



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

### MINUTES

#### BOARD OF DIRECTORS MEETING

Thursday, June 5, 2008, Noon-1:30pm

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

**PRESENT:** Tom Carto, Dan Cornelius, John Hutchinson, Lori Kay, Larry Lichte, Pat McGowan, Matthew Mikolajewski, Traci Miller, Maria Milsted, Gregg Mulry, Stacy Nemeth, Paul Norman, Rick Petri, Sam Parker, Jeanette Riechers, Hawk Schenkel, Mary Lang Sollinger

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

**GUESTS:** Katherine Plominski (Alcohol Policy Coordinator), Captain Mary Schauf (Madison Police Department, Central District), Michael Schumacher (District 18 Alderperson)

**ABSENT:** Jack Garver, Brian Mullins, Alder Michael Verveer

#### I. Call to Order

BID Board Chair, Lori Kay, called the BID Board meeting to order at 12:03pm

#### II. Roll Call

BID Board members introduced themselves around the room.

#### III. Change Order of Agenda

Rick Petri made a motion to change the order of the City of Madison update to allow a portion to be given earlier in the meeting. Petri also moved to accept the cancellation of a speaker from St. Paul's Church about St. Paul's proposed residence halls. Stacy Nemeth seconded the motion. The motion passed unanimously.

#### IV. Approval of Minutes from May 1, 2008, meeting

Rick Petri moved to approve the minutes from the May 1, 2008 BID Board meeting. Jeanette Riechers seconded the motion. The motion passed unanimously.

#### V. Public Comment

None to report.

#### VI. City of Madison Update (Part 1)– Alder Michael Schumacher

Alder Michael Schumacher explained to the BID Board his proposed guidelines for operators (i.e. bartenders) license applications through the Alcohol License Review Committee (ALRC).

The guidelines would include:

- The ALRC screening applications for operator's licenses
- Forwarding all licenses to the Madison Police Department for background checks
- The ALRC reviewing all forwarded applications and making recommendations to accept or reject the application

After reviewing the proposed guidelines, Schumacher opened the floor to questions and comments.

Rick Petri encouraged Schumacher and the ALRC to ensure they will not be discriminating against good people with these proposed guidelines.

Dan Cornelius asked what are the problems that initiated these guidelines, and will these guidelines get to the root of the problems. Schumacher informed the board that these policies will not directly solve the negative alcohol-related problems; instead, these guidelines will set a standard for the City.

Hawk Schenkel recommended that city officials talk to bar owners and those in the industry before creating policies and guidelines. Schumacher assured the board that these guidelines are created through research. Lori Kay assured Ald. Schumacher and City of Madison representatives that the BID Board will monitor the progress of the proposed guidelines and BID members' reactions to them.

## **VII. Chair's Report – Lori Kay**

### *Downtown Safety*

Kay encouraged the board to review and support a proposed BID statement regarding safety downtown. Mary Carbine explained that due to the many concerns about safety in the central downtown, DMI has issued a statement regarding downtown safety. Since DMI was moving forward with a statement, Carbine recommended that the BID create a statement listing BID safety initiatives to inform members and others of our activities. The DMI and proposed BID statements were included in the board packets. Kay tabled the topic until after the discussion with Captain Mary Schauf, Central District Police.

## **VIII. Downtown Safety Update – Captain Mary Schauf, Central District Police**

Capt. Schauf informed the board that burglaries outside of the downtown area are on the rise. People need to modify their behavior by locking their doors and windows to prevent these crimes. Schauf encouraged board members to review the second quarter Central Police District report enclosed in their packets.

Jeanette Riechers questioned how shoplifting fits into the police statistics. Schauf explained they are not treated like burglaries; therefore, they are not included in the burglary statistics.

Hawk Schenkel questioned how homicides fit into the statistics, since he did not see the recent Zimmerman homicide listed. Capt. Schauf explained there were no homicides to record in the first quarter of 2008. The Zimmerman case took place in April, the beginning of the 2<sup>nd</sup> quarter. Schauf also informed the board there was nothing new to report on the continuing Zimmerman case.

Capt. Schauf acknowledged that aggressive panhandling and behaviors are an issue in the Central District. Police are able to focus on a small group of identifiable individuals who cause many of the problems. Schauf sees a related growing intolerance of the "homeless;" however, the problem is behavior, which is separate from the state of homelessness. Schauf asked the Board about their thoughts and observations regarding this trend, and if there were any other issues they would like to bring to her attention.

Tom Carto informed Schauf the Overture is seeing more and more problems in their parking ramp, and questioned whether MPD has the ability to secure this structure. Schauf informed Carto and the board that MPD doesn't work as security for parking structures, but they do track the reported break-ins and problems. The Parking Utility contracts for and oversees the security in the parking structure. Arrangements were made to put Carto in touch with the Parking Utility re: the security issues.

Larry Lichte notified Capt. Schauf of a growing panhandling problem in 100 block of West Main Street. Schauf reminded Lichte and the board members that the panhandling ordinance does not just cover State Street, it covers the entire city including 100 W. Main. She agreed to stop by his business and check on the situation.

Maria Milsted informed Schauf that many people sleep all night near the Mifflin St. cul-de-sac. Schauf informed Maria that due to the warm weather, sleeping outdoors is becoming more and more common. The police can and do address this, but it is a problem behavior that moves around and can return.

Susan Schmitz reported on the press conference with Madison's Mayor Dave Cieslewicz regarding DMI's "Keeping Downtown Safe" statement. Schmitz emphasized the need to educate people to not give money to panhandlers, instead give money to service providers. The DMI statement highlights:

1. We are entitled to be safe in our homes, and intrusion into the private space of another is not permitted.
2. We are entitled to enjoy Madison's public spaces – streets, parks, public buildings – without being subjected to aggressive or violent behavior.
3. We are entitled to have our city's physical and natural environments treated with respect.
4. We are entitled to be protected from people with a tendency towards violent behavior.

Mary Carbine reviewed the draft statement "Madison Central BID Supports Downtown Safety." The statement informs people about the general safety activities the BID has promoted including:

- Supporting the creation of the Central Police District's "Downtown Safety Initiative."
- Serving as liaison between State Street/Capitol Square neighborhood police officer and BID business and property owners to improve communication on safety issues.

- Developing and circulating information on crime prevention for business owners.

Carbine consulted the BID Board for further input on the BID statement.

Mary Lang Sollinger moved to accept the “Madison Central BID Supports Downtown Safety” statement as composed by Mary Carbine, BID Executive Director. Rick Petri seconded the motion. The motion passed unanimously. The BID Statement will be posted on the BID Website, downtown safety page, and be made available upon request.

#### **IX. Taxi Stand Project Update**

Lori Kay introduced Katherine Plominski, City of Madison Alcohol Policy Coordinator, to update the board on the City’s Taxi Stand Project. Plominski informed the board that the City launched a taxi stand pilot on the 600 block of University Avenue on April 3rd using volunteers. The pilot was a success, with almost 1,000 people utilizing the taxi stand. Currently, the project is no longer running due to lack of volunteers. A taxi company has proposed staffing the stand, but needs money to do it (an estimated cost of \$5,000/year).

After discussion, it was determined the BID could provide up to \$1,000 in support of continuation of the Taxi Stand Pilot Project. Rick Petri made a motion that the BID Board support a future Taxi Stand Pilot. Jeanette Riechers seconded the motion. The motion passed unanimously. Lori Kay informed Mary Carbine to determine the exact amount the BID could support in the current 2008 budget.

#### **X. City of Madison Update -- Alder Mike Verveer, Matt Mikolajewski, Office of Business Resources**

Alder Mike Verveer was unavailable to report. Matt Mikolajewski informed the board that by the July BID Board meeting the City of Madison Economic Development Plan will be completed. He agreed to bring finished copies to next months meeting.

#### **XI. Staff Reports**

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

##### **1. State Street Oversight Committee – Gilman Street Planning Update**

The State Street Oversight Committee has agreed with the BID Board to support a pilot conversion of Gilman Street from one-way to two-way. Carbine encouraged the board to develop measurements of economic vitality during the pilot conversion to help determine effectiveness.

##### **2. BID Subcommittee on Mall Maintenance**

Carbine reported that a Board Subcommittee on Mall Maintenance has formed, and will meet June 10 to for an update and to consider recommendations from the DCC Subcommittee on Mall Maintenance. Subcommittee members include John Hutchinson, Larry Lichte, Stacy Nemeth, and Mary Lang Sollinger. Any other interested Board members are welcome to join the Subcommittee.

##### **3. Construction Updates**

Capitol Square Streetscape Updates and Sidewalk Replacement will begin Monday, June 23 on the city-side of the Square. The State of Wisconsin’s Capitol Promenade Construction will continue in its current location into August, then move to the next section, finishing in November. The State Street 500-600 Block Construction continues until mid-September.

##### **4. Frances Plaza Water Feature Art Project**

Carbine encouraged board members to attend a meeting regarding the proposed Frances Plaza Water Feature on June 5 at 5:30pm at the Overture Center.

##### **5. Business Marketing Piece**

The Business Marketing Piece, developed using information from the Downtown Dynamic Study, has been sent to a designer and a draft will be ready for review at the July BID Board Meeting.

##### **B. Mitch Freund, BID Programming Coordinator**

##### **1. Ambassador Program Report**

Freund reported on the well-attended Downtown Ambassador Appreciation Party on May 13 at the Chazen Museum of Art. The event featured door prizes for Ambassadors and tours of the Museum’s current “Circus-themed” exhibits.

Freund also notified board members about upcoming Ambassador Staff Calls featuring the Milwaukee Downtown BID#21's Public Service Ambassadors and Crime Prevention with the Madison Police Department.

2. *Downtown Madison Map & Guide Update*

Freund reported the unpaid Map advertisers to the board, including:

- Fontana Sports, Hawk's Bar & Grill, University House Communities, Uno Chicago Grill, Wasabi Japanese Restaurant

3. *Planting/Hanging Baskets Program*

The summer annuals and hanging baskets were installed in late May. Lone Oak Interests and Mall Maintenance continue to maintain the beds, baskets, and planters throughout the season.

**C. DMI Update – Susan Schmitz, DMI President**

1. *DMI Quality of Life Downtown Committee / RHI project update*

Having attended many of the meetings, Lori Kay updated the board on the status of the RHI project. Kay reported the evening downtown tour of her project group. The results of the study should be available in six months.

Rick Petri suggested something is needed beyond the six months of the project. He recommended an organization representing the hospitality industry needs to be established.

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

Nothing new to report.

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

John Hutchinson reported that the Cars on State Classic Car Show went very well. He reminded the board that Maxwell Street Days is coming up on July 18-20. The next general membership GSSBA Meeting is July 1 at 8:15am at Uno Chicago Grill 222 W. Gorham St.

**XIV. New Business**

None to report.

**XV. Next BID Board Meeting – Thursday, July 3, 2008 - Agenda Items**

None to report.

**XVI. Adjournment**

Lori Kay adjourned the BID Board meeting at 1:41pm.