



Madison's Central Business Improvement District (BID)

**MINUTES
BOARD OF DIRECTORS MEETING
Thursday, March 5, 2009, Noon-1:30pm
BID Offices, Board Room, 615 East Washington Avenue, 2nd floor**

PRESENT: Dan Cornelius, John Hutchinson, Lori Kay, Larry Lichte, Matthew Mikolajewski*, Maria Milsted, Gregg Mulry, Stacy Nemeth, Paul Norman, Rick Petri, Jeanette Riechers, Hawk Schenkel, Mary Lang Sollinger, Alder Michael Verveer*

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

GUESTS: Bill Knobeloch, Parking Utility

ABSENT: Tom Carto, Jack Garver, Pat McGowan, Traci Miller, Brian Mullins, Sam Parker

**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 February 5, 2009 BID Board Meeting

Hawk Schenkel moved to approve the minutes from the February 5, 2009 BID Board Meeting. Maria Milsted seconded the motion. The motion passed unanimously.

IV. Public Comment – None

V. Chair's Report – Lori Kay

Lori Kay reported that the City of Madison Planning Department received a lot of good feedback at a well-attended Downtown Plan Meeting recently. Kay thanked Downtown Madison Inc. for organizing the meeting and looks forward to more information regarding the Downtown Plan in the future.

Dan Cornelius encouraged board members to attend a meeting that evening about the Union South Development at Engineering Hall at 5:30pm in Room 1610.

VI. Proposed Parking Rate Increase

A. Presentation – Bill Knobeloch, Parking Utility

Bill Knobeloch reported that the proposed parking rate increases would serve several purposes; the primary one being to retain sufficient cash reserves needed for parking garage replacements. In addition to providing new facilities, the proposed rate increases are needed to replace the on-street meters and provide necessary funds for repair and maintenance of their current facilities. The proposed rate increases would affect on-street meters, special event parking, monthly parking, hooded meters, and parking structures throughout the downtown. The proposed special event parking fee increase is from \$4.00 to \$5.00. Knobeloch encouraged board members to attend a public hearing regarding the proposed increases on March 10 at 6:00pm inside the Madison Municipal Building, Room 260. He then opened the floor to discussion.

Board members suggested many ideas to create a better customer experience when parking downtown and reminded Knobeloch that rate increases may deter people from visiting and

patronizing Downtown Madison. This would also affect the Parking Utility's income. Knobloch agreed to analyze many of the suggestions of board members.

B. BID Board Letter – ACTION ITEM

The Board considered a letter to members of the Transit & Parking Commission, the Parking Utility, the Traffic Engineer and Parking Manager, and the Mayor's Office, stating the Board's concerns regarding the proposed parking rate increases, specifically special event parking and meter hoods. The letter encourages the Parking Utility to better serve all customers (both event and short-term parkers), and to support the revised staff proposal regarding meter hood rates.

Mary Lang Sollinger moved to accept the letter as a statement from the BID Board and to send it to members of the Transit & Parking Commission, the Parking Utility, the Traffic Engineer and Parking Manager, and the Mayor's Office. Stacy Nemeth seconded the motion. Lori Kay opened the floor to discussion.

Mary Carbine recommended an addition to the letter to keep special event parking at \$4.00, but possibly increase the evening/weekend maximum to \$5.00 to make up the difference. Larry Lichte agreed, and created a friendly amendment to the motion adding the suggestion to look at other parking areas that are under utilized and leave the current special event rate the same.

As the originator of the motion, Mary Lang Sollinger agreed to the friendly amendment. Maria Milsted seconded the amendment.

The motion passed unanimously. Voting yes (12): Dan Cornelius, John Hutchinson, Lori Kay, Larry Lichte, Maria Milsted, Gregg Mulry, Stacy Nemeth, Paul Norman, Rick Petri, Jeanette Riechers, Hawk Schenkel, Mary Lang Sollinger

VII. BID 2009 Marketing Subcommittee

A. 2009 Marketing Plan – ACTION ITEM

Mary Carbine reported on the recent Marketing Subcommittee Meeting. With the direction of the subcommittee, Carbine has created the 2009 Marketing Plan:

- Reinforcing Ambassador involvement,
- The use of synergistic marketing,
- The creation of marketing campaigns,
- Continuing popular cooperative advertising opportunities,
- Expanding partnerships with the University of Wisconsin,
- Updating the BID branding description to include King St.,
- Upgrading the BID website, and investigating social media marketing.

Lori Kay moved to accept the 2009 BID Marketing Plan on behalf of the BID Executive Committee. Rick Petri seconded the motion.

Kay then opened floor for discussion. Rick Petri emphasized the importance of good communication with area hotels to market to visitors. Maria Milsted asked how the Plan markets vacant storefronts. Carbine noted that this plan addresses marketing the district to consumers, and that the BID has a separate plan to market storefronts to prospective tenants.

The motion passed unanimously. Voting yes (12): Dan Cornelius, John Hutchinson, Lori Kay, Larry Lichte, Maria Milsted, Gregg Mulry, Stacy Nemeth, Paul Norman, Rick Petri, Jeanette Riechers, Hawk Schenkel, Mary Lang Sollinger

VIII. Lisa Link Peace Park

A. Friends of Lisa Link Peace Park Update

Susan Schmitz reported that the Friends of Lisa Link Park are currently working towards the goal of raising \$35,000 for Visitor Center design through the Parks Foundation, and will move on to raising \$350,000 for Visitor Center construction. The City/Parks have agreed to move forward with Visitor Center design and construction based on the Friends fundraising commitment.

B. BID Peace Park Planning Subcommittee

The Board formed a Peace Park Subcommittee to help decide what the BID's role will be in the visitor center and the park. Members include Jeanette Riechers, Hawk Schenkel, Gregg Mulry and John Hutchinson, with staff including Susan Schmitz (DMI), Mary Carbine and Mitch Freund. Mary Lang Sollinger suggested getting input from Folk on State. Carbine will arrange a meeting of the subcommittee in the near future.

IX. City of Madison Updates

A. Matt Mikolajewski, Office of Business Resources

The City of Madison will be hosting a Small Business Conference in the near future. Mikolajewski will work with Mary Carbine to keep BID Board Members informed.

B. Alderman Mike Verveer, City of Madison Common Council

The Common Council recently voted to approve the West Gilman Street Construction Project as a multi-year project. The City will work on the 400 block this year, and the 300 block in 2010. Following up the February BID Board Meeting, Verveer confirmed the City of Madison's stance regarding TIF and street lighting in this area. According to City policy, TIF funds cannot be used on items covered by City assessments, such as street lighting.

X. Treasurer's Report

A. 2008 Official FY Year End Close

Stacy Nemeth, BID Board Treasurer, reported that with the close of the City of Madison's fiscal year, the BID ended the fiscal year in the black and with an appropriate carry-over.

B. 2009 Map Ad Sales- Final

Nemeth reported that advertising sales for the 2009 Downtown Madison Map & Guide have closed. Sales exceeded the 2009 staff goal, but were less than 2008 (due to economy). \$41,000 was raised from sales of 31 advertisements in the map.

C. 2009 Amended Budget [final] – ACTION ITEM

Nemeth reviewed the amended 2009 BID Budget. Adjustments include an increase in printing costs for the Downtown Map due to the high price of paper, inclusion of an extra trolley during the 2009 Downtown Holiday Open House, and costs for BID Staff to attend the 2009 International Downtown Association Conference in Milwaukee.

Rick Petri moved to accept the amended 2009 BID Budget. Gregg Mulry seconded the motion. Lori Kay opened the floor to discussion.

The motion passed unanimously. Voting yes (12): Dan Cornelius, John Hutchinson, Lori Kay, Larry Lichte, Maria Milsted, Gregg Mulry, Stacy Nemeth, Paul Norman, Rick Petri, Jeanette Riechers, Hawk Schenkel, Mary Lang Sollinger

XI. Staff Reports

A. Mitch Freund, BID Programming Coordinator

1. 2009 Downtown Map & Guide Update

Mitch Freund reported that BID Staff is currently working through the graphic design process and the Map is scheduled for delivery in early May.

2. Physical Environment Programs

a) Winter Seasonal Décor

Snowflake lights have been removed throughout the district and seasonal décor in planters will be removed after the spring thaw.

b) 2009 Floral/Plant Program

BID Staff recently met with Doug Duren (landscaping contractor) and Joy Kummerow (Mall Maintenance) to discuss the 2009 BID Floral/Plant Program.

3. Downtown Ambassador Program

In February, Ambassadors assisted over 1,300 people at the Garden Expo at the Alliant Energy Center and the Madison Winter Festival on the Capitol Square.

4. Welcome Programs Report

Freund notified the Board that he is working with BID businesses to create 100 Welcome Packets filled with coupons, samples, and informational brochures for new residents in downtown condos and homes.

B. Mary Carbine, BID Executive Director

1. Construction Update

Mary Carbine reminded the Board that construction begins March 16 on West Gorham Street, University Avenue, and North Broom. A public meeting will be held March 10 at 2:00pm inside the Food Court of the University Square building. Board members are encouraged to attend.

XII. Downtown Hospitality Council Update

Rick Petri notified the Board that the DHC has completed a draft of industry Best Practices, and is now working to get input/buy-in from additional downtown hospitality businesses owners and operators.

XIII. DMI Update

Susan Schmitz, DMI President, informed the Board that DMI is working on Transportation piece of the DHC. Schmitz also thanked BID Board Members who attended the recent Downtown Plan meeting.

XIV. GSSBA Update

John Hutchinson reminded Board Members that the next GSSBA Board Meeting is April 1.

XV. New Business

Nothing to report.

XVI. Next BID Board Meeting

Thursday, April 2, 2009

XVII. Adjournment

Larry Lichte made the motion to adjourn the BID Board Meeting. Hawk Schenkel seconded the motion.

The motion passed unanimously. Voting yes (12): Dan Cornelius, John Hutchinson, Lori Kay, Larry Lichte, Maria Milsted, Gregg Mulry, Stacy Nemeth, Paul Norman, Rick Petri, Jeanette Riechers, Hawk Schenkel, Mary Lang Sollinger

The March BID Board Meeting was adjourned at 1:35pm.