



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

### MINUTES

#### BOARD OF DIRECTORS MEETING

Thursday, July 3, 2008, Noon-1:30pm

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

**PRESENT:** Tom Carto, Dan Cornelius, Jack Garver, John Hutchinson, Lori Kay, Larry Lichte, Matthew Mikolajewski, Traci Miller, 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:** Archie Nicolette (City Planning Division)

**ABSENT:** Pat McGowan, Maria Milsted, Gregg Mulry, Brian Mullins, Sam Parker

#### I. Call to Order

BID Board Chair, Lori Kay, called the BID Board Meeting to order at 12:04pm

#### II. Roll Call

BID Board Members introduced themselves around the room.

#### III. Approval of Minutes from June 5, 2008 meeting

Rick Petri moved to approve the minutes from the May 1, 2008 BID Board Meeting. Larry Lichte seconded the motion. The motion passed unanimously.

#### IV. Public Comment

None to report.

#### V. Newspaper Vending Plan for State Street Update – Archie Nicolette, City Planning Division

Archie Nicolette from the City Planning Division reported on his work to facilitate a uniform look for State Street regarding newspaper vending. Currently, in State Street's ten (10) designated locations for newspaper boxes there are many numerous styles of boxes. He has previously proposed that the city acquire all-in-one vending boxes that are compact and aesthetically appealing. After considering recent changes in newspapers and periodicals industry and vending, he instead proposed an ordinance that would require that vendors purchase newspaper boxes with a uniform look and size to locate in the designated areas on State Street. Nicolette opened the floor to questions or concerns.

Mary Carbine asked if this goes well on State Street, would the City enforce this ordinance on the Capitol Square as well. Nicolette stated the ordinance would currently only cover newspaper boxes on State Street.

John Hutchinson felt creating a uniform look for the boxes was "a step in the right direction." Hutchinson added the boxes should be stable and have secure doors. He's found many of the current boxes knocked over and/or their doors hanging open.

Mary Lang Sollinger moved to endorse the City's proposed ordinance creating a uniform look and size to newspaper boxes in the designated areas on State Street. Stacy Nemeth seconded the motion. The motion passed unanimously.

#### VI. Staff Reports

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

##### 1. Construction Updates

##### a) 500-600 Blocks State Street

Carbine informed the board that the contractor, Speedway Sand & Gravel, is currently on schedule in the 500-600 blocks of State Street. The entire length of State Street will be available for Maxwell Street Days, July 18-20.

##### b) Capitol Square Construction

Construction on the Capitol grounds continues as scheduled. No work will be done during Art Fair on the Square, July 12-13.

- c) Gilman Street Conversion  
The proposed Gilman Street conversion from one-way to two-way has been withdrawn.
- d) Frances Plaza Water Feature  
The Madison Arts Commission continues their discussion of the proposed artists' renditions.

- 2. Business Marketing Piece Design Draft  
Carbine encouraged the board to review the draft included in their packets. Mary Lang Sollinger felt the draft looked great and would like it presented to the Downtown Coordinating Committee when completed. Stacy Nemeth felt the marketing piece will be very helpful to brokers. Tom Carto offered suggestions on layout of the primary and secondary trade areas, and John Hutchinson suggested using more actual downtown district images and less stock images.
- 3. Partnerships Update – GMCVB, WAA  
Carbine reported on the continued meetings BID Staff has with members of the Greater Madison Convention & Visitors Bureau (GMCVB) and the Wisconsin Alumni Association (WAA).

BID Staff and the GMCVB are interested in setting up a meeting with Downtown Ambassadors, GMCVB information representatives, UW Visitor Information Program employees and hotel concierges so each organization is familiar with each other's work and to work towards a uniform training session.

BID Staff is also working closely with the new director of WAA to establish better partnerships with this very active organization.

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

- 1. Ambassador Program Report  
Freund reported that in July, Downtown Ambassadors will extend the Information Booth hours for special events such as Concerts on the Square, Art Fair on the Square, and Maxwell Street Days. Ambassadors helped 3,500 people in the Info Booths in the month of June. BID Staff continues to work closely with BID businesses in assuring the Ambassadors are knowledgeable about the district through weekly tours of BID businesses.
- 2. Planting/Hanging Baskets Program  
Freund notified the board that the hanging baskets are looking great. BID Staff continues to work with the City to re-plant the beds near the Overture Center.

Lori Kay would like to see the BID contribute to additional beds throughout the district in the future.

Freund reminded the board that the BID will have to extend the hanging basket program into the entire district for the first time since State Street construction began a few years ago.

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

- 1. Reach Out Program  
Susan Schmitz explained how DMI is reinvigorating the ReachOut plan they created in the past to educate the public about the panhandling issues downtown.

**VII. Mall Maintenance**

- A. *Report and Recommendations from BID/DCC Subcommittee (Mary Lang Sollinger)*  
Mary Lang Sollinger reviewed the history of Mall Maintenance and the Mall Maintenance assessment. Sollinger then explained how a BID/DCC Sub-committee has been meeting regularly since early 2008 to determine the most fair assessment process. The sub-committee has looked at the Mall Maintenance boundaries and six different options for calculating the assessments. They have also looked into the appeal process and communication strategies for property owners. Sollinger then turned the floor over to John Hutchinson to continue.

Hutchinson reported on the services provided by Mall Maintenance, and that the current service district does not match the areas for which the special charges are levied. With the current system, all property owners within the district pay Mall Maintenance special charges, but some received no service while others receive full service while paying at a reduced rate.

The BID/DCC subcommittee is currently interested in "Option 6" created by the sub-committee and the City. Option 6 would:

- Eliminate charges for parcels which do not receive any services,
- Raise to the 100% level, charges for properties which receive services,
- Expand services to a few targeted areas currently not receiving services, including gateway areas such as sidewalks to key parking lots and ramps serving downtown.

Larry Lichte stated Option 6 is still unfair to certain areas of the BID which he stated do not receive the same amount of service as others due to sidewalk width and distribution of amenities. Lichte distributed a proposed amendment to Option 6, which included assessing some properties at a 50% level or less.

Lichte made a motion to recommend Option 6 to the BID/DCC Sub-committee, but to consider his proposed amendments in future subcommittee meetings. Rick Petri seconded the motion. Lori Kay opened the floor to questions and discussion. After much discussion, the motion passed unanimously.

A BID Mall Maintenance sub-committee meeting was scheduled for July 8 at 4:00pm at Boardman Law Offices on the Capitol Square. Sollinger informed the board if they would like to be involved in this process they should notify Mary Carbine, BID Executive Director. Rick Petri reminded everyone that the BID will be up for renewal vote in 2010, and Mall Maintenance is a key issue for property owners.

**VIII. Treasurers Report – Stacy Nemeth**

Nemeth and Mary Carbine informed the board that the BID is target with the budget. All 2008 Downtown Madison Map Ads are paid. BID Staff is actively searching for a corporate Holiday Shopping Trolley sponsor, and working with DMI President Susan Schmitz to renew MG&E sponsorship of the hanging basket program.

**IX. Annual Meeting Planning**

Mary Carbine reminded the board to attend the BID Annual Meeting on July 23 from 2:00pm-3:30pm at Mimosa Books and Gifts (260 W. Gilman St, Education Room). BID Staff will review the year's output and familiarize attendees with the BID. Lori Kay suggested board members look over the presentation included in their packets and contact Carbine with any input.

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

Matt Mikolajewski informed the board that his office will be looking at priorities and funding, according to the Mayor's new budget to see what recommendations they will move forward. The completed Economic Development Report is currently available online.

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

Nothing to report.

**XII. GSSBA Update- John Hutchinson**

John Hutchinson reminded board members that Maxwell Street Days will be July 18-20.

**XIII. New Business**

Nothing to report.

**XIV. Next BID Board Meeting**

Thursday, August 7, 2008, Noon-1:30pm, BID Offices, 615 East Washington Avenue, 2<sup>nd</sup> floor

**XV. Adjournment**

Rick Petri made the motion to adjourn the July BID Board Meeting. Larry Lichte seconded the motion. The motion passed unanimously. Lori Kay adjourned the BID Board Meeting at 1:28pm.