



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

### MINUTES

#### BOARD OF DIRECTORS MEETING

Thursday, January 3, 2007, Noon-1:30pm

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

**PRESENT:** John Hutchinson, Lori Kay, Larry Lichte, Pat McGowan, Matthew Mikolajewski, Traci Miller, Maria Milsted, Brian Mullins, Stacy Nemeth, Paul Norman, Jessica Pavlic, Rick Petri, Jeanette Riechers, Alder Mike Verveer  
**STAFF:** Mary Carbine (Executive Director), Mitch Freund (Programming Coordinator), Susan Schmitz (DMI President)  
**GUEST:** Deb Archer (GMCVB), Tom Farley (GMCVB), Krista Flanagan (GMCVB)  
**ABSENT:** Tom Carto, Jack Garver, Gregg Mulry, Sam Parker, Hawk Schenkel, Mary Lang Sollinger

#### I. Call to Order

Lori Kay, BID Board Chair, called the meeting to order at 12:02pm

#### II. Roll Call

BID Board members introduced themselves around the room.

#### III. Approval of Minutes from December 6, 2007 BID BOD meeting

Stacy Nemeth moved to approve the minutes from the December 6, 2007 BID board meeting. Jeanette Riechers seconded the motion. The motion passed unanimously.

#### IV. Public Comment

None

#### V. Guest speaker: Deb Archer, President & CEO, Greater Madison Convention & Visitors Bureau (GMCVB)

##### Topic: Destination 2020

Deb Archer informed the BID board on their recently released program, "Destination 2020." This program was created to envision the future of Madison as a destination for visitors. They worked with regional stakeholders and customers to determine what "experience" visitors associate with Madison. Archer reported that people have a strong emotional and intellectual experience in Madison. The data they obtained from conducting surveys will help them create new convention business in Madison in the fields of agribusiness, biotech, biomedical, and environmentalism. Destination 2020 is about "Going Beyond Visit." The GMCVB is working to market and promote that, "Madison's natural and human capital enriches hearts and minds from around the world."

Archer highlighted that certain aspects of downtown Madison are central to Destination 2020. These include:

- The creation of more downtown lodging alternatives
- Improved transportation & destination accessibility
- The creation of distinct visitor districts
- Excellent, authentic customer service
- Outdoor recreation (focusing on experiences on the lakes)

In order to reach their goals, the GMCVB will continue its work creating a strong electronic marketing presence, foster branded regional visitor experiences, increase marketing partnerships, and cultivate personalized visitor experiences.

Archer applauded the work of the BID and encouraged the Board to become a "Destination 2020 Champion," to support destination access and signage, to push for a downtown convention hotel, and to create "Going Beyond Visit" experiences and services. Archer then opened the floor to questions.

Stacy Nemeth asked about current and future funding sources. Archer explained that the GMCVB is looking at increasing their region to include more hotels; therefore, increasing the amount of room taxes they collect which helps fund their activities.

Traci Miller questioned whether a Hyatt will be built in the Capitol West development. Archer agreed this would be a step in the right direction, and they continue to advocate for this hotel. Alder Mike Verveer informed the Board that they have pre-approval for this development and the City continues to work towards its full approval.

**VI. Chair's Report – Lori Kay  
Economic Development Plan**

Lori Kay turned floor over to Matt Mikolajewski, City of Madison Office of Business Resources Manager. Mikolajewski informed the board they are working to prepare a first draft of the Economic Development Plan. He assured everyone they will circulate the draft plan to all stakeholders, including the BID Board. They are also arranging public feedback sessions for the draft plan. Mikolajewski said the plan should have “no big surprises;” it will just re-position the City’s resource and time to better accommodate the business community.

Kay emphasized the positive and continued involvement of the BID in this process.

**VII. Treasurer's Report – Stacy Nemeth, Treasurer  
2007 Budget Status Update, FYI Year-End Forecast**

Stacy Nemeth informed the board that the BID is currently on budget for 2007. Exact numbers will be available from the City after the 2007 fiscal year closes in mid-February. Currently, it is projected that the BID will carry over about \$38,000 from 2007 to fund BID programs and activities in 2008.

**2008 BID Planting Program Contract – Action Item**

Nemeth reported on proposed funding increases for the BID’s planting programs. The increases would provide improved care for some areas, and possibly planting mums in the fall season. Mary Carbine, BID Executive Director, explained that the BID will need to provide additional care (to supplement that provided by Mall Maintenance) if we want the plants to thrive.

Jeanette Riechers questioned whether Mall Maintenance can maintain the proposed landscape features in the Frances St. cul-de-sac after construction this summer. Carbine informed the board she is continuing to monitor this development.

Brian Mullins made a motion to approve the 2008 BID Planting Program Contract as proposed by staff, including extra care while delaying consideration of additional fall plantings. Rick Petri seconded the motion. The motion passed unanimously.

**VIII. City of Madison / Common Council Update - Alder Mike Verveer**

Mike Verveer updated the board on the status of the 500-600 blocks of State Street Construction planned for this summer. In the budget there is \$300,000 for a public art feature in Frances St. cul-de-sac. One idea is to include a water feature in this area. He is introducing a proposal at City Council to form a committee (composed of 11 people) to help select the proposed public art feature. State Street representatives are encouraged to join this committee. John Hutchinson and Brian Mullins expressed interest in this committee. Verveer explained that this feature needs to be functional with the areas uses; such as, the bar crowd in the evening and the visitor crowd during the day.

Verveer also informed the board about the plans to convert the 300 block of W. Gilman Street to a two-way street, a key block for the district. Verveer will update Mary Carbine and the board of future meetings about this project. At this time there are no set dates or concepts for this project. As a property owner in this area, Brian Mullins encouraged the City to move forward with this project. Verveer informed Mullins and the board that he will continue to advocate for the project.

Verveer then reported on Mall Maintenance (MM). MM has introduced a resolution allowing them to remove abandoned bikes from bike racks, when necessary, due to winter weather. He will continue to monitor and report on this situation. Verveer informed that board that MM assessments are late, and hopes it hasn’t inconvenienced anyone. He expects the assessments to be billed in late February, and expects them to be lower due past mild winters. Larry Lichte questioned Verveer why his Mall assessment went up 32%. Verveer and Carbine assured Lichte and the Board they would look into this.

## **IX. Staff Reports**

### **a. Mary Carbine, BID Executive Director**

#### **1. Board Nominations Update**

The board nominations have been approved by the Mayor and will go to City Council for approval in January.

#### **2. Multi-space meters**

A letter was written to the Transit and Parking Commission to support the installation of multi-space parking meters in the district.

#### **3. New Parks Superintendent, Mall Maintenance**

Carbine informed the board that she will meet with the Mayor's Chief of Staff Janet Piraino to discuss the selection process for the new Parks Superintendent and the importance of Mall Maintenance. Carbine will report on this meeting at the February BID BOD meeting.

#### **4. Snow Removal**

Due to the amount of snow this winter, Carbine has received many calls regarding snow removal. Mall Maintenance has done a huge amount of work with this issue, and BID staff were successful in getting Streets to provide some additional snow removal to areas outside the central Mall Maintenance service area (such as the 300 block North Henry). The issue of parking tickets being issued to people who can't reach parking meters due to snow is also being addressed.

### **b. Mitch Freund, BID Programming Coordinator, Programming Report**

#### **1. 2008 Map Advertising Sales Update**

Freund reported on the ad sales and status of the Map to date. Maria Milsted and Larry Lichte encouraged BID staff to include "2008" on the cover of the Map.

#### **2. Holiday Activities wrap-up**

Ridership on the Holiday Shopping Trolley was the second highest it has been in the past four years with 1,898 people riding the trolley. The Downtown Ambassadors' Holiday Information Table inside the Overture Center for the Arts continued to be a success with more than doubled the amount of people helped from 2006.

#### **3. Ambassadors Activities**

##### **a. Madison Winter Festival Feb. 2-3**

Downtown Ambassadors will staff an Information Table inside the Wisconsin Historical Museum during the Madison Winter Festival.

##### **b. WPT Garden Expo Feb. 8-10**

Downtown Ambassadors will staff an Information Table at the Alliant Energy Center during the Wisconsin Public Television Garden Expo.

### **c. DMI Update – Susan Schmitz, DMI President**

Nothing to report.

## **X. New Business**

Nothing to report.

## **XI. GSSBA Update – John Hutchinson**

Hutchinson reported that the GSSBA will have a membership meeting Tuesday, January 8 at 8:15am at Hawk's Bar & Grill.

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

Nothing to report.

## **XIII. Next Meeting – Thursday, February 7, 2008 Noon-1:30pm**

## **XIV. Adjournment**

Brian Mullins moved to adjourn the BID BOD meeting. Larry Lichte seconded the motion. The motion passed unanimously. Lori Kay adjourned the BID BOD meeting at 1:33pm.