



Madison's Central Business Improvement District (BID)

MINUTES

BOARD OF DIRECTORS MEETING

Thursday, January 8, 2009, Noon-1:30pm

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

PRESENT: John Hutchinson, Lori Kay, Larry Lichte, Pat McGowan, Matthew Mikolajewski*, Traci Miller, Maria Milsted, Gregg Mulry, Stacy Nemeth, Paul Norman, Sam Parker*, Rick Petri, Mary Lang Sollinger, Alder Michael Verveer*

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

GUESTS: None

ABSENT: Tom Carto, Dan Cornelius, Jack Garver, Brian Mullins, Jeanette Riechers, Hawk Schenkel

**Non-voting*

(Board members having lunch arrived at 11:45am, per the Board Chair's suggestion at last month's meeting)

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 introduced themselves around the room.

III. Approval of Minutes from the December 4, 2008 BID Board Meeting

Rick Petri moved to approve the minutes from the December 4, 2008 BID Board Meeting. Maria Milsted seconded the motion.

Larry Lichte made a friendly amendment requesting a change in last month's Chair's Report. He requested "...to ensure everyone arrives on time," be changed to "If eating lunch at a board meeting, please arrive at 11:45am for board meetings."

The motion passed unanimously. Voting yes (10): John Hutchinson, Lori Kay, Larry Lichte, Pat McGowan, Traci Miller, Maria Milsted, Gregg Mulry, Stacy Nemeth, Rick Petri, Mary Lang Sollinger.

IV. Public Comment

None

V. Chair's Report – Lori Kay

A. BID Renewal Committee update

Kay informed the board that the committee will meet for the first time in February and requested more involvement from other interested board members. John Hutchinson, Rick Petri, and Susan Schmitz agreed to join the committee.

VI. 2009 Operating Plan – Proposed amendments, including expansion of District boundaries to include the 100 block of the King Street area properties - ACTION ITEM

Rick Petri made the motion to accept the proposed 2009 Operating Plan amendments, including the expansion of the BID boundaries to include the 100 block of King Street and adjacent areas. Stacy Nemeth seconded the motion. Lori Kay opened the floor to discussion.

Mary Carbine reviewed the proposal, notifying board members that BID staff have received signatures of property owners representing 73% of total frontage agreeing to inclusion of their properties in the BID. 2009 assessments for the proposed added properties would be pro-rated for eleven months, since the area will officially join the BID in February. The King St. Board member would convert from a non-voting advisor to a voting member. Carbine also noted that this will change the King Street board seat into a voting member. The proposed amendment also adds another seat to the board representing the largest property owner in the BID, to insure

opportunity for representation of largest stakeholder, and to achieve an odd number of voting members (19).

Paul Norman questioned if the largest property owner chooses to not join the BID board, who would be offered the seat? Stacy Nemeth made a friendly amendment to the proposal stating that if the largest property owner in the BID chooses not to join the BID board, the seat should be offered to the next largest property owner, and so forth.

Carbine informed the board that a tentative public meeting has been scheduled for Monday, January 26 from 2:00pm-3:30pm to inform business and property owners about the proposed King Street inclusion. The amended Operating Plan will go the Downtown Coordinating Committee on January 15, be introduced at Common Council on Jan. 20, and be voted on February 3. City Common Council will approve the amendment on Tuesday, February 3.

Lori Kay called for the vote. The motion passed unanimously. Voting yes (10): John Hutchinson, Lori Kay, Larry Lichte, Pat McGowan, Traci Miller, Maria Milsted, Gregg Mulry, Stacy Nemeth, Rick Petri, Mary Lang Sollinger. The Board commended Susan Schmitz and Sam Parker for their work on this effort.

Susan Schmitz and Mary Carbine explained to board members that they are working with Mike Verveer and the city to explore how TIF/TID can help with the street improvements requested by property owners in the King Street area.

Carbine requested feedback from board members on the letters she will be sending to King Street property owners and business owners. Pat McGowan suggested that in outlining the BID Budget expenses, staff wages should be allocated according to time involved in different activities (e.g., marketing, welcoming environment).

VII. Downtown Hospitality Council update – Rick Petri

Rick Petri reviewed the recent Downtown Hospitality Council (DHC) meeting. Since the BID is a large part of the Downtown Hospitality District, the DHC will ensure the BID is represented on the council. Three task forces have been created from the DHC. The task forces include: Social Options, Transportation, and Best Practices. The floor was then opened for discussion. Lori Kay informed the board that this will remain a topic for future BID board meetings.

VIII. City of Madison Update

A. Matt Mikolajewski, Office of Business Resources

1. Mikolajewski informed the board that the City has approved Tim Cooley as the city's Economic Development Director. He will start Feb. 16.

B. Alder Mike Verveer

1. Verveer informed the board he is very excited about the King Street inclusion and applauded Susan Schmitz, Sam Parker, and Mary Carbine for their hard work. He will continue to work towards expanding the TIF/TID boundaries to include King Street and advocate for street improvements in the area.
2. Verveer reported on the status of the Lisa Link Peace Park re-design. The money has been approved to have Ken Saiki finish his designs of the park. They are hopeful that the park will be finished in 2010. They also continue to work on raising funds for the proposed welcome center.
3. Verveer also reported there are continued discussions with engineering staff on planning of the upcoming University Avenue and Gilman Street construction.

IX. 2009 Downtown construction projects update – Mary Carbine

Mary Carbine reviewed the proposed construction plans for several projects, including University Avenue/Gorham Street, University Campus projects, and West Gilman Street.

Mike Verveer noted there is a big concern for traffic congestion during much of this construction; therefore, the City has called together a meeting that afternoon with all involved City departments. They will decide if this should be a two year project instead of a one year project. Verveer will keep Mary Carbine and the BID board informed of the results.

X. Treasurer's Report – Stacy Nemeth

A. 2008 4th quarter budget update

Stacy Nemeth informed the board that the 2008 Budget continues to be on target with a carry over for the 2009 Budget. Nemeth thanked Mary Carbine for her detailed work on the budgets.

Lori Kay requested a chart detailing the 2008 Holiday Season sales from BID businesses. Carbine informed the board that businesses do not report sales figures to the BID; she has requested general feedback on how the holiday season went, but has not received much response to date. Board members commented that merchants are just coming out of the busy holiday season, and may not be able to respond until mid-January. Carbine agreed to request information from BID businesses again in mid-January.

B. 2009 planting program contract approval – ACTION ITEM

The proposed 2009 Planting Program contract was presented for review/approval.

Mary Carbine reported that staff worked with the contractor to reduce costs, bringing the program in at \$1,000 under last year's total contract figure, without noticeable effect on quality of plantings.

Lori Kay reminded the board that MG&E will be reducing support of the hanging baskets over the next few years; therefore, we need to find future sponsorships.

John Hutchinson suggested removing planters in the fall, since they get covered in snow and garbage during the winter.

Paul Norman asked if the planting contract goes out for competitive bidding. Carbine informed the Board that we are working with the same overall contractor as last year, who has a good working relationship with our partner, Mall Maintenance. That contractor (Lone Oak) serves as our "general contractor," and puts our planting and service needs out to bid to subcontractors, achieving competitive rates. We periodically revisit and put the overall program out to bid.

Stacy Nemeth made the motion to accept the proposed 2009 Planting Program contract. Paul Norman seconded the motion. The motion passed unanimously. Voting yes (10): John Hutchinson, Lori Kay, Larry Lichte, Pat McGowan, Traci Miller, Maria Milsted, Gregg Mulry, Stacy Nemeth, Rick Petri, Mary Lang Sollinger.

Susan Schmitz suggested talking to the new City Parks Superintendent in the future about this program.

XI. Staff Reports

A. Mitch Freund, BID Programming Coordinator, Programming Report

1. 2009 Map Advertising Sales Update

Mitch Freund informed the board that \$29,564 has been secured for advertising in the 2009-10 Downtown Madison Map & Guide. The goal is \$38,850. The advertising deadline is Friday, January 30. New advertisers include the Alliant Energy Center.

2. Holiday Trolley & Programs Recap

Freund reported that 2,620 people rode the trolley this Holiday Season, compared to last year's 1,898. Riders received 970 Holiday Gift Bags filled with coupons and informational brochures from over 35 BID businesses. Over 290 people also stopped by the Downtown Information Table inside the Overture Center.

3. Ambassador, Welcome Programs Report

In January, Ambassadors will collect and collate 500 Downtown Welcome Bags. Ambassadors will distribute the bags January through April to prospective UW students and their parents at upcoming visits arranged by UW Admissions.

B. Mary Carbine, BID Executive Director

1. Holiday Marketing Recap

Mary Carbine reviewed the many marketing and public relations opportunities the BID was involved during the Holiday Season.

2. Winter/Spring UW marketing partnerships
Carbine informed the board about the upcoming partnership with UW Admissions to distribute Downtown Welcome Bags, parking coupons, and Downtown Maps to prospective UW students and their parents at upcoming visits January through April. The BID is also working with the UW Parent for the upcoming Visit-Your-Student month in April to create a BID-coupon book, provide parking coupons, and Downtown Maps.

XII. DMI Update – Susan Schmitz, DMI President

A. DMI & Downtown Plan

Susan Schmitz informed the board that DMI will host an informational meeting regarding the Downtown Plan. Schmitz will keep the BID Board informed about this meeting so that BID members can attend.

B. ReachOut Project

Schmitz commented that the ReachOut program's new resource guide has been very well received. DMI continues to work with the Dean of Student's staff to effectively communicate to the UW student population.

XIII. GSSBA Update – John Hutchinson

A. Madison Winter Festival

John Hutchinson notified the board that the GSSBA will offer horse-drawn wagon rides during upcoming Madison Winter Festival.

B. GSSBA General Membership Meeting

Hutchinson reported that the GSSBA will hold a general membership meeting February 4, 2009.

XIV. New Business

A. Future Board Meeting Agenda Items

1. King Street Addition

XV. Next BID Board Meeting

Thursday, February 5, 2009

XVI. Adjournment

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

Lori Kay seconded the motion.

The motion passed unanimously. Voting yes (10): John Hutchinson, Lori Kay, Larry Lichte, Pat McGowan, Traci Miller, Maria Milsted, Gregg Mulry, Stacy Nemeth, Rick Petri, Mary Lang Sollinger.