



Madison's Central Business Improvement District (BID)

**MINUTES
BOARD OF DIRECTORS MEETING
Thursday May 7, 2009, Noon-1:30pm
BID Offices, Board Room, 615 East Washington Avenue, 2nd floor**

PRESENT: Tom Carto, Jack Garver, Lori Kay, Larry Lichte, Pat McGowan, Matthew Mikolajewski*, Traci Miller, Maria Milsted, Gregg Mulry, Stacy Nemeth, Sam Parker, Rick Petri, Jeanette Riechers, Hawk Schenkel, Alder Michael Verveer*

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

GUESTS: Tim Cooley (City of Madison Economic Development Director)

ABSENT: Dan Cornelius, John Hutchinson, Brian Mullins, Paul Norman, Mary Lang Sollinger

**Non-voting*

I. Call to Order

BID Board Chair, Lori Kay, called the BID Board Meeting to order at 12:01pm.

II. Roll Call

BID Board Members and guests introduced themselves around the room.

III. Approval of Minutes from the April 2, 2009 BID Board Meeting

Rick Petri moved to approve the minutes from the April 2, 2009 BID Board Meeting. Maria Milsted seconded the motion. The motion passed unanimously.

IV. Public Comment – None

V. Tim Cooley, City of Madison Economic Development Director

Tim Cooley, the City of Madison's newly hired Economic Development Director, discussed his background and perspectives on economic development. Cooley stated he would like to encourage more Business Improvement District's throughout the City and expressed utilizing Madison Central BID #1 as a successful example. A chief concern is that the surrounding suburbs continue to grow in household income, while the City of Madison remains stagnant. After his introduction, he opened to floor to questions and discussion. After much discussion, board members encouraged Cooley and the City of Madison to be "ahead of the curve" in their economic development strategies and policies. Cooley thanked everyone for their comments and urged BID members and Board Members to pass along their concerns and ideas to BID Board Member, Matt Mikolajewski, Office of Business Resources.

VI. BID Renewal

A. Subcommittee Update: Co-Chairs – John Hutchinson, Brian Mullins

Due to the absence of both co-chairs, Stacy Nemeth introduced the BID Renewal materials and requested feedback from Board Members. Nemeth encouraged Board Members to initiate peer-to-peer meetings with other BID property and business owners. Overall, BID Board feedback regarding the materials was positive.

B. Review, Discussion

1. Timeline

Mary Carbine informed the board that packets of materials will be mailed to BID property and business owners in late May. These materials can also be used to conduct peer-to-peer meetings. Carbine encouraged the board to let her know if they are interested and available to arrange a peer-to-peer meeting during May through June.

2. Draft Materials

After reviewing the draft materials, Board Members felt the data was presented effectively and concisely.

3. Ballot, Voting Process

Mary Carbine discussed the ballot and voting process. Carbine opened the floor to discussion. No discussion was presented regarding this topic.

Carbine again encouraged Board Members to initiate peer-to-peer meetings with other BID property and business owners.

C. Annual Meeting

Mary Carbine informed the board that the BID's Annual Meeting will happen prior to the BID Renewal Vote on Tuesday, June 16 from 5:00pm-6:30pm.

VII. Peace Park Planning update- Mary Carbine, Susan Schmitz

Mary Carbine informed the board that BID Staff has been meeting with representatives from City of Madison Parks, the GMCVB, and architects to discuss the upcoming reconstruction of Lisa Link Peace Park and a new Welcome Center. Representatives from these meetings will present at the next BID Board Meeting in June.

Susan Schmitz reported on the Friends of Lisa Link Peace Park group. They continue to move forward with fund raising even during the current challenging financial environment.

VIII. City of Madison Update

A. Alder Mike Verveer

1. The parking meter increases discussed at recent BID Board meetings were approved by City Council. The City has committed to installing some credit card parking meters in the downtown before the end of the year, and installing the remaining meters next year.
2. The Downtown Lighting Initiative continues to move forward and is on its way to be adopted by the City Council. Lori Kay and Mary Carbine reminded Verveer that the BID is interested in helping on this issue.
3. Verveer will attempt to make the BID Board of Directors a referral committee for the proposed Sign Encroachment ordinance. He is hopeful the proposed ordinance will be on the City Council agenda in June. Verveer continues to be in discussion with the owners of the Majestic Theater regarding this issue.
4. The Madison Central Library re-design process is finally making progress. The results will be publicized in two weeks and a recommendation will be given.
5. The Madison Police Department and the Alcohol License Review Committee will consider nonrenewal of four to five alcohol license holders by July; some are within the BID.

B. Matt Mikolajewski, Office of Business Resources

Matt Mikolajewski reminded BID Board Members about the upcoming City of Madison Small Business Conference at the Monona Terrace Community & Convention Center on Tuesday, May 12 from 8:30am-4:15pm. They have over 120 people registered so far.

IX. Staff Reports

A. Mary Carbine, BID Executive Director

1. Construction Updates

Mary Carbine updated board members about the ongoing construction in the downtown.

2. Badger Family Spring Visit Recap

Carbine reported that over 500 families attended the UW's "Visit Your Student Month."

3. April 30 Retailing Talk Recap

Carbine reported that the recent BID Retailing Talk was very well attended and informative.

4. Local Strategies in Today's Business Economy – Breakfast May 5

Having sat on a panel for a Local Strategies discussion, Carbine felt the event went extremely well.

B. Mitch Freund, BID Programming Coordinator

1. 2009-10 Downtown Madison Map & Guide

Mitch Freund informed the board that the 2009-10 Downtown Madison Map & Guide has been printed and delivered. Downtown Ambassadors are working on distributing the Maps throughout the district.

2. Planting Programs

Pansies were installed in downtown planters April 16-17. The BID is on track to have annual beds installed May 11-14 and hanging baskets installed May 18-22.

3. Ambassador Programs

Freund reported that Downtown Ambassadors assisted 827 people and distributed over 1,500 brochures at the recent Midwest Horse Fair at the Alliant Energy Center in a Downtown Info Table.

4. BID Ambassador Appreciation Event May 19

Freund reminded BID Board Members that they are encouraged to attend the upcoming Downtown Ambassador Appreciation Party at the Monona Terrace Community & Convention Center on May 19 from 5:30pm-7:30pm.

X. DMI Update – Susan Schmitz, DMI President

Susan Schmitz will continue to keep the board up to date on DMI issues at future BID Board Meetings.

XI. GSSBA Update – John Hutchinson, Hawk Schenkel

A. Cars on State, Saturday, May 9

Hawk Schenkel reminded board members that May 9 will feature the Cars on State Classic Car Show in Downtown Madison. Schenkel thanked the BID for promoting and supporting this event.

XII. New Business

Nothing to report.

XIII. Next BID Board Meeting – Thursday, June 4, 2009 - Agenda Items

XIV. Adjournment

Larry Lichte made the motion to adjourn the BID Board Meeting. Jack Garver seconded the motion.

The motion passed unanimously.

The April BID Board Meeting was adjourned at 1:31pm.