



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

**MINUTES  
BOARD OF DIRECTORS MEETING  
Thursday July 2, 2009, Noon-1:30pm  
BID Offices, Board Room, 615 East Washington Avenue, 2<sup>nd</sup> floor**

**PRESENT:** John Hutchinson, Lori Kay, Larry Lichte, Matthew Mikolajewski\*, Traci Miller, Maria Milsted, Stacy Nemeth, Sam Parker, Rick Petri, Jeanette Riechers, Hawk Schenkel, Mary Lang Sollinger

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

**ABSENT:** Tom Carto, Dan Cornelius, Jack Garver, Pat McGowan, Brian Mullins, Gregg Mulry, Paul Norman, Alder Michael Verveer\*

*\*Non-voting*

**I. Call to Order**

BID Board Chair, Lori Kay, called the BID Board Meeting to order at 12:08pm.

**II. Roll Call**

BID Board Members and guests introduced themselves around the room.

**III. Approval of Minutes from the June 4, 2009 BID Board Meeting**

Stacy Nemeth moved to approve the minutes from the June 4, 2009 BID Board Meeting. Hawk Schenkel seconded the motion. Maria Milsted requested that the following statement be added as amendment to the June 4, 2009 BID Board Minutes: "In response to Nemeth's move to renew the BID, I second only if a BID assessment sub-committee start working immediately to analyze the fairest possible assessment methodology." Minutes were approved unanimously as amended.

**IV. Public Comment**

John Caputo (Caputo Properties LLC) owns property downtown and expressed various concerns, including:

- **Parking** – He felt there needs to be more parking available downtown and suggested designating parking spaces in nearby City of Madison parking ramps for certain buildings on State Street.
- **Safety** – Caputo felt that panhandling downtown makes people feel unsafe downtown. He expressed that if people do not feel safe downtown, they will not come downtown.
- **Trash** – He likes the new trash cans but feels things could be kept cleaner, especially late on Friday and Saturday nights.
- **BID Assessment** – Caputo felt the BID assessment should be based on property value, not frontage.
- **BID Survey** – Caputo referenced a survey possibly conducted by the BID that he never saw the results for. He expressed an interest in being much more involved in the BID in the future.

The BID Board discussed his comments and thanked him for attending the meeting. Hawk Schenkel encouraged Caputo to report panhandling near his buildings to the Madison Police Department.

Dan Milsted (Milsted Properties) owns property downtown and expressed various concerns, including:

- **BID Assessment** – Milsted felt the current method of assessment for the BID is unfair and inequitable, especially on pie shaped, flat iron buildings. He felt that large buildings are not paying equally. He asked that, if renewed, the BID Board analyze the current assessment method. Milsted distributed a chart he created to board members.

- Parking – Milsted expressed a concern that the City Common Council will be reducing parking spaces downtown in the future.
- Crime – He felt there is too much crime downtown and it is scaring away his apartment tenants.

The BID Board discussed his comments and thanked him for attending the meeting. Matt Mikolajewski assured Milsted that the City of Madison is not looking to reduce parking spaces downtown.

Tom Caputo (Capitol Development, LLC) owns property downtown and expressed various concerns, including:

- BID Assessment – Caputo felt the current assessment method is unfair. He feels it should be based on square footage not linear frontage. He felt condominiums and lawyer firms should be in the same bracket as small property owners. He is a firm believer in the BID, but feels that if the current assessment method doesn't change the economic environment may not be there to support it.

The BID Board discussed his comments and thanked him for attending the meeting. Rick Petri encouraged everyone who submitted public comment to continue to inform the BID Board of their concerns.

## V. Downtown Hospitality Council (DHC)

### A. *Transportation Survey Results presentation by Linda Baldwin (DHC chair)*

Linda Baldwin, DHC Chair, introduced the Nighttime Economy Study the DHC conducted late last year and then discussed the results of the study. Working with the Responsible Hospitality Institute, the DHC assessed the nighttime economy in the entire downtown area (not just the BID district). From this study, they created a mission to develop downtown entertainment that fosters safety and quality options, such as a downtown movie theater, better taxi service, late night dining and shopping options, and more entertainment choices for the post-graduate population.

## VI. Downtown Plan

### A. *Update presented by Bill Fruhling, City of Madison Department of Planning*

Bill Fruhling discussed feedback from recent public meetings about the Downtown Plan. Topics included:

- 100-200 Blocks of State Street – Due to the museums and the Overture Center in the same area, attendees of the Downtown Plan meetings felt that the top of State Street has become an entertainment destination.
- Transportation Options – Fruhling discussed an interest in a "Capitol Loop" transportation circulator to loop people around the downtown.
- Driving Downtown – Feedback they received noted the difficulty when driving into downtown on Broom Street and exiting downtown out Bassett Street. They have discussed possibly converting these confusing one-way streets into two-streets.
- Building Height – Another concern was building heights. Through the Downtown Plan they will look at view corridors and how does this reflect on the character of certain areas.

Fruhling informed the board that the Planning Department will continue to meet with other organizations and hope to make draft recommendations this Fall. They will continue to keep the BID Board informed about the process and progress of the Downtown Plan and look forward to ideas from the BID.

Lori Kay opened the floor to discussion. Board members offered suggestions, comments, and concerns regarding the Downtown Plan.

## VII. Peace Park Reconstruction & Visitor Center

### A. *Update presented by Mike Sturm and Ken Saiki from Ken Saiki Design Associates*

Mike Sturm updated the board on City meetings where they have presented the proposed plans for the park and the visitor center. Working with input from these meetings and from the BID Board, they have made revisions to the park and center. Sturm then reviewed the revisions to the park and the building, and introduced a 3-D graphic representation of the visitor center.

Lori Kay then opened the floor to discussion. Board members offered suggestions, comments, and concerns regarding the revisions.

## VIII. BID Renewal Update

- A. *Annual Meeting Recap – Stacy Nemeth, Jeanette Riechers*  
Stacy Nemeth informed the board that the BID Annual Meeting was well attended by a diverse group of BID property and business owners which generated a lot of good discussion.
- B. *Operating Plan Amendment Approval – Mary Carbine*  
Mary Carbine informed the board that the amendment to include the BID renewal voting procedures into the BID Operating Plan was approved by the City Common Council on June 16.
- C. *Process, Timeline –Mary Carbine*  
Carbine discussed the upcoming process and timeline for the BID renewal vote.

## IX. City of Madison Update

- A. *Matt Mikolajewski, Office of Business Resources*  
Matt Mikolajewski reported that two BID properties are requesting façade grants through the City Common Council. Properties include the Fat Sandwich Company at 555 State Street and the former Name of the Game storefront at 631 State Street.

## X. Treasurer's Report

- A. *Quarterly Budget Update*  
BID Board Treasurer, Stacy Nemeth reported that the budget is moving along as projected.

## XI. Staff Reports

- A. *Mary Carbine, BID Executive Director*
  1. Construction Updates  
Mary Carbine reviewed a recent document from the City of Madison regarding future construction projects in the downtown area. Hawk Schenkel feels the BID needs to do more to encourage the City to not have so much construction going on in the isthmus at the same time. Jeanette Riechers supported Schenkel's statement.
  2. Downtown Works Week Recap  
Carbine reported that some events within Downtown Works Week (DWW) were well attended while others were not. BID Staff will attend an upcoming meeting with DWW organizers to discuss the event.
  3. Upcoming Special Promotions  
Carbine reminded the board of upcoming downtown events that the BID will be supporting, such as Maxwell Street Days on July 17-19, UW Student "Move Out Night" on Aug. 14-15, and Ride the Drive on Aug. 30.
- B. *Mitch Freund, BID Programming Coordinator*
  1. Ambassador Program  
Mitch Freund reported that Downtown Ambassadors were very busy in June with extended Info Booth hours for Concerts on the Square, Downtown Works Week events, and a Madison Info Table at the Airstream RV Convention at the Alliant Energy Center.
  2. Planting Programs  
Mall Maintenance installed annuals into the planters throughout State Street and the Capitol Square, and the BID has arranged care and maintenance for the plants throughout the season.
  3. Downtown Map Ads  
As of July 1, over \$37,000 of the \$40,000 raised for the 2009-10 Downtown Madison Map & Guide has been collected. Unpaid advertisers include: the Chazen Museum of Art, the GSSBA (for member byte lines), and Wasabi Japanese Restaurant.
  4. Lead Ambassador, Carol Crossan Update  
Freund informed the board that after suffering a recent brain aneurism, Lead Ambassador, Carol Crossan is doing very well and has recently returned home.

## XII. DMI Update – Susan Schmitz, DMI President

Susan Schmitz reported that DMI continues to work with the City Department of Planning on the Downtown Plan. DMI will pay close attention to how density is addressed in the Downtown Plan. DMI is also continuing to campaign for a Regional Transportation Association.

**XIII. GSSBA Update – John Hutchinson, Hawk Schenkel**

John Hutchinson reminded everyone that Maxwell Street Days is July 17-19, and that the next GSSBA Board Meeting is Wednesday, July 8 at 2:00pm at Uno Chicago Grill, 222 W. Gorham Street.

**XIV. New Business**

Nothing to report.

**XV. Next Meeting – Thursday, August 6, 2009**

*A. Agenda Items*

1. BID Renewal Vote Results
2. Review Draft 2010 Operating Plan

**XVI. Adjournment**

Stacy Nemeth made a motion to adjourn the BID board meeting at 1:38pm. Jeanette Riechers seconded the motion.

The motion passed unanimously.



Date: 7-2-09

### City of Madison Registration Statement – Madison Central Business Improvement District (BID)

*You must register if you wish to speak at the meeting. Speaking limit 3 minutes.*

Please Print

Agenda No. \_\_\_\_\_

Name Daniel L. Miskel  
Address Miskel Properties  
106 W. Mifflin St

Please check the appropriate boxes:

- Support**
- Wish to speak
  - Do not wish to speak
  - Available to answer questions

- Oppose**
- Wish to speak
  - Do not wish to speak
  - Available to answer questions

At this meeting are you representing an organization or a person other than yourself:  Yes  No  
*(If you answered "no," STOP; you need not complete the rest of this form. If you answered "yes," go on to the next question.)*

Name, address and telephone number of each person or organization you are representing:

my self

Are you being paid for your representation?  Yes  No

Are you appearing as part of your other paid duties for this person or organization?  Yes  No  
*(If you answered "no," STOP; you need not complete the rest of this form. If you answered "yes," go on to the next question.)*

Speaking Limits: Public Hearing ..... 5 minutes  
Information Hearing..... 5 minutes  
Other Items..... 3 minutes

**(See Back)**

Registration Statement - Page 2

Are you an elected official who is appearing solely on behalf of your office or for your municipality or other governmental body?  Yes  No

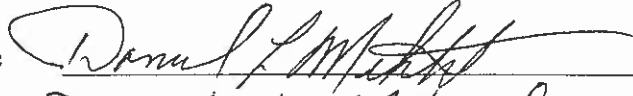
*(If you answered "yes" to the question, STOP. You need not complete the rest of this form, except that you must sign this form. If you answered "no" to the question, go on to the next question.)*

If you are being paid for your representation, or if your appearance is part of other paid duties, do you understand that:

1. Before you engage in lobbying as a lobbyist, you or your principal must file an authorization with the City Clerk?  Yes  No
2. Your principal is not permitted to authorize you to lobby unless the principal is registered with the City Clerk?  Yes  No
3. If your principal spends or will owe more than \$500 for lobbying services in any reporting period (calendar quarter), the principal must file expense statements with the City Clerk for the remaining quarters of the calendar year?  Yes  No

*(If you answered "no" to any of the last three questions, please call the City Clerk at 266-4601 or go to the Clerk's Office at Room 103 of the City-County Building, Madison, for more information.)*

Date 7-2-09

Signature 

Print Name Daniel L. Milsred



Date \_\_\_\_\_  
Date: \_\_\_\_\_

**City of Madison  
Registration Statement – Madison Central Business Improvement District (BID)**

*You must register if you wish to speak at the meeting. Speaking limit 3 minutes.*

Please Print

Agenda No. Bid Assessment

Name Thomas Caputo  
Address 1502 Gregory Cir  
Madison WI 53703

Please check the appropriate boxes:

- Support**
  - Wish to speak
  - Do not wish to speak
  - Available to answer questions

- Oppose**
  - Wish to speak
  - Do not wish to speak
  - Available to answer questions

At this meeting are you representing an organization or a person other than yourself:  Yes  No  
*(If you answered "no," STOP; you need not complete the rest of this form. If you answered "yes," go on to the next question.)*

Name, address and telephone number of each person or organization you are representing:

Wish to speak  
Capital Develop.

Are you being paid for your representation?  Yes  No

Are you appearing as part of your other paid duties for this person or organization?  Yes  No  
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Date \_\_\_\_\_

Signature \_\_\_\_\_

Print Name \_\_\_\_\_



Date: 7-2-09

### City of Madison Registration Statement – Madison Central Business Improvement District (BID)

*You must register if you wish to speak at the meeting. Speaking limit 3 minutes.*

Please Print

Agenda No. \_\_\_\_\_

Name John Caputo  
Address 40 Whitcomb Circle

Please check the appropriate boxes:

- Support**
- Wish to speak
  - Do not wish to speak
  - Available to answer questions

- Oppose**
- Wish to speak
  - Do not wish to speak
  - Available to answer questions

At this meeting are you representing an organization or a person other than yourself:  Yes  No  
*(If you answered "no," STOP; you need not complete the rest of this form. If you answered "yes," go on to the next question.)*

Name, address and telephone number of each person or organization you are representing:

CAPUTO PROPERTIES LLC.

Are you being paid for your representation?  Yes  No

Are you appearing as part of your other paid duties for this person or organization?  Yes  No  
*(If you answered "no," STOP; you need not complete the rest of this form. If you answered "yes," go on to the next question.)*

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Signature \_\_\_\_\_

Print Name \_\_\_\_\_