



Madison's Central Business Improvement District (BID)

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

PRESENT: Dan Cornelius, John Hutchinson, Lori Kay, Larry Lichte, Pat McGowan, Maria Milsted, Paul Muench, Stacy Nemeth, Paul Norman, Sam Parker, 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)

ABSENT: Tom Carto, Jack Garver, Matthew Mikolajewski*, Traci Miller, Brian Mullins

**Non-voting*

I. Call to Order

BID Board Chair, Lori Kay, called the BID Board Meeting to order at 12:00pm.

II. Roll Call

BID Board Members introduced themselves around the room. The entire BID Board welcomed new board member, Paul Muench from Urban Land Interests.

III. Approval of Minutes from the September 3, 2009 BID Board Meeting

Rick Petri moved to approve the minutes from the September 3, 2009 BID Board Meeting. Larry Lichte seconded the motion. Minutes were approved unanimously.

IV. Public Comment

None to report.

V. City of Madison Update – As requested by Katherine Plominski, Board Chair, Lori Kay moved this from Item VI to Item V

A. Alcohol License Density Plan annual report update- Katherine Plominski, Alcohol Policy Coordinator

Katherine Plominski, City of Madison Alcohol Policy Coordinator, notified the BID Board that she will be creating an annual report for the Alcohol License Density Plan Ordinance for 2009 in the near future. On Thursday, October 29 at 4:00pm in the City/County Building an ALRC Subcommittee and members of the Downtown Hospitality Council will meet to discuss the report. Plominski invited and encouraged BID Board Members to attend.

Plominski then discussed the items that will be included in the report and answered questions from board members. Board members suggested items they would like to see in the report. Plominski informed the board that she will consider the BID's suggestions, but will ultimately follow the parameters established by the ordinance.

Due to another meeting, Plominski had to leave the meeting. BID Board Members continued to discuss input for the ALSO annual report. Mary Carbine agreed to create a letter for policy makers and the Alcohol License Review Committee of the suggestions and modifications the BID Board would support. Carbine will send this letter prior to the upcoming ALRC meeting, and will attend the meeting. [Copy of letter attached.]

VI. Chair's Report – Lori Kay

A. ACTION ITEM – Letter re: BID and downtown safety efforts

Stacy Nemeth reported on a recent meeting with Joel Plant of the Mayor's Office and Nemeth, Lori Kay, Mary Carbine, and Pat McGowan from the BID Board, to discuss the Mayor's Office request that the BID consider contributing funding for Downtown Safety Initiative policing. Board representatives discussed that it is not within the BID mission or operating plan to provide funding for city services, such as safety. Instead the BID provided added-value services (over and above what the city provides), and invests in safety through programs such as ReachOut, the proposed Downtown Visitor Center in Peace Park, the new Downtown Lighting Enhancement Grant Program, and other initiatives.

The Board discussed a draft of a followup letter to the Mayor's Office. Rick Petri made a motion to accept the follow-up letter and to send it to the Mayor's Office. Mary Lang Sollinger seconded the motion. The floor was opened for discussion and recommendations for the letter.

Board members discussed the letter and the meeting, offering suggestions and recommendations.

Paul Norman expressed concern over the language, "...trimmed in certain areas..." in the second last paragraph of the letter. Given the importance of downtown safety, Norman felt that the BID should not suggest that safety funding be trimmed.

Larry Lichte made a friendly amendment that this paragraph be re-written, as well as to include the suggestion to look at the increased tax base from the recent condo development downtown for funding. Rick Petri seconded the amendment to his motion.

The motion to accept and send the follow-up letter to the Mayor's Office with the Board's suggested changes was approved unanimously. Voting yes: Dan Cornelius, John Hutchinson, Lori Kay, Larry Lichte, Pat McGowan, Maria Milsted, Paul Muench, Stacy Nemeth, Paul Norman, Sam Parker, Rick Petri, Jeanette Riechers, Hawk Schenkel, Mary Lang Sollinger.

[Copy of letter attached.]

VII. Subcommittee Reports

A. Peace Park Subcommittee – Hawk Schenkel

Hawk Schenkel updated the Board on the recent neighborhood meeting regarding the proposed renovations of Lisa Link Peace Park.

1. Update on plans (Mary Carbine)

Mary Carbine updated the board about future steps in the approval process of the Peace Park plan.

2. ACTION ITEM – Letter of support for project plans

Mary Carbine introduced a draft BID Board letter of support for the Peace Park Plan. Stacy Nemeth made a motion to accept the letter of support. John Hutchinson seconded the motion. Lori Kay opened the floor for discussion.

The motion to accept the letter of support was approved unanimously. Voting yes: Dan Cornelius, John Hutchinson, Lori Kay, Larry Lichte, Pat McGowan, Maria Milsted, Paul Muench, Stacy Nemeth, Paul Norman, Sam Parker, Rick Petri, Jeanette Riechers, Hawk Schenkel, Mary Lang Sollinger.

[Copy of letter attached.]

Carbine reports she anticipates that the Greater State Street Business Association will also write a letter of support.

B. Nominations Subcommittee – Pat McGowan

1. ACTION ITEM – Board Nominations Slate

Pat McGowan reported that he, Dan Cornelius, Tom Carto, and Mary Carbine met to discuss the upcoming Board nominations, including expiring terms and a new downtown

resident. Pat McGowan made the motion to accept the nominations as slated. Dan Cornelius seconded the motion.

Lori Kay called for the vote. The motion was approved unanimously. Voting yes: Dan Cornelius, John Hutchinson, Lori Kay, Larry Lichte, Pat McGowan, Maria Milsted, Paul Muench, Stacy Nemeth, Paul Norman, Sam Parker, Rick Petri, Jeanette Riechers, Hawk Schenkel, Mary Lang Sollinger.

Mary Carbine informed the Board she will forward the nominations to the Mayor's Office for approval, and then to the City Common Council.

C. Assessment Method Review Subcommittee – Brian Mullins

In absence of Brian Mullins, Stacy Nemeth reported that the subcommittee had its second meeting yesterday with good discussion. The Subcommittee reviewed an item referred back to the Subcommittee from the Board: clarifying the application of current assessment method for buildings under construction, i.e., what is the "trigger" for when the BID assessment is enacted for new development (and related scenarios). The Subcommittee made good progress, and hopes to have a final recommendation for Board action at the November meeting, but does not have a final recommendation to vote on today (agenda lists "possible action item").

The Subcommittee also reviewed research on different methods of assessment employed by BIDs across the country and in Wisconsin. In future meetings, the Subcommittee will analyze some different scenarios of assessment methods with respect to the BID. The Subcommittee plans to complete its work by the end of the year if not sooner, and then lay out some options for the Board to consider.

VIII. Staff Reports

A. Mary Carbine, BID Executive Director

1. Halloween Planning Update

Mary Carbine encouraged Board Members to attend the upcoming BID Business Halloween Informational Meeting with City staff on Wednesday, October 7 at the Madison Public Library-Central Branch.

2. Upcoming Marketing and Promotions

a) Downtown Family Trick or Treat

Carbine reminded the board of the upcoming Downtown Family Trick of Treat on Friday, October 30 from 11:00am-6:00pm created by BID staff, the Greater State Street Business Association, and the Madison Children's Museum. BID businesses are encouraged to host trick-or-treating at their business the day of the event.

b) Downtown Madison Holiday Open House

Carbine informed the Board that BID staff, in partnership with Isthmus Publications and the overture Center for the Arts, will again organize a Downtown Holiday Open House. The Open House will take place Saturday, November 28 from 11:00am-6:00pm. BID businesses are encouraged to host a special event at their business the day of the event.

B. Mitch Freund, BID Programming Coordinator

1. Ambassador Program

Mitch Freund reported that the Downtown Ambassadors have been very busy at the Downtown Info Booths with many events in the downtown area, as well as Downtown Info Tables at some large scale events at the Alliant Energy Center. Ambassadors assisted almost 1,000 people at the Taste of Madison, over 800 people at the Quilt Expo, over 500 people during the Ironman Triathlon, and were staffing a Downtown Info Table at the World Dairy Expo. The Downtown Info Booths will close in mid-October.

2. Welcome Programs

BID staff will supply realtors and condo developers with 110 Downtown Madison Welcome Packets for new downtown tenants in condos and homes. The packets will be filled with coupons, brochures, and samples from BID businesses.

3. Business turnover update

Freund informed the Board of new businesses opening in the BID, including Rethreads (vintage clothing store) and Driftless Studio (arts and crafts gallery).

4. *Planting Programs*

Due to the cold weather, the BID planting programs will end in October.

IX. City of Madison Update – continued from Item V

A. Alder Mike Verveer

Alder Mike Verveer informed the Board that the Mayor has full funding for the Downtown Safety Initiative in the proposed 2010 city Operating Budget. In terms of potential sources for business funding for DSI, he felt the Downtown Hospitality Council may be a more appropriate organization for the Mayor to consult than the BID. He also invited board members to attend the upcoming ALRC subcommittee meeting Plominski mentioned. He is hopeful some modifications can be made to the Alcohol License Density Ordinance by January 2010.

Verveer also noted that the plans for the proposed Peace Park renovations will be on the agenda for Plan Commission in the next week.

Verveer also reported on his proposed Capital Budget amendment to help fund Capitol Square streetscape upgrades, including finishing the streetscape upgrades on the Square proper plus the plan (developed with the help of BID and City staff), to extend streetscape amenities to the 100 block spoke streets off the Capitol Square (including King Street) using TIF funding. He is very excited about this. These streetscape improvements could take place as early as 2010.

Verveer will also support the BID Operating Plan in the next Common Council meeting and feels there will be no issues with plan approval.

X. DMI Update – Susan Schmitz, DMI President

A. Downtown Hospitality Council update

Nothing to report.

XI. GSSBA Update – John Hutchinson, Hawk Schenkel

Nothing to report.

XII. Next Meeting – Thursday, November 5, 2009 - Agenda Items

Halloween recap

Madison Children's Museum – informational presentation

2010 Budgeting

International Downtown Association Conference re-cap

XIII. Adjournment

Larry Lichte made the motion to adjourn the meeting. Stacy Nemeth seconded he motion.

The motion was approved unanimously.

The meeting was adjourned at 1:38pm.

Attachments:

BID letter re: 2009 Alcohol License Density Ordinance (ALDO) Annual Review, future considerations

BID letter re: Downtown Safety Initiative

BID letter of support for Peace Park redevelopment and Visitor Center plans



Madison's Central Business Improvement District (BID)

October 6, 2009

TO: Katherine Plominski, Alcohol Policy Coordinator
Joel Plant, Mayoral Aide
Members of the Alcohol License Review Committee

CC: Tim Cooley, Economic Development Director
Alder Bryon Eagon

FROM: Board of Directors, Madison's Central Business Improvement District (BID)

RE: 2009 Alcohol License Density Ordinance (ALDO) Annual Review, future considerations

The BID Board thanks Alcohol Policy Coordinator Katherine Plominski for attending the October 1 Board meeting to discuss the data collection for the 2009 ALDO Annual Review.

In 2008, the BID Board recommended refinements and additions to data collection for the Annual Review to better understand the impacts of the ordinance. The Board continues to have concerns that the metrics and data currently being used do not illuminate the impacts of the ordinance or measure effects directly correlated to the ordinance.

The Board recommends that the Alcohol License Density Ordinance annual review requirements be revised to encompass the following:

1. Compare relevant crime within density zone to the overall City crime rate;
2. Include capacities of all licensed establishments and overall licensed capacity within plan area;
3. Map establishments and capacities within the plan area, and compare to mapping of crime area;
4. As to economic impact, include tax data, enforcement costs and assessed value for the area;
5. Be certain that house party tickets only include house party busts and not downtown wide underage violations;
6. Separate police call data for large "exceptional" events such as Halloween, Mifflin Street block party and U.W. football games into distinct categories; and
7. Compare rates of change in relevant crime data within the density zone to rates of change in sales tax collection for food & drink establishments within the density zone.

In addition, the Board recommends a public hearing at the ALRC on the ALDO Annual Review report upon publication.

The Board was very pleased to hear that the ALRC has established a Downtown Alcohol Issues and Ordinances Subcommittee. The Board is also pleased to hear of proposed modifications to the ALDO that would enable innovative licensed entertainment concepts (neither bar nor restaurant) to be established in the downtown.

While the BID Board supported the intent of the Alcohol License Density Plan (to decrease the incidence of alcohol-related problems and to foster a business mix that contributes to economic vitality and quality of life in the central downtown), the BID Board continues to have concerns about whether the ALDO is an effective way to achieve these goals. The Board is particularly concerned about the unintended consequence of the ALDO: that it prevents entertainment concepts that would be beneficial to downtown (because they are not just “drinking focused”) from being established or even proposed.

The BID Board is eager to participate in further discussions on how the ALDO can be modified to help achieve its intended goals.

On behalf of the BID Board,

A handwritten signature in black ink that reads "Mary Carbine". The signature is written in a cursive, flowing style.

Mary Carbine
Executive Director, Madison's Central Business Improvement District (BID)
P.O. Box 71 Madison, WI 53701
(608) 443-1973
mcarbine@downtownmadison.org

October 6, 2009

Joel Plant
Mayoral Aide
City of Madison
210 Martin Luther King, Jr. Blvd.,
Room 403, City-County Bldg.
Madison, WI 53703-3342

Dear Joel,

Thank you for meeting recently with BID Board members and staff to discuss the Downtown Safety Initiative. The BID Board recognizes the importance of safety for the economic vitality and quality of life in the central downtown, and appreciates the work of Madison Police and elected officials to keep downtown safe. We are pleased to have the opportunity to work with the city and downtown organizations to maintain and improve downtown safety.

As we discussed, the BID was established to provide "added value" services to the central business district, over and above what the city provides, to help sustain the business and economic vitality of the district. BID-funded services include marketing the District, the Information Ambassador Program, and the Downtown Map & Guide. Regarding the request for BID funding for Downtown Safety Initiative policing, it is not within the BID mission or operating plan to provide funding for city services.

The BID looks forward to continued added-value investment in downtown safety in the coming years, with the following priorities:

- Partnering with Parks to provide year-round staffing for the planned Visitor Center in Peace Park, which includes public bathrooms and a police office, to help enhance the downtown environment and park as a place where all people feel safe and welcome. This ties in directly to the DSI (Peace Park proactive policing) as identified in the attached 2007 DSI "Status Report on Implemented Strategies."
- Continued support (in partnership with the city and UW) for the educational aspect of the DMI "ReachOut" program, which works with people on the street to reduce disruptive behavior, connect those in need with treatment, counseling and housing, and educate the public about the impacts of panhandling;
- Partnership with the city's new Downtown Residential Exterior Lighting Enhancement Grant Program, to help increase opportunities for safety-enhancing lighting upgrades by mixed-use residential property owners within the BID;
- Continuing as an active partner on the DMI's Downtown Hospitality Council;
- Serving as a liaison between the State Street/Capitol Square neighborhood officer and BID Business and property owners, to improve communication on safety issues.

The BID Board supported the implementation of the Downtown Safety Initiative in 2007 as a response to late night violence and street level crime in certain areas of downtown. We were pleased to hear a recent report from Capt. Schauf (DCC, 9/17) that aggravated batteries are down in the Central District,

and that police are not seeing any particular high priority or violent crime patterns downtown. However, the Board is unable to provide an opinion on whether the DSI is an effective program, as we have not seen data or a report on the DSI's effectiveness.

The Board understands that the 2010 city budget is constrained due to the economic climate and reduced revenues (as is the BID budget). We are pleased that the BID is part of a healthy downtown that contributes so much to the city's overall property tax base. As you know, although downtown Madison (the greater central business district) is only 1.3% of the city's geographic area, it represents 14% of its tax base. According to city assessment records, aggregate property value in downtown has increased by \$1.9 billion between 1998 and 2008, a gain of 176% as compared to an increase of 116% in the balance of the city. Condominiums in downtown alone gained nearly one-half billion in taxable value between 1998 and 2008, an increase of more than 1,500%. Within the Business Improvement District boundaries, the overall assessed value of parcels subject to the BID assessment increased by \$252 million, or 94%, from 2000 to 2009,

Thanks again for meeting with us. The BID looks forward to continuing to work with the city and downtown organizations to maintain and improve downtown safety.

Sincerely,



Lori Kay
Chair, BID Board of Directors



Mary Carbine
BID Executive Director
(608) 443-1973
mcarbine@downtownmadison.org

cc: Board of Directors, Madison's Central BID



Madison's Central Business Improvement District (BID)

October 1, 2009

TO: City of Madison Plan Commission
State Street Design Oversight Committee
Board of Public Works
Mayor Dave Cieslewicz
Madison Common Council

Cc: Kevin Briski, Parks Superintendent
Mark Olinger, Director, Planning & Economic & Community Development

FROM: Board of Directors, Madison's Central Business Improvement District (BID)

The Board of Directors of Madison's Central Business Improvement District (BID) supports the Peace Park reconstruction and the proposed Visitor Center plans.

The Board represents commercial property and business owners in the greater State Street and Capitol Square area, and helps to promote the downtown to resident and visitors through the Downtown Map & Guide, visitdowntownmadison.com website, and Downtown Information Ambassador Program. A number of Board members own properties and businesses in the 400 block of State Street, immediately adjacent to Peace Park. Many BID members experience Peace Park on a daily basis, and are extremely familiar with the park, its history, and current activities. In addition, the Board formed a Peace Park Subcommittee, which reviewed and gave input to the plans, and helped define the BID role as a partner in the Visitor Center operations.

The BID supports the planned park redesign and Visitor Center with public bathrooms, police office, and ATM as a positive addition to the environment downtown, where all people are welcome, and where public spaces need to be safe and available to be enjoyed by all.

The Peace Park plan is a holistic concept for a successful urban park that was developed out of two years of inclusive work by a citizen committee (the Lisa Link Peace Park Advisory Committee, whose report and concept plan was approved by the Common Council in April, 2004). The planned Visitor Center in Peace Park is a public-private partnership, in which city and private resources are maximized to provide high quality public spaces and services.

The BID has stepped forward to partner with the Parks Department and has committed to staffing the Visitor Center year-round with our Downtown Information Ambassadors.

Operating from seasonal booths, Ambassadors currently help more than 28,000 people per year with maps and downtown directions. We look forward to helping even more people from a much-needed, year-round Visitor Center. Downtown Madison is a destination for millions of visitors each year. Each year, more than 3 million people visit just the "top ten" downtown events and destinations (such as Overture Center, the State Capitol, Art Fair on the Square). Another 7 million visit the University of Wisconsin annually—trips which often involve stopping on State Street. According to the 2007 Downtown Madison Market Analysis Study, visitors spend an estimated \$70 million annually on downtown shopping and dining, making a vital contribution to our local economy.

The BID supports the proposed ATM as appropriate for a Visitor Center in the middle of a retail district, and as a way to make the Center "full service stop." The proposed surcharge-free ATM is also a potential source of revenue that could help fund visitor center operations (without any additional city dollars spent), so that the center and public bathrooms are kept clean and open longer hours.

The BID is also a partner in the Downtown Reachout Program, and supports connecting those in need with housing and services as the best approach for the street population in the Peace Park area. ReachOut staff work with people on the street to reduce disruptive behavior and connect those in need with treatment, counseling and housing. The BID supports the education aspect of the program, helping to fund materials about where those in need can get help, how to donate to organizations which serve those in need, and about the impacts of panhandling. ReachOut resource guides are available via BID Ambassadors and at downtown businesses. For more information, see <http://www.madisonreachout.org>.

The BID Board wholeheartedly supports the Peace Park plans, and looks forward to partnering with City of Madison Parks on a successful Visitor Center.

On behalf of the BID Board,

A handwritten signature in black ink that reads "Mary Carbine". The signature is fluid and cursive, with the first letter of each word being capitalized and larger than the others.

Mary Carbine
Executive Director, Madison's Central Business Improvement District (BID)
P.O. Box 71 Madison, WI 53701
(608) 443-1973
mcarbine@downtownmadison.org

cc: Board of Directors, Madison's Central BID