



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

### MINUTES

#### BOARD OF DIRECTORS MEETING

Thursday, May 1, 2008, Noon-1:30pm

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

**PRESENT:** Lori Kay, Larry Lichte, Pat McGowan, Matthew Mikolajewski, Maria Milsted, Brian Mullins, Gregg Mulry, Paul Norman, Sam Parker, Jessica Pavlic, Hawk Schenkel, Alder Michael Verveer

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

**GUESTS:** Dan Cornelius (UW/ASM representative), Scott Langer (Traffic Engineering), Dan McCormick (Traffic Engineering), Chris Petykowski (Traffic Engineering), Michael Waidelich (City Planning Staff)

**ABSENT:** Tom Carto, Jack Garver, John Hutchinson, Traci Miller, Stacy Nemeth, Rick Petri, Jeanette Riechers, Mary Lang Sollinger

#### I. Call to Order

BID Board Chair, Lori Kay, called the BID Board meeting to order at 12:07pm.

#### II. Roll Call

BID Board members introduced themselves around the room.

#### III. Approval of Minutes from April 3, 2008

Larry Lichte moved to approve the minutes from the April 3, 2008 BID Board meeting. Hawk Schenkel seconded the motion. The motion passed unanimously.

#### IV. Public Comment – None

#### V. Chair's Report – Board Nominations Planning

Lori Kay discussed planning for nominations for 2009 BID Board and Executive Committee seats. Board members with suggested nominations, and those interested in Executive Committee positions, should contact Kay or Mary Carbine, BID Executive Director.

Jessica Pavlic, the UW/ASM BID Board representative, announced she will be leaving the Board to lead the Langdon Neighborhood Association and to concentrate on her studies. Dan Cornelius, UW student and ASM member, has been appointed by ASM to fill this position on the BID Board.

Larry Lichte thanked Pavlic for her help on the BID Alcohol License Subcommittee.

Cornelius introduced himself to the board. He is in his third year of a four year program in Law and Environmental Studies student at UW-Madison. Dan was a member of the Steering Committee for the City of Madison's Regent Street-South Campus Neighborhood Plan and currently serves on UW-Madison's Information Technology and Campus Planning Committees. He has been active in the Wisconsin Union's Building Project and will assume a position as the Union's Vice President for Project Management on May 8th.

#### VI. Downtown Plan – Update, Michael Waidelich, City Planning Staff

Kay introduced Michael Waidelich from the Office of City Planning to briefly discuss the Downtown Plan. Waidelich explained the City is currently looking at "where have we been;" "where are we;" and "where are we going." At a Downtown Plan Kick-off Meeting in early April, the City collected information from approximately 80 attendees.

Some of the ideas generated from this meeting included:

- editing the vision statement,
- creating better connections to waterfronts,
- encouraging the UW to integrate more with the community,
- mixing businesses with parks,
- creating more plazas,
- creating family support downtown,

- sustaining business/office work downtown, and
- connecting prime corridors with the central district.

Waidelich then opened the floor for questions or comments.

Susan Schmitz asked about the results of the exercises conducted at the kick-off. Waidelich informed her they are working on compiling all this information and would provide the data to the board when prepared.

Larry Lichte wondered if they saw any clustering of neighborhood representation at the kick-off. Waidelich reported that the data collected from the meeting did not show any clustering from attendees; the crowd was very diverse.

Waidelich encouraged board members to participate in future sessions, and to contact him with comments and/or questions regarding the Downtown Plan.

**VII. Gilman Street Reconstruction Planning Presentation – Traffic Engineering: Scott Langer, Dan McCormick, Chris Petykowski,**

Mary Carbine introduced Scott Langer, Dan McCormick, and Chris Petykowski to discuss the Gilman Street Reconstruction project. Petykowski informed the board this project is slated to start March or April 2009 and last approximately three months. The project encompasses reconstruction and streetscape upgrades. A decision needs to be made as to whether to proceed with converting the 400 block of W. Gilman, between State Street and University Avenue, from a one-way to a two-way street as approved in the State Street Strategic Plan.

Langer reviewed a PowerPoint presentation of the project. Three options are available:

1. Two-way traffic flow with a right-turn-in/right-turn-out intersection with University Avenue.
2. Two-way traffic flow with a separate phase in the signal at the intersection with University Avenue.
3. One-way traffic flow with enlarged concrete terrace for full block.

Lange then discussed benefits and safety concerns with all three options. The daily volume of University Avenue is 30,100. Gilman Street as a one-way has a daily volume of 1,250; this may double when converted to a two-way street. Traffic Engineering is currently seeking questions, comments, and suggestions from neighborhood stakeholders and City organizations. The State Street Oversight Committee will provide a recommendation to Council, and the final decision will be made by Council.

Langer, McCormick, and Petykowski opened the floor to questions and comments.

Susan Schmitz asked to confirm the goal of this project is not to create better circulation for State Street, but to increase the viability of Gilman Street. Langer agreed, and informed the board that this section of Gilman Street is in need of reconstruction of the street's infrastructure.

Brian Mullins reported that in order to create business development and vitality in this area, it is necessary to convert this section to a two-way street and increase traffic volume and activity. Currently, many backs of buildings face the street; this is unlikely to change if it remains one-way. As is, it is very difficult to develop more business interest in this area.

Alder Michael Verveer has been surprised by the opposition to the two-way conversion, although there is general consensus that the street needs improvements and a "face lift." In the past, neighborhoods in his district strongly supported the conversion of streets from one-way to two-way. Due to opposition of some stakeholders and concerns raised by traffic engineering, Verveer would like to see the City run a pilot conversion to two-way to test the project and collect more data.

McCormick estimated a pilot conversion would cost \$50,000 to test for 60-90 days, and would need to be conducted this fall with UW students and some major Kohl Center events. In order to move forward on a pilot, Traffic Engineering would need community and City Council support.

Jessica Pavlic indicated that as a frequent pedestrian, the area and University/Gilman intersection is currently not pedestrian-friendly. She questioned what are the positive benefits to convert Gilman to a two-way street?

Mullins stated that he is very familiar with the area as his family is a major property owner on that block. Mullins reported that a one-way street doesn't provide the visibility a two-way street would provide due to increased traffic flow. He feels this block of Gilman could be an outstanding street, but it needs to be more inviting, as it is currently a challenging place to make a business succeed. He advocates conversion to two-way if an acceptable Gilman/University/Frances intersection solution can be found.

Alder Mike Verveer assured the board that either way, the street will be more inviting and upgraded after the reconstruction.

Pat McGowan made a motion that the City of Madison Traffic Engineering move forward with a two-way street pilot for the proposed project. Data gathered from this pilot will then be used to make a decision on the project. Maria Milsted seconded the motion. The motion passed unanimously.

#### **VIII. King Street Update – Sam Parker**

Parker notified the board that he met with Susan Schmitz and Mary Carbine recently to discuss interest in inclusion in the BID on the part of property owners on the 100 block of King Street. They continue to talk with property and business owners in the King Street area. They were very happy to receive a "thumbs-up" from one major property owner in the area. Lori Kay thanked Susan Schmitz for her continued help with this project.

#### **IX. City of Madison Update – Matt Mikolajewski, Office of Business Resources**

Matt Mikolajewski updated the board that they continue to finalize the Economic Development Plan. He then thanked the BID Board for the letter regarding plan. Mikolajewski also thanked Mary Carbine for her work arranging a recent Small Business Financing Meeting at Mimosa Books & Gifts.

#### **X. Treasurer's Report—Stacy Nemeth**

In Stacy Nemeth's absence, Mary Carbine reported that we are currently on budget.

#### **XI. Operating Plan – Preliminary Operating Plan '09 approval schedule**

Mary Carbine asked board members to review the proposed 2008 Annual Meeting/2009 Operating Plan timeline enclosed in their packets prior to next month's board meeting, June 5. Questions, comments, and changes should be brought to this meeting.

#### **XII. Staff Reports**

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

- *500-600 Block of State Street Construction Update*

Carbine reported that the construction on the 500-600 blocks of State Street continues to go well. Due to well-attended construction meetings, lots of good feedback has been generated regarding the construction. This feedback has helped Speedway and the city create more pedestrian crosswalks and better signage.

- *Capitol Square Construction Update*

The State of Wisconsin will continue sidewalk reconstruction and renovating the Capitol Park grounds (inner part of the Square). This project involves the sidewalks and parking lanes on the inner (Capitol) side of the Capitol Square.

The City also plans Capitol Square Streetscape updates in June.. The project will replace all remaining pedestrian lights, area lights and brick kiosks on the 100 blocks of South Carroll, East & West Main, North & South Pinckney and East Mifflin. (North Carroll and West Mifflin were done last summer). Kiosks will be replaced on the corners of the Square and W. Washington, E. Washington, Wisconsin, S. Hamilton, N Hamilton & King St. (The kiosks at the Square & State St. and MLK Blvd. have already been replaced.) Due to the size of the project, no other streetscape updates are planned for this year. Replacing brick benches, brick pavers, cracked sidewalks etc., is planned for future years. Engineering is working on the schedule (i.e., how long will it take), taking into consideration the various events and vendors.

##### *b. Mitch Freund, BID Programming Coordinator, Programming Report*

- *2008 Map & Guide Update*

Freund updated the board that the 2008-09 Downtown Madison Map & Guides continue to be distributed throughout the central downtown and the Greater Madison areas. Over \$38,000 out of \$47,000 of map advertisements have been paid.

- Ambassador Program Report  
Downtown Information Ambassador Booths will open Saturday, May 10 through mid-October.
- Planting Program  
Planters throughout the district were prepped and planted with pansies in mid-April. Hanging baskets and annual beds will be installed in mid-late May.
- Ambassador Appreciation Events May 13  
Freund encouraged all board members to attend the upcoming Downtown Ambassador Appreciation Party on Tuesday, May 13 at the Chazen Museum of Art.

*c. DMI Update*

- DMI Quality of Life Downtown Committee / RHI project update  
Susan Schmitz informed the board that things continue to move forward. If anyone has questions/comments regarding the project, please contact Susan Schmitz.
- Madison Parks Foundation Event, June 4  
A new City of Madison Parks Superintendent will start in late June. Schmitz reminded the board this position is very important to downtown due to Mall Maintenance. There will be a Welcome Event on June 4 from 4:30-6:30pm; location: TBD, and BID Board members will receive invitations.
- Safety  
A response by Susan Schmitz to a May Madison Magazine column on downtown safety will be published in the June issue. Safety continues to be a big challenge in Madison and many downtowns across the country.

Maria Milsted suggested the BID should take a stance on safety issues.

Lori Kay encouraged board members to give ideas to Mary Carbine for future board meetings.

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

Hawk Schenkel reminded board members to attend the upcoming Cars of State Classic Car Show on Saturday, May 10 from 10:00am-3:00pm. Schenkel informed the board that members Larry Lichte, Jack Garver and Jeanette Riechers would have cars in the event.

**XIV. New Business**

None

**XV. Next Meeting – Thursday, June 5, 2008 - Agenda Items**

Possible Agenda Items: St. Paul's Residence Hall

**XVI. Adjournment**

Jessica Pavlic moved to adjourn the board meeting. Brian Mullins seconded the motion. The motion passed unanimously. The BID Board Meeting adjourned at 1:37pm.