



Madison's Central Business Improvement District (BID)

**MINUTES
BOARD OF DIRECTORS MEETING
Thursday, June 3, 2010, Noon-1:30pm
BID Offices, Board Room, 122 West Washington Avenue**

PRESENT: Nicole Birringer, Tom Carto, Larry Lichte, Pat McGowan, Matthew Mikolajewski*, Traci Miller, Maria Milsted, Brian Mullins, Stacy Nemeth, Paul Norman, Rick Petri, Jeanette Riechers, Mary Lang Sollinger, Alder Michael Verveer*, Teresa Werhane

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

ABSENT: Jack Garver, John Hutchinson, Lori Kay, Paul Muench, Sam Parker, Hawk Schenkel,

**Non-voting*

I. Call to Order

BID Board Chair, Jeanette Riechers, called the BID Board Meeting to order at 12:04pm.

II. Approval of Minutes from the May 6, 2010 BID Board Meeting

Rick Petri moved to approve the minutes from the May 6, 2010 BID Board Meeting. Larry Lichte seconded the motion. Minutes were approved unanimously.

III. Public Comment

Nothing to report.

IV. Chair's Report: Jeanette Riechers

Jeanette Riechers reminded members of the Board of the mission for the BID Board of Directors and of the code of ethics guidelines that may apply to voting on agenda items.

V. Downtown Plan: Board Recommendations

After introducing the Board recommendations for the Downtown Plan as proposed in the Board packets, Jeanette Riechers opened the floor for discussion. Board members discussed the recommendations. Rick Petri made a motion to accept the recommendations as proposed. Pat McGowan seconded the motion. Mary Lang Sollinger made a friendly amendment recommending high speed rail transportation be added as an area of attention to the Downtown Plan. After some discussion, Sollinger withdrew her motion. Riechers called for the vote. The motion passed unanimously.

Voting yes: Nicole Birringer, Tom Carto, Larry Lichte, Pat McGowan, Traci Miller, Maria Milsted, Brian Mullins, Paul Norman, Rick Petri, Jeanette Riechers, Mary Lang Sollinger, Teresa Werhane. Abstaining: Stacy Nemeth.

VI. BID ALDO Subcommittee Report: Rick Petri/Mary Carbine

A. Recap ALRC Subcommittee Meetings (May 18, June 2) & ALDO Sunset Next Steps

Mary Carbine recapped the ALRC Subcommittee meetings from May 18 and June 2 and reviewed next steps regarding the ALDO sunset. Carbine suggested the creation of a proactive platform of items the BID BOD supports in regards to the ALDO, such as benchmarks evaluating alcohol licenses and a focus on data collection.

After discussion, it was decided the BID ALDO Subcommittee would meet to create this platform.

VII. Proposed "Ban List" Ordinance – BID Position

Creating new Section 38.12 and renumbering current Section 38.12 to Section 38.13 to prohibit the sale of alcohol to habitually intoxicated persons; amending Section 24.02 relating to disorderly conduct in a public place while under the influence of alcohol; and amending Sec. 1.08(3) of the Madison General Ordinances to establish a bail deposit for a violation.

Mary Carbine informed the Board that the creation of this proposed “Ban List” could be part of the BID Board’s proactive platform regarding alcohol issues in the downtown. This ordinance would ban certain individuals, based on their behaviors, from purchasing alcohol. Carbine then opened the floor for discussion.

BID Board Members discussed other communities who have instituted a similar ban, the language addressing “banned” behavior, and questioned Alder Mike Verveer regarding this proposal.

After discussion, Rick Petri made the motion that the BID Board support the general concept of this ordinance, to create a ban list that includes specifically defined individuals and prohibits their being sold alcohol. Stacy Nemeth seconded the motion. The motion passed unanimously.

Voting yes: Nicole Birringer, Tom Carto, Larry Lichte, Pat McGowan, Traci Miller, Maria Milsted, Brian Mullins, Stacy Nemeth, Paul Norman, Rick Petri, Jeanette Riechers, Mary Lang Sollinger, Teresa Werhane.

VIII. City of Madison Update: Alder Mike Verveer; Matt Mikolajewski, Office of Business Resources

A. Alder Mike Verveer

Alder Mike Verveer informed the BID Board that he was meeting with Mary Carbine, Susan Schmitz, and Madison Parks staff that afternoon regarding the ongoing Peace Park renovations and the new Visitor Center.

Mary Carbine reminded the Board that the BID is working with Madison Parks on a Use Agreement for the Ambassadors to staff the Visitor Center, and is looking to Parks to establish a Visitor Center bathroom maintenance plan and an administrative behavior policy for the Visitor Center, similar to that of the Central Library.

Verveer informed the Board of the creation of a working group dealing with the downtown transient displacement from Peace Park into the areas of the Madison Senior Center, Central Library, and the Overture Center. This group has recently formed a behavior policy for the Madison Senior Center, similar to that of the library’s.

Verveer looks forward to the BID’s involvement in the discussions regarding the downtown Amtrak station and the Central Library renovations.

B. Matt Mikolajewski, Office of Business Resources

Matt Mikolajewski reviewed the proposed property tax collection resolution breaking the collection into four installment payments, instead of two. Mikolajewski requested the BID Board’s comments. A number of BID Board members felt that spreading out payments over installments could help businesses manage cash flow; however, some Board members had concerns about the overall impact on the tax levy, and felt they did not have enough information to weigh in on the proposal.

IX. BID Annual Meeting – Planning

*Annual Meeting – Tuesday, June 22, 5:00 – 6:30 pm
Hovde Building, 122 W. Washington Ave., 1st floor conference room*

Jeanette Riechers encouraged everyone to attend the upcoming BID Annual Meeting.

Mary Carbine informed the Board she has sent out postings to all business and property owners regarding the Annual Meeting. The meeting will update everyone about what the BID has done and how it’s moving forward. It is also a place for people to give input and ideas regarding the BID and our programs.

X. Staff Reports

A. Mary Carbine, Executive Director

1. *Peace Park/Visitor Center*
Carbine felt this was covered in Alder Verveer’s report.

2. *Construction Updates*

a) *Capitol Square Streetscapes*

Carbine informed the Board that construction has recently begun on the Capitol Square. Access to businesses will be maintained at all times. Some amenities will be delivered to spoke streets with this construction.

b) *Gilman Street Construction*

Construction on Gilman Street will begin in the week of June 7.

3. *Pay-by-space parking meters*

Carbine informed the Board progress continues to be made with the installer to resolve problems with the pay-by-space parking meters. The City is hopeful the meters will be working by the end of June.

4. *Ride the Drive*

The City's Ride the Drive event will be happening Sunday, June 6. Carbine worked closely with City Staff to ensure proper signage is in place for vehicle traffic.

B. Mitch Freund, BID Programming Coordinator

1. *Ambassador Program*

Freund reported that the Downtown Info Booths opened Saturday, May 8 in conjunction with Cars on State. A well attended Ambassador Appreciation Event was held at Tutto Pasta on State Street on May 26 to thank these community members for their hard work promoting the district. Freund also noted that the Info Booths will have extended hours for the Ride the Drive event and Concerts on the Square in June.

2. *Planting Programs*

Freund informed the Board that the annual beds were installed prior to UW Commencement, and that the hanging baskets will be installed prior to Memorial Day Weekend.

3. *Business Turnover*

Freund reviewed open and closed businesses for the month of May, including the opening of Cranberry Creek Café in the former Kitchen Hearth location (114 E. Main St.), the closing of Charley's Steakery (644 State St.), and the opening of Sunshine Daydream's new location at 619 State St.

XI. DMI Update – Susan Schmitz

Susan Schmitz stated that DMI continues to encourage the city to move forward on the City's Downtown Plan and will keep the BID Board informed on any developments. Schmitz informed the Board that Mary Carbine gave a presentation to the DMI Safety Committee about ALDO recently and DMI will decide their involvement regarding the ordinance sunset. She then encouraged BID Board Members to attend DMI's upcoming New Faces, New Places event at the new Hyatt Downtown.

XII. GSSBA Update – John Hutchinson, Hawk Schenkel

Nothing to report.

XIII. New Business

Brian Mullins asked how the downtown business/retail climate has been. Mary Carbine stated that reports from a recent email survey were positive. Jeanette Riechers reported that Madison Sole had a great spring and is hopeful for many summer tourists.

XIV. Next BID Board Meeting – Thursday, July 1, 2010

A. Agenda Items

1. Visitor Center Use Agreement
2. ALDO
3. Quarterly Budget Update
4. Annual Meeting Recap

XV. Adjournment

Pat McGowan made a motion to adjourn the BID Board Meeting. Brian Mullins seconded the motion. The motion was approved. The BID Board Meeting was adjourned at 1:34pm.