



Madison's Central Business Improvement District (BID)

MINUTES

BOARD OF DIRECTORS MEETING

Thursday, March 6, 2008, Noon-1:30pm

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

PRESENT: Jack Garver, John Hutchinson, Lori Kay, Larry Lichte, Maria Milsted, Gregg Mulry, Sam Parker, Rick Petri, Jeanette Riechers, Hawk Schenkel, Mary Lang Sollinger

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

GUESTS: Joel Plant (Public Safety & Neighborhood Sustainability), Katherine Plominski (Alcohol Policy Coordinator), Michael Gay (Office of Business Resources), Linda Baldwin (Isthmus)

ABSENT: Tom Carto, Pat McGowan, Matthew Mikolajewski, Traci Miller, Brian Mullins, Jessica Pavlic, Stacy Nemeth, Paul Norman, Alder Michael Verveer

I. Call to Order

Lori Kay, BID Board Chair, called the meeting to order at 12:09pm

II. Roll Call

BID Board members and guests introduced themselves around the room. Joel Plant introduced Katherine Plominski, the new Alcohol Policy Coordinator.

III. Approval of Minutes from February 7, 2008 BID BOD meeting

Rick Petri moved to approve the minutes from the February 7, 2008 BID board meeting. Maria Milsted seconded the motion. The motion passed unanimously.

IV. Public Comment

None

V. City of Madison Economic Development Strategic Implementation Plan Draft

Lori Kay introduced Michael Gay from the City of Madison Office of Business Resources to discuss the process and draft of the City's Economic Development Strategic Implementation Plan. The City has not done an Economic Development Plan since 1983. The goal of the plan is to develop proactive ways to stimulate quality job creation in Madison by focusing on basic sector development. "Basic sector" refers to businesses that generate wealth from outside expenditures, such as the UW, state government, technology companies, national financial companies, manufacturers, regional healthcare, and conventions and visitors. Ways that the Economic Development Plan intersects with downtown include:

- Modernizing the City zoning ordinance and streamlining the permitting process
- Initiating the East Washington Avenue Capitol Gateway Corridor
- Encouraging neighborhood Business Improvement Districts throughout the City
- Retaining and growing basic sector employers already downtown (UW, state government, etc.)
- Encouraging new entrepreneurial basic sector employers

Kay opened the floor to discussion. Maria Milsted questioned how can we retain and encourage basic sector employers to locate downtown. Gay explained the need for redeveloped and new office space in the downtown district, especially in the East Washington Corridor, as opposed to the creation of more residential space. Rick Petri raised many points regarding the need for private business leaders to be involved in the Economic Development process in addition to other community and non-profit leaders. Gay agreed, and asked Petri to email his suggestions to Matthew Mikolajewski at the Office of Business Resources. Gay informed the board that the plan goes back to the City Common Council in April and encouraged the board to be involved in this process.

VI. Treasurer's Report

Mary Carbine, BID Executive Director, gave the Treasurer's Report in Stacy Nemeth's absence.

1. 2007 FY Year-End Review

Having received the City of Madison's fiscal year-end report for 2007, Carbine informed the board that the actual budget was on target with the proposed 2007 budget with a surplus. The BID carried over slightly more than \$40,000 into FY '08, with some carryover amounts earmarked for business retention & recruitment efforts, celebrating end of State Street 500-600 block construction, and other areas.

2. 2008 budget revised, Approval (Action Item)

Carbine reviewed the proposed revised 2008 BID Budget, highlighting the \$390,000 total which included the confirmed '07 carryover amount. She thanked Lori Kay for securing a 2-year project support commitment of \$10,000 (\$5,000 in '07 and \$5,000 in '08) from the University of Wisconsin. Goals for the revised 2008 BID Budget include re-investing and growing the BID's business retention/retainment tools, marketing to increase the BID business customer base, and enhancing some of the welcoming environment programs. Rick Petri made the motion to approve the revised 2008 BID Budget. John Hutchinson seconded the motion. The motion passed unanimously.

VII. Mall Maintenance Assessments Update

BID Staff (Mary Carbine) received no response from city staff regarding the BID Board's letter of concern about the Mall Maintenance assessments, and support for the Downtown Coordinating Committee-approved recommendations including a phase-in of the proposed increase in Mall Maintenance assessments. On Tuesday, February 26, the Council approved the Mall Maintenance assessments as originally proposed without the phase-in. The DCC subcommittee began their analysis of Mall Maintenance's communication process, duties, and costs. DCC subcommittee chair, Mary Lang Sollinger reported that they will work hard on examining every aspect of Mall Maintenance and report to the BID board in a month.

VIII. City of Madison Update

1. Alderman Michael Verveer

No report was given in Alder Verveer's absence.

2. Katherine Plominski, Alcohol Policy Coordinator: Taxi Stand pilot project

Plominski informed the board about an upcoming taxi stand pilot project. The pilot includes creating taxi stands out of State Street bus shelters from 11:00pm-3:00am on Thursdays-Saturdays. The proposed benefit of the plan is an effective transportation option to people around bar time from the State Street area. Plominski reported that all taxi companies in the city are on board with this pilot, and she came to the BID board seeking support and volunteers to help. She then opened the floor to discussion.

Hawk Schenkel expressed interest in allowing people to hail cabs on State Street, and wondered if the City has looked into this. Plominski answered that the cab companies actually preferred cab stands, and that the City support stands in the interests of pedestrian safety. Offering a near by taxi stand gives people the security to know there's a safe, warm place where they can catch a cab. Plominski will keep the board updated as the project moves forward, and BID staff will provide members with information on the project via the BID update.

IX. Staff Reports

1. DMI Update

a. Lisa Link Peace Park – Susan Schmitz

Schmitz informed the board that the Friends of Lisa Link Park have met and are very excited to move forward with the project. The group is looking to expand its membership to include the UW, the GMCVB, MPD, and other relevant groups. Their next step is to draft a mission statement and create an information packet.

b. DMI Quality of Life Downtown Committee Update – Linda Baldwin

Baldwin informed the board that DMI is interested in working with the Responsible Hospitality Institute (RHI) to assess the current hospitality zone in the central downtown. DMI feels this survey would help everyone to understand the different uses involved in this area (State Street and the Capitol Square) at different times. This would be an attempt to balance the needs of residents, businesses, entertainment, and hospitality uses, and create goals to develop a “responsible hospitality zone.” DMI will continue to inform the BID board of progress with this project. Baldwin opened the floor to questions.

John Hutchinson felt having an outside consultant, like RHI, involved was a good step. Rick Petri expressed a need for the BID to be closely involved in this project. Maria Milsted offered to be involved in this project.

2. Mary Carbine, BID Executive Director

a. Construction Updates

State Street reconstruction is scheduled to begin March 31 and conclude Sep. 12. The project will include the State Street 500 and 600 blocks from Gilman to Lake, the Gilman/Broom/State intersection, Frances Plaza, “Concrete Park,” and Hawthorne Court. The contractor is Speedway Sand & Gravel. The pre-construction informational meeting with City Engineering & Speedway for property and business owners is Wednesday, March 19 at 2pm at State Street Brats (2nd floor), 603 State Street.

b. Business Recruitment Marketing Piece

Work continues on a draft marketing piece for business recruitment. The piece will utilize information from the 2007 Downtown Market Analysis Study. A draft will be presented at the next Board meeting.

c. BID Marketing Committee, 2008 Marketing Plan

The BID 2008 Marketing Plan includes 43 cooperative advertising opportunities for BID businesses in print, online and outdoor advertising, with average savings of \$380 per ad, and savings of as much as \$1,400 on some opportunities.

3. Mitch Freund, BID Programming Coordinator

a. 2008 Map & Guide Update

Freund reported that BID Staff is in the final stages of proofing the Map content. The 2008-09 Downtown Madison Map & Guide is scheduled for delivery April 11. There were 39 advertisers and total ad sales were \$47,405.

b. Ambassador Program Report

Freund reminded the board that Ambassadors are at limited winter staffing levels and the City Parks Department is housing the Ambassador Booths for the winter season. Ambassadors continue to conduct Map deliveries to BID businesses and staff an info table at UW Admissions events for newly admitted students.

X. GSSBA Update – John Hutchinson

Hutchinson informed the board of the upcoming GSSBA General Membership meeting Tuesday, April 1 at 8:15am at Uno Chicago Grill, 222 W. Gorham Street.

XI. King Street Update – Sam Parker

Parker updated the board on Woof’s Sports Bar at the former King Club location.

XII. Next Meeting – Thursday, April 3, 2008

XIII. Adjournment

Lori Kay adjourned the BID Board meeting at 1:42pm.