



Madison's Central Business Improvement District (BID)

**MINUTES
BOARD OF DIRECTORS MEETING
Thursday September 3, 2009, Noon-1:30pm
BID Offices, Board Room, 615 East Washington Avenue, 2nd floor**

PRESENT: Tom Carto, Lori Kay, Larry Lichte, Matthew Mikolajewski*, Traci Miller, Brian Mullins, 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: Dan Cornelius, Jack Garver, John Hutchinson, Pat McGowan, Maria Milsted

**Non-voting*

I. Call to Order

BID Board Chair, Lori Kay, called the BID Board Meeting to order at 12:06pm.

II. Roll Call

BID Board Members and guests introduced themselves around the room.

III. Approval of Minutes from the August 6, 2009 BID Board Meeting

Rick Petri moved to approve the minutes from the August 6, 2009 BID Board Meeting. Paul Norman seconded the motion. Minutes were approved unanimously.

IV. Public Comment

Nothing to report.

V. Halloween 2009

A. Update on plans for October 31, 2009, event: Joel Plant (Mayor's Office), Frank Productions, Capt. Mary Schauf (Central MPD)

Joel Plant informed the BID Board that the Halloween event on State Street will take place on Saturday, October 31. Frank Productions will again coordinate the event. The hours will be 7:00pm-1:30am. The event will run basically the same as last year with a few minor adjustments. Plant addressed concerns that were raised last year regarding horse manure, business' complimentary tickets, and the footprint of the event. Plant turned the floor over to representatives from Frank Productions.

Frank Productions informed the Board that no decisions have been made to date regarding talent. They will know more in two weeks. Frank Productions encouraged board members to assist in finding sponsors for the event. Pepsi will be the main sponsor, but they would like to find more secondary sponsors.

The floor was then opened to questions and comments from the Board. Board members discussed the event and received answers to their questions.

B. Halloween Resolutions, Council Referral – ACTION ITEMS

Legislative File ID 15843 <http://legistar.cityofmadison.com/detailreport/matter.aspx?key=17665>
Amending the 2009 Operating Budgets of the Police Department, Engineering Division, Streets Division and Parks Division by appropriating \$48,335 from the Contingent Reserve Fund, utilizing these funds for various expenses related to the Halloween event, and authorizing the receipt of revenues derived from admission fees and donations.

Legislative File ID 15845 <http://legistar.cityofmadison.com/detailreport/matter.aspx?key=17668>
Authorizing the Mayor and City Clerk to execute a contract with Frank Productions, Inc., subject to the conditions included in the Street Use Permit expected to be issued to Frank Productions, Inc. for events associated with Halloween, 2009.

Legislative File ID 15847
<http://legistar.cityofmadison.com/detailreport/matter.aspx?key=17670&mode=print>
Establishing a Glass-Free Zone for the State Street area from 9:30 p.m. on October 30, 2009 to 6:00 a.m. on October 31, 2009, and from 9:30 p.m. on October 31, 2009 to 6:00 a.m. on November 1, 2009.

Rick Petri made the motion to approve all three City resolutions in regards to the Halloween event. Stacy Nemeth seconded the motion.

The motion was approved unanimously. Voting yes: Tom Carto, Lori Kay, Larry Lichte, Traci Miller, Brian Mullins, Stacy Nemeth, Paul Norman, Sam Parker, Rick Petri, Jeanette Riechers, Hawk Schenkel, Mary Lang Sollinger.

VI. Subcommittee Reports

A. Nominations Subcommittee

Mary Carbine reported that Board that Paul Muench from Urban Land Interest will take the At Large seat for largest property owner on the BID Board. Pending Council confirmation, he will be seated by the next Board meeting. The Nominations Committee will have a nominations for the currently open downtown resident seat and seats expiring 2010 for the next BID Board meeting.

B. Assessment Method Review Subcommittee – Stacy Nemeth

- ACTION ITEM – Subcommittee recommendation clarifying application of current assessment method for buildings under construction.

Stacy Nemeth informed the Board that the Assessment Method Review Subcommittee has agreed on a work plan over next couple of months. A major part of this plan is to review other assessment methods from other BID's around the country.

Nemeth then submitted a recommendation from the subcommittee clarifying the application of the current assessment method for buildings under construction. The subcommittee suggests following the City of Madison's property tax schedule. The Board requested this action be referred back to the Subcommittee to gather further information such as occupancy permit date in relation to city property tax assessments.

VII. BID Operating Plan 2010 – ACTION ITEM

Consideration and approval of 2010 BID Operating Plan for introduction to Common Council on September 15, 2009.

Mary Carbine informed the Board that no request was made for recount of the BID Renewal.

Carbine then reviewed the 2010 BID Operating Plan and changes made per the Board's suggestions. With the Board's approval, the Operating Plan will go before the City Common Council for approval on September 15, 2009. Carbine opened the floor for discussion.

Paul Norman suggested "Capitol Square Area" including the spoke streets off the Capitol Square and the Capitol Square itself be capitalized consistently throughout the plan text.

Stacy Nemeth made the motion to approve the 2010 BID Operating Plan. Paul Norman seconded the motion. Rick Petri amended the motion to include Norman's friendly amendment.

The motion was approved unanimously. Voting yes: Tom Carto, Lori Kay, Larry Lichte, Traci Miller, Brian Mullins, Stacy Nemeth, Paul Norman, Sam Parker, Rick Petri, Jeanette Riechers, Hawk Schenkel, Mary Lang Sollinger.

VIII. Quarterly BID Budget Update – Stacy Nemeth

Stacy Nemeth reviewed the current state of the BID Budget. Nemeth noted that everything is on track with some minor adjustments, including some decreased revenue projections for interest income. Adjustments included adding Google Maps to the online business directory, potentially creating online sales for gift certificates, and reprinting ReachOut brochures. The budget has been adjusted accordingly.

IX. City of Madison Update – Alder Mike Verveer, Matt Mikolajewski, Office of Business Resources

A. Alder Mike Verveer

Verveer notified the Board that he is getting calls regarding the upcoming Halloween event. He will continue to meet with City Staff to assist with planning for the event.

Verveer then noted the approval of the Historic Landmark Encroachment Exemption by the City Council. The Majestic Theater and other effected businesses will be pro-rated due to the exemption.

Verveer then reported that the Alcohol License Density Ordinance will be reviewed in the near future to determine effectiveness and to look at opportunities for changes to allow for more flexibility for special circumstances and proposed business models that do not fit into existing density plan categories.

Verveer also discussed topics including the city's 2010 Capital Budget and the planned Capitol Square streetscape improvements. Funding for completing the streetscape improvements to the Capitol Square was removed from the initial 2010 Capitol Budget, and he will be working on ways to restore that funding so the project can be completed. He also updated the Board on progress with the Madison Central Public Library project, and the proposed Peace Park renovations.

B. Matt Mikolajewski, Office of Business Resources

Mikolajewski reported that the proposed Downtown Lighting Initiative is moving forward.

X. Staff Reports

A. Mary Carbine, BID Executive Director

1. King Street Block Recap

Carbine & Sam Parker reported some mixed results, in part due to rain. Isthmus has planned a post-event survey of business participants, and Carbine hopes for further comment and input on this event from King St. businesses.

Ride the Drive Recap

Carbine reported this event had great weather and lots of people participated. There was some automobile traffic congestion and confusion, but overall the event was a success. Suggestions for improvement include signage for vehicle traffic and marketing.

Planned promotional event – Family Trick or Treat, Oct. 30

Carbine informed the Board that she is working with the Madison Children's Museum to create a BID "Family Trick or Treat" for Friday, October 30.

B. Mitch Freund, BID Programming Coordinator

1. Ambassador Program

Freund reported on the many upcoming activities of the Ambassador program including the Taste of Madison, the University Book Store Freshman Shopping Night, the Quilt Expo, the Ironman Triathlon, and the World Dairy Expo. Freund noted that September and October are the busiest months for the Ambassador program.

2. *Business Turnover Update*

Freund noted a few new businesses opening within the BID, including the Sushi Hut and Re-Threads.

3. *Planting Programs*

According to contract the planters, beds, and hanging baskets will continue to be maintained until September 15.

XI. DMI Update – Susan Schmitz, DMI President

A. *Downtown Hospitality Council Update*

Schmitz informed the Board that the Downtown Hospitality Council will continue to meet and work on ways to move forward the “Best Practices.” Schmitz also had the opportunity to present the DHC “Transportainment” survey results to a small group of ALRC and Council members. It was well-received, and the next step will be to present the survey results to the ALRC as a whole.

Rick Petri added that they hope to get more interest and support from the nighttime industry in support of the DHC and its “Best Practices.”

XII. GSSBA Update – John Hutchinson, Hawk Schenkel

Nothing to report.

XIII. Next Meeting – Thursday, October 1, 2009 - Agenda Items

A. *Halloween*

B. *Nominations*

C. *Downtown Plan*

XIV. Adjournment

Hawk Schenkel made the motion to adjourn the meeting. Mary Lang Sollinger seconded he motion.

The motion was approved unanimously.

The meeting was adjourned at 1:45pm.