm. She encouraged all board members and BID members to attend.

XIV. GSSBA Update – Hawk Schenkel

Hawk Schenkel reported that a large number of people attended the recent GSSBA meeting. The GSSBA is moving forward with planning for the upcoming Cars on State and Maxwell Street Days events.

XV. New Business

Mary Lang Sollinger requested the board's approval of a letter of support for the upcoming Folk On State event to be sent to the Dane County Cultural Affairs Commission. Hawk Schenkel made a motion to approve the letter of support for the Folk On State event. Stacy Nemeth seconded the motion.

The motion passed unanimously. Voting yes (13): Tom Carto, Dan Cornelius, Lori Kay, Larry Lichte, Pat McGowan, Maria Milsted, Brian Mullins, Stacy Nemeth, Paul Norman, Rick Petri, Jeanette Riechers, Hawk Schenkel, Mary Lang Sollinger.

XVI. Next Meeting – Thursday, March 5, 2009 - Agenda Items

XVII. Adjournment

Larry Lichte made the motion to adjourn the BID Board meeting at 1:34pm.

Stacy Nemeth seconded the motion.

The motion passed unanimously. Voting yes (13): Tom Carto, Dan Cornelius, Lori Kay, Larry Lichte, Pat McGowan, Maria Milsted, Brian Mullins, Stacy Nemeth, Paul Norman, Rick Petri, Jeanette Riechers, Hawk Schenkel, Mary Lang Sollinger.