



Madison's Central Business Improvement District (BID)

**MINUTES
BOARD OF DIRECTORS MEETING
Thursday, August 5, 2010, Noon-1:30pm
BID Offices, Board Room, 122 West Washington Avenue**

PRESENT: Nicole Birringer, Tom Carto, Lori Kay, Larry Lichte, Pat McGowan, Matthew Mikolajewski*, Maria Milsted, Paul Muench, Stacy Nemeth, Sam Parker, Rick Petri, Jeanette Riechers, Mary Lang Sollinger, Alder Michael Verveer*

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

ABSENT: Jack Garver, John Hutchinson, Traci Miller, Brian Mullins, Paul Norman, Hawk Schenkel, Teresa Werhane

**Non-voting*

I. Call to Order

BID Board Chair, Jeanette Riechers, called the BID Board Meeting to order at 12:02pm.

II. Approval of Minutes from the July 1, 2010 BID Board Meeting

Rick Petri moved to approve the minutes from the July 1, 2010 BID Board Meeting. Paul Muench seconded the motion. Minutes were approved unanimously.

III. Public Comment

Nothing to report.

IV. Chair's Report: Jeanette Riechers

Jeanette Riechers introduced the Visitor Center Update and encouraged Board Members to check out the progress of the building.

V. Visitor Center update – Staff

A. Use Agreement

BID Executive Director, Mary Carbine informed the Board that a use agreement between the City of Madison, Madison's Central BID, and DMI was approved by the City of Madison Common Council on Tuesday, August 3. Stacy Nemeth asked if there were any concerns brought forward by Alders. Carbine reported there were no concerns at the Council meeting and the use agreement was approved as part of the consent agenda.

B. Code of Conduct

Carbine reported that the proposed Code of Conduct for the Visitor Center was not approved at a recent Parks Commission meeting and was referred to their September 22 meeting. Carbine is hopeful that a September 1 meeting will be arranged, so the Visitor Center could still open on Friday, September 3 for Labor Day weekend pending building and occupancy readiness. An alternative schedule has been created if needed. Carbine thanked the Board for their support of the proposed Code of Conduct, and requested the Board support the Code of Conduct at Parks Commission as the use agreement specifies a code needs be in place and enforced for BID Ambassadors to staff the Visitor Center. Carbine opened the floor for discussion.

After brief discussion, board members expressed concern for a delayed opening, but realized the Info Booths will still be available to the public during the upcoming busy months. Overall, the Board expressed support that a Code of Conduct needs be in place in order for BID Ambassadors to staff the Visitor Center.

C. Construction progress

Carbine informed the Board that construction on the Visitor Center and Park appear to be on track for completion (August 15 for the Visitor Center and September 1 for the Park).

VI. 2011 Operating Plan Preparation, Discussion – Jeanette Riechers

A. Survey Results

BID Board Chair, Jeanette Riechers reminded everyone that BID Staff mailed a survey to BID property and business owners as requested by the Board at the July BID Board Meeting. The survey requested input regarding cuts or other options in the 2011 BID Budget. The letter accompanying the survey noted that results would be discussed at this Board meeting. From the results, Riechers noted, there was no groundswell for any particular option. Riechers asked Mary Carbine to review the results for the Board.

Mary Carbine reviewed the survey results and comments, and reiterated Riechers observation. Of proposed cuts, results were mixed, somewhat favoring cutting an update to the 2007 Business Recruitment Marketing Piece, or cancelling or reducing the Holiday Trolley. Regarding the assessment, 55% favored an increase to the BID assessment not to exceed 4%. Board members discussed the results.

B. Discussion: Budget, Assessment Rate

Stacy Nemeth reviewed the 2011 Budget, including the proposed cuts and a proposed increase to the BID assessment. Nemeth reminded the Board that the assessment has not been increased in the 11-year existence of the BID. Nemeth opened the floor to discussion.

After discussion, Mary Lang Sollinger made a motion to increase the BID assessment by 4%. Rick Petri seconded the motion. Jeanette Riechers re-opened the floor for discussion.

Board members discussed the pros and cons of raising the assessment; as well as other ideas for increasing the BID Budget, with or without the assessment increase. Rick Petri proposed a friendly amendment to change the original motion to a 3.5% increase. Mary Lang Sollinger declined the friendly amendment.

After more discussion, Jeanette Riechers placed a call to question and requested the BID Board vote. The motion to increase the BID assessment by 4% was approved. BID Staff agreed to notify BID members.

Voting yes: Nicole Birringer, Tom Carto, Lori Kay, Pat McGowan, Paul Muench, Stacy Nemeth, Sam Parker, Rick Petri, Jeanette Riechers, Mary Lang Sollinger.

Voting no: Larry Lichte

Abstaining: Maria Milsted

C. Draft Operating Plan

Mary Carbine reviewed changes made to the BID Operating Plan regarding the new Visitor Center and other edits and additions. Lori Kay made a motion to accept the changes made to the BID Operating Plan. Rick Petri seconded the motion. The motion passed unanimously.

Voting yes: Nicole Birringer, Tom Carto, Lori Kay, Larry Lichte, Pat McGowan, Maria Milsted, Paul Muench, Stacy Nemeth, Sam Parker, Rick Petri, Jeanette Riechers, Mary Lang Sollinger.

VII. Development Review Process

A. Update on Process – Matt Mikolajewski

Matt Mikolajewski reviewed the current status and goals for the EDC in the Development Review Process. The EDC would like comments and suggestions from groups such as the BID by August 15. Mikolajewski encouraged the BID Board to consider interactions they have had with City staff in permitting and other City processes, and to offer suggestions for improvement.

Mary Carbine informed the Board that the BID Executive Committee recently discussed this topic and have offered draft recommendations for the BID Board. After reviewing the drafted recommendations, Carbine opened the floor to discussion.

After the Board discussion, Rick Petri made a motion to allow BID Staff to add the recommendations discussed at this meeting into the proposed draft creating a new draft to be

forwarded to the City. Recommendations included: highlighting areas where the City is working effectively, such as the Health Department; improving customer service; streamlining process; and emphasizing the BID's goals within our recommendations. Mary Lang Sollinger seconded the motion. The motion passed unanimously.

Voting yes: Nicole Birringer, Tom Carto, Lori Kay, Larry Lichte, Pat McGowan, Maria Milsted, Paul Muench, Stacy Nemeth, Sam Parker, Rick Petri, Jeanette Riechers, Mary Lang Sollinger.

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

Update on ALDO sunset process, recent meetings

Rick Petri and Mary Carbine updated the BID Board about recent meetings regarding the Alcohol License Density Ordinance (ALDO). Petri and Carbine will continue to advocate that the ALDO should discontinue after the October 5 sunset; but realize the ALDO may be extended, and in that case will advocate for exceptions. Due to City personnel changes, the ALRC may consider extending the sunset to allow time for a new Alcohol Policy Coordinator (who staffs the ALRC) to start work.

Noting the importance of having staff to the ALRC on board, Rick Petri made a motion that the BID Board approves supporting an extension of the sunset of the current ALDO for three months, which includes extending the 365 day exception. Stacy Nemeth seconded the motion. The motion passed.

Voting yes: Nicole Birringer, Tom Carto, Lori Kay, Larry Lichte, Pat McGowan, Maria Milsted, Paul Muench, Stacy Nemeth, Sam Parker, Rick Petri, Jeanette Riechers, Mary Lang Sollinger.

Abstaining: Larry Lichte and Paul Muench.

Due to the meeting going beyond the posted end-time, Stacy Nemeth moved that the meeting be extended for another 10 minutes. Lori Kay seconded the motion. The motion passed unanimously.

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

A. Alder Mike Verveer

1. Overture Center Comfort Resolution Update – Mike Verveer, Tom Carto

Mike Verveer turned the floor over to Tom Carto to discuss the Overture Center Comfort Resolution. Carto reviewed the decisions from the recent City Common Council meeting regarding the future of the Overture Center and opened the floor to questions..

2. Central Library Update

Verveer reminded Board Members of the first public meeting regarding the Central Library reconstruction at the Madison Senior Center at 7:00pm that evening. He also reported on an upcoming public "visioning" session with the design team on September 9 at 7:00pm at the Madison Senior Center. The City is currently in negotiations to temporarily house the library in the neighboring ATT&T building. There will also be outreach to downtown business groups regarding the upcoming construction.

3. Other

Verveer noted that the Common Council recently voted to ban animals at large special events with food vendors, except for working service animals.

X. Adjournment

Due to the 10-minute extension ending, Jeanette Riechers encouraged the Board to read through the Staff Reports in the packets and called for adjournment.

Rick Petri made a motion to adjourn the BID Board Meeting. Larry Lichte seconded the motion. The motion was approved. The BID Board Meeting was adjourned at 1:50pm.