



Madison's Central Business Improvement District (BID)

MINUTES

BOARD OF DIRECTORS MEETING

Thursday, February 7, 2007, Noon-1:30pm

BID Offices, Board Room, 615 East Washington Avenue, 2nd floor

PRESENT: Tom Carto, Jack Garver, John Hutchinson, Lori Kay, Larry Lichte, Pat McGowan, Gregg Mulry, Stacy Nemeth, Jessica Pavlic, Rick Petri, Jeanette Riechers, Mary Lang Sollinger

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

GUEST: Brian Manning (City Engineering), Chris Petykowski (City Engineering), Ken Saiki (Ken Saiki Design), Si Widstrand (City Parks Department)

ABSENT: Matthew Mikolajewski, Traci Miller, Maria Milsted, Brian Mullins, Paul Norman, Sam Parker, Hawk Schenkel, Alder Mike Verveer

I. Call to Order

Lori Kay, BID Board Chair, called the meeting to order at 12:06pm

II. Roll Call

BID Board members introduced themselves around the room.

III. Approval of Minutes from January 3, 2007 BID BOD meeting

Rick Petri moved to approve the minutes from the January 3, 2007 BID board meeting. Stacy Nemeth seconded the motion. The motion passed unanimously.

IV. Public Comment

None

V. Chair's Report

- a. **State Street 500-600 Block Construction** – Update & refresher presentation by Chris Petykowski & Brian Manning (City Engineering); Ken Saiki (Ken Saiki Design)

Lori Kay introduced Chris Petykowski and Brian Manning from City Engineering to update everyone on the State Street 500-600 block construction. Petykowski displayed a map detailing the construction slated to begin March 31, 2008. He informed the board that sidewalks, street concrete, underground utilities, and streetscape items in the 500-600 blocks of State Street will be removed and reconstructed by September 12, 2008. Trees and final streetscape items (benches, bike racks) will be installed after Halloween starting November 3, 2008.

The City and the new contractors, Speedway Sand & Gravel, have scheduled a tentative public meeting on Wednesday, March 19 to discuss the project's schedule of operations. The location of the meeting is to be determined at a later date. City Engineering will send a letter to property and business owners in early March with meeting and construction information. Mary Carbine, BID Executive Director, agreed to assist the City in communicating the location of the meeting to BID members when it becomes available.

Petykowski reviewed the notes Carbine included in the board packets. Information included:

- The contractor will arrange and conduct weekly meetings among contractor, city staff, business owners, property owners, residents, and BID and GSSBA representatives.
- Pedestrian access shall be maintained at all times to all buildings within limits of the construction area (from at least one side).
- Minimum 48 hours notice for sidewalk construction or utility disruption in front of business. Business utilities or entrances shall not be shut down during the business open times unless approved by the business and the Engineer.
- Sidewalk closures within 5-feet of buildings not allowed between 11am and 1pm.

- Contractor will coordinate with each business for best time and date to construct utility laterals and sidewalks as to not interrupt the business operations during open hours, and to coordinate alternate accommodations for deliveries if necessary.
- Concrete pavement shall be in place for Maxwell Street Days. No work will be done during Maxwell Street Days and the entire right of way of street will be available (pavement, curb, gutter).

Brian Manning assured everyone that the contractor will touch base with every business personally when working in front of their business. The new contractor, Speedway, is a different contractor than the City has worked with on the past blocks. He agreed to do everything in his power to keep everyone informed. Kay opened the floor to questions and discussion.

John Hutchinson suggested that the Downtown Ambassadors be utilized to remind businesses of the weekly meetings during the construction.

Mary Lang Sollinger, Hutchinson, and Carbine informed the Engineering representatives that it will be very hard for restaurant and bar owners to attend a meeting at 8:00am, due to their late-night schedules. They suggested conducting the meetings in the early afternoon instead. Manning agreed to pass this along to the contractor.

Jack Garver questioned the proposed use of the 400 block as a staging area for the construction. He noted this would hamper the Cars on State event, as well as interfere with 400 block business. Garver suggested moving the staging area into the Library Mall or onto Frances Street. Hutchinson suggested contacting the Mullins Group to explore the availability of the fenced-in area on the 500 block as a place for the construction trailer/headquarters. Manning agreed to pass along these suggestions to the contractor.

Rick Petri asked how businesses with sidewalk cafés are being contacted about the construction. Petykowski informed Petri that the City has sent letters to these businesses. Carbine suggested that a reminder about this be included in the letter from Engineering to business and property owners about the construction. Manning agreed to remind Warren Hansen, City Vending.

Jessica Pavlic reminded Petykowski and Manning that the Towers and the Statesider residence halls have different move-in days than the UW. Petykowski and Manning agreed to note this, but felt major construction should be finished around this time.

Kay asked Ken Saiki from Ken Saiki Design to discuss the planned design elements in the Concrete Park/Frances Street cul-de-sac area. Saiki informed the board that they will create a sloped walk with an amphitheater in the Concrete Park area. The Frances Street cul-de-sac will continue to serve as outdoor café for State Street Brats and will feature a public art piece to be designed by an artist chosen by the Public Art Committee of the Madison Arts Commission.

Sollinger encouraged the City to save the trees in Concrete Park. Saiki informed her that the front trees will remain, but the rest will have to be removed. There will be a net gain in the number of trees in the 500-600 blocks. Sollinger also requested that electricity be available in this area for vendors and impromptu events. Saiki and Manning reported that all light poles in the area will feature electrified outlets.

b. Lisa Link Peace Park Reconstruction Update – Si Widstrand (City Parks Department); Ken Saiki (Ken Saiki Design)

Kay introduced Si Widstrand from the City Parks Department to update the board on the proposed reconstruction of Lisa Link Peace Park based on the approved concept plan. Widstrand informed the board that Parks had \$50,000 in their 07 Capital budget to draw up the plans and specs for Peace Park reconstruction, so it could be put out for bid and built in 08. \$650,000 of TIF (for the park) and \$350,000 of private fundraising (for the building) was included in the adopted 08 budget. Parks selected Ken Saiki to do the design and are developing the workplan for his \$50,000 contract for the park improvements only (excluding the building). Ken Saiki also provided an option for a \$135,000 contract that would proceed more slowly, but would include both the park and building plans and specs, and allow time for an operational entity and plan to be developed before construction of both park and building in 2009.

Ken Saiki, from Ken Saiki Design, displayed the concept plan for the park improvements. Saiki explained that the welcome center was key to the vision of the park's reconstruction; but, the current plan lacks funding and an operational organization to support programming in the park.

He has proposed two ideas:

1. The City could move forward this year with the park improvements without a building or programming; reconstructing a new park with the same problems;
2. Or, postpone construction until 2009 and create an operational structure for programming and a Welcome Center in the Park.

Stacy Nemeth encouraged Widstrand and Saiki to include the BID in future developments in the planning process of the park. Susan Schmitz, member of the Friends of Lisa Link Park, informed the board that the Friends meetings would be open to anyone who would want to attend. Nemeth recommended that Downtown Madison Inc., the Greater Madison Chamber of Commerce, the University of Wisconsin, the Greater Madison Convention & Visitors Bureau, and the Madison Police Department should also be involved.

Kay asked if anyone from the BID board would like to be involved in this process. Gregg Mulry volunteered to attend future meetings. Members of the Friend of Lisa Link Peace Park committee are thus: Ann Cardinale, Charlee Rogers, Gregg Mulry, Judy Karofsky, Trudy Barash, and Ken Saiki. Staff include: Susan Schmitz (DMI), Si Widstrand (City Parks), Mary Carbine (BID), and Mitch Freund (BID).

c. 2008 State Street Mall – Capitol Concourse Assessments

Mary Carbine thanked Larry Lichte for notifying her of the increase in Mall Maintenance assessments at last month's board meeting. Carbine informed the board that a large percentage of the increase resulted from the City removing the State Capitol properties from the assessment formula. These properties were never served by Mall Maintenance, and the City never received funds from the State of Wisconsin. The \$43,000 assessment formerly included in the formula has now been removed and the \$43,000 cost shifted to property owners within the assessment district. The revised assessments go before the City Common Council on February 26 for approval.

Carbine introduced a draft letter from the BID Board to the Mayor's office, city staff, and DCC chair, supporting the recent Downtown Coordinating Committee's (DCC) recommendations of the following steps:

1. That the increase be phased in over 3 years;
2. That a DCC subcommittee conduct a thorough review of Mall Maintenance service levels, assessment formulas, boundaries, and communication procedures.

The letter emphasizes the importance of communication with property owners when Mall assessments are modified.

Mary Lang Sollinger commended Mall Maintenance for doing a great job, but expressed her disappointment with the process and communication on the assessments. She agreed that the DCC sub-committee should be activated and Mall Maintenance be thoroughly reviewed.

Larry Lichte made a motion to approve the letter from the board. Stacy Nemeth seconded the motion. The motion passed unanimously. Carbine agreed to send the letter.

VI. City of Madison/Common Council Update - Ald. Mike Verveer

Ald. Verveer and Matt Mikolajewski were absent; therefore, no report was given.

VII. Economic Development Plan Status

In Matthew Mikolajewski's absence, Susan Schmitz reported that the recent Economic Development Commission meeting to present the Economic Development Plan was cancelled due to weather and will be rescheduled shortly. BID staff and Board Members will be notified.

VIII. Staff Reports

a. Mary Carbine, BID Executive Director

1. *Budget Update: FY '07 Year-end Forecast*
Carbine reported that the 2007 year-end actual budget was on target with the proposed 2007 budget. The year-end actual budget would conclude with the City's fiscal year ending in February.
2. *Board Nominations Update*
A list of current board members and their terms was distributed.
3. *State Street Design Oversight Committee Meeting Feb. 7*
Carbine will report on the upcoming State Street Design Oversight Committee meeting at the next board meeting.
4. *Urban Design Committee (UDC), Signage Ordinance*
The UDC continues a series of special meetings with a City staff working group regarding proposed revisions of the Signage Ordinance. This revision will take steps to bring the ordinance in line with UDC interpretations and de facto policies. The meetings explore specific signage types (e.g., "pole signs") in detail, and help educate new members of the UDC.
5. *Madison Development Corporation (MDC), Proposed Panel on Business Financing*
MDC wants to work with the BID to help them get the word out about their programs. The MDC is a nonprofit that administers federal funds that come in via the City. Tentative dates for to meet are: Tues, April 22 or Wed., April 23, 2pm.
6. *BID Marketing Committee*
The BID Marketing Committee will meet Monday, Feb. 11, 3 – 4:30 pm, at Fair Trade Coffee, 418 State Street, to review a 2008 proposed marketing plan, including co-operative and other advertising, event sponsorships and marketing partnerships.

b. Mitch Freund, BID Programming Coordinator, Programming Report

1. 2008 Map Advertising Sales
Total map sales to-date = \$47,105.00
2. Map design update
Freund distributed copies of the proposed cover for the new edition of the Downtown Madison Map & Guide. He recognized board members' request to add the date to the cover and opened the floor for discussion. Lori Kay called for a vote; add a two-year date ("2008-09") vs. no date. After a show of hands, "Add a two-year date" won. This year's edition of the Downtown Madison Map & Guide will feature the date "2008-09."
3. Ambassador Program Report
 - i. Madison Winter Festival Feb. 2-3
Downtown Ambassadors will staff an Info Table at the Wisconsin Historical Museum to answer downtown questions and offer shopping and dining suggestions.
 - ii. WPT Garden Expo Feb. 8-10
Downtown Ambassadors will staff an Info Table at the Alliant Energy Center to answer downtown questions and offer shopping and dining suggestions.

c. DMI Update – Susan Schmitz, DMI President

1. Market Analysis Study
Nothing to report.
2. Lisa Link Peace Park Update
Schmitz agreed to supply BID staff with the names of people on the Lisa Link Peace Park committee for the BID Minutes.
3. DMI Quality of Life Downtown committee, Responsible Hospitality Institute (RHI)
Schmitz reported that DMI is planning a RHI assessment process in Madison.

IX. Folk on State

Mary Lang Sollinger requested a Letter of Support from the board for Folk on State. They are seeking a grant from the Dane County Cultural Affairs Commission. Mary Carbine submitted the proposed letter to the board. Rick Petri moved that the board accept the proposed Letter of Support and submit the letter to the Commission. Larry Lichte approved the motion. The motion passed unanimously. Carbine agreed to send the letter to Sollinger to provide to the Commission.

X. New Business

None to report.

XI. GSSBA Update – John Hutchinson

Hutchinson reported that the recent GSSBA Board Meeting was postponed due to snow. The meeting has been re-scheduled to Tuesday, February 12 at 8:15am at A Room of One's Own Book Store.

XII. Next Meeting – Thursday, Mar. 6, 2008 - Agenda Items

- a. Economic Development Plan draft – discussion, feedback
- b. FY '07 final year-end budget review
- c. FY '08 budget review

XIII. Adjournment

Larry Lichte moved to adjourn the BID BOD meeting. Stacy Nemeth seconded the motion. The motion passed unanimously. Lori Kay adjourned the BID BOD meeting at 1:39pm.