



Madison's Central Business Improvement District (BID)

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

PRESENT: Nicole Birringer, Tom Carto, John Hutchinson, Lori Kay, Larry Lichte, Matthew Mikolajewski*, Traci Miller, Paul Norman, Rick Petri, Jeanette Riechers, Hawk Schenkel, Mary Lang Sollinger, Teresa Werhane

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

ABSENT: Jack Garver, Pat McGowan, Maria Milsted, Paul Muench, Brian Mullins, Stacy Nemeth, Sam Parker, Alder Michael Verveer*

**Non-voting*

I. Call to Order

BID Board Chair, Jeanette Riechers, called the BID Board Meeting to order at 12:00pm.

II. Approval of Minutes from the March 4, 2010 BID Board Meeting

Rick Petri moved to approve the minutes from the March 4, 2010 BID Board Meeting. Larry Lichte seconded the motion. Minutes were approved unanimously.

III. Public Comment

No public comment.

IV. Guest Presentation & Board Discussion – Downtown Plan Update: Bill Fruhling, City of Madison Planning

Jeanette Riechers introduced Bill Fruhling from the City of Madison Planning Department to update the BID Board on the Downtown Plan.

Bill Fruhling explained where they are in the process of developing the Downtown Plan. They are currently working on: Downtown Working/Business; Transportation; Downtown Living; and Arts/Culture/Entertainment. In the next couple of months the City will arrange a public meeting to introduce preliminary recommendations and to receive feedback. Fruhling said they are hopeful to have things finalized by the end of the summer. He then opened the floor to questions and comments.

BID board members expressed questions and concerns regarding the Kohl Center area, how this plan effects other City plans (such as the City's Cultural Plan), and building height recommendations.

Riechers thanked Fruhling for his presentation, and asked board members to review the items presented for further discussion, potential Board recommendations, at the May BID Board Meeting.

V. City of Madison Update - Alder Mike Verveer, Matt Mikolajewski, Office of Business Resources

A. Alder Mike Verveer

Mary Carbine reported in Alder Mike Verveer's absence.

1. Capitol Square Streetscape Upgrades

Carbine reported that planning for upgrades is continuing on schedule.

2. Central Library

Mary Carbine reviewed the topic for board members. Jeanette Riechers opened the floor for discussion, reviewing that the Central Library and originally proposed W. Washington site are within the BID in a key block.

After discussion and agreement that a Board position is warranted, Carbine distributed a proposed draft statement which could be sent to the Mayor and City Council members.. Board Members discussed the draft and suggested changes. Paul Norman suggested changes to the final sentence (as below).

Rick Petri made the motion that the BID Board accept the proposed statement incorporating Norman's suggestion: "The BID strongly encourages the City to further explore the West Washington Ave. Central Library project, and vision for the block, before abandoning it in favor of renovation of the current Library." Hawk Schenkel seconded the motion. Riechers opened the floor for discussion of the motion.

After further discussion, Larry Lichte placed a Call to Question. Riechers called for the vote. The motion was approved unanimously.

Voting yes: Nicole Birringer, Tom Carto, John Hutchinson, Lori Kay, Larry Lichte, Traci Miller, Paul Norman, Rick Petri, Jeanette Riechers, Hawk Schenkel, Mary Lang Sollinger, and Teresa Werhane.

3. *Peace Park / Visitor Center*

Carbine informed the Board construction has started. She will continue to work with the City on creating a Use Agreement for Ambassador staffing of the Visitor Center.

4. *Newspaper Box Ordinance*

The newspaper box ordinance will go into effect in June and uniform newspaper boxes will be placed throughout downtown in specified locations.

B. Matt Mikolajewski, City of Madison, Office of Business Resources

Matt Mikolajewski distributed information regarding a loan program for economic development from federal stimulus funds.

VI. ALDO Subcommittee Report: Rick Petri

A. Update on ALRC Subcommittee Meetings

Rick Petri reviewed a draft of the BID-recommended amendment to the ALDO's 365-day limit. The 365 day amendment will be considered at future ALRC Subcommittee and ALRC meetings. Petri encouraged all property owners to attend future ALRC meetings.

B. Updated BID Recommendations for Changes to ALDO Annual Review - ACTION ITEM

Petri made a motion to accept updated recommendations for changes to the ALDO Annual Report as proposed in a letter in the BID Board packets. Larry Lichte seconded the motion. Jeanette Riechers opened the floor to discussion.

After much discussion, Paul Norman made a friendly amendment to the motion recommending analysis of the data using recognized statistical tools and methods. Hawk Schenkel seconded the amendment. Jeanette Riechers called for a vote on the motion and the friendly amendment. The motion passed

Voting yes: Nicole Birringer, Tom Carto, John Hutchinson, Larry Lichte, Traci Miller, Paul Norman, Rick Petri, Jeanette Riechers, Hawk Schenkel, Mary Lang Sollinger, and Teresa Werhane.
Abstaining: Lori Kay.

VII. Treasurer's Report – Mary Carbine (for Stacy Nemeth)

A. Quarterly Budget Update

Mary Carbine reviewed the budget in the BID Board packets and noted the BID is on track with projections. The BID has received some sponsorship for a couple programs.

VIII. Staff Reports

A. Mary Carbine, Executive Director

Carbine reported briefly on: the pay-by-space parking meters; Capitol Square parking; Downtown Construction update; and a BID Marketing update.

B. Mitch Freund, BID Programming Coordinator

Freund reported that the design process of the 2010-11 Downtown Madison Map & Guide is complete and the map is now at the printers. The map should be available in late April.

In April, Freund informed the BID Board, the Downtown Ambassadors will be staffing Downtown Information Tables at the Midwest Horse Fair at the Alliant Energy Center and Isthmus Green Day at the Monona Terrace. The Downtown Ambassador program will open the Downtown Info Booths for the season on Saturday, May 8 in conjunction with Cars on State.

Freund noted that Mall Maintenance has removed the BID's winter décor from the downtown planters. The BID has arranged for pansies to be installed in the planters in April.

Freund recently distributed 120 Downtown Welcome Packets to realtors and condo associations to distribute to new downtown tenants. Over 30 businesses participated in the packets. The BID is also partnering with the Overture Center for the Arts to distribute 100 Downtown Welcome Packets to staff and crew of Disney's Lion King.

IX. DMI Update – Susan Schmitz

Nothing to report.

X. GSSBA Update – John Hutchinson, Hawk Schenkel

Nothing to report.

XI. New Business

Nothing to report.

XII. Next Meeting – Thursday, May 6, 2010

A. Agenda Items

1. *Downtown Plan – BID Board recommendations*

XIII. Adjournment

Larry Lichte made a motion to adjourn the BID Board Meeting. Mary Lang Sollinger seconded the motion. The motion was approved. The BID Board Meeting was adjourned at 1:39pm.

XIV. New office tour for BID Board members