



**Madison's Central Business Improvement District (BID)**

**MINUTES  
BOARD OF DIRECTORS MEETING  
Thursday, February 4, 2010, Noon-1:30pm  
BID Offices, Board Room, 615 East Washington Avenue, 2<sup>nd</sup> floor**

**PRESENT:** Nicole Birringer, Jack Garver, Lori Kay, Larry Lichte, Matthew Mikolajewski\*, Traci Miller, Paul Muench, Brian Mullins, Stacy Nemeth, Paul Norman, Rick Petri, Hawk Schenkel, Mary Lang Sollinger, Alder Michael Verveer\*, Teresa Werhane

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

**ABSENT:** Tom Carto, John Hutchinson, Pat McGowan, Maria Milsted, Sam Parker, Jeanette Riechers

*\*Non-voting*

**I. Call to Order**

BID Board Treasurer, Stacy Nemeth, called the BID Board Meeting to order at 12:03pm.

**II. Approval of Minutes from the January 7, 2010 BID Board Meeting**

Rick Petri moved to approve the minutes from the January 7, 2010 BID Board Meeting. Larry Lichte seconded the motion. Minutes were approved unanimously.

**III. Public Comment - No registrants.**

**IV. Presentation – 2010 Downtown City Construction Projects Overview – Chris Petykowski, City of Madison Engineering**

Stacy Nemeth welcomed Chris Petykowski from City of Madison Engineering to discuss upcoming construction projects downtown. Petykowski distributed a map of downtown construction projects to BID Board Members. Projects enclosed in the BID boundaries include:

- 200 block of West Gilman Street
- Peace Park/Visitor Center
- Capitol Square Streetscape Updates
- Hawthorne Court

There are also other projects downtown, but not within the BID boundaries. Petykowski reviewed all downtown construction projects giving tentative timelines. Highlights included:

- Gilman Street will be a total reconstruction.
- Peace Park will be under construction starting in March through the summer.
- The Visitor Center is proposed to open in August.
- Tri-North Builders will be the construction firm for Peace Park and the Visitor Center.
- Capitol Square streetscape improvements will begin in May.

Petykowski then opened the floor to questions and comments. He was especially interested in input regarding scheduling of construction on the Capitol Square. BID Board Members offered questions, comments, and suggestions. Petykowski informed the Board that there will be a public information meeting prior to construction at the Overture Center, plus bi-weekly project meetings during construction.

## V. Chair's Report & Board Discussion – Stacy Nemeth

### A. 2009 Year in Review

Nemeth reviewed the 2009 Year in Review provided in the Board packets. Items of note included:

- Advocacy has become a big part of staff time.
- Downtown Ambassadors helped over 32,000 people.
- Downtown Madison Gift Certificates are now available for purchase online.

### B. 2010 Forecast: Areas of Focus, Goals

Nemeth turned the floor over to Mary Carbine, BID Executive Director to present the 2010 Forecast. Carbine reviewed the proposed focus and goals of the BID for 2010. Items included:

- Fund development with Board participation.
- Ongoing advocacy regarding parking, safety, and downtown construction.
- Collaborative advocacy with DMI and other groups regarding alcohol policies, the Downtown Plan, and downtown quality of life issues.
- The opening of an Ambassador-staffed Visitor Center in the renovated Peace Park.
- Develop Downtown Ambassador program recruitment and expansion
- Social media marketing emphasis.
- The BID/DMI Office Move in March 2010

Nemeth then turned the floor over to Board Members to discuss the focus and goals of the BID and the BID Staff. Items discussed included marketing strategies (social media) and metrics of success of BID marketing and programming. Muench and other Board members suggested as metrics:

Ground level (retail) vacancies  
Ground level (retail) rents  
Assessed values  
Crime statistics

## VI. Subcommittee Reports

### A. Assessment Method Review Subcommittee - Final Report and Recommendations (ACTION ITEM) - Brian Mullins

Subcommittee Co-Chair, Brian Mullins reported on the actions of the Assessment Method Review Subcommittee and reviewed their recommendations. Mullins read an email from Subcommittee Co-Chair, John Hutchinson (unable to attend) in support of the proposed recommendations and also read an email from Subcommittee member, Maria Milsted (unable to attend) in support of the Subcommittee recommendation but recommending a public meeting before any final Board decision. Mullins then asked the Board to consider the necessity of the public meeting due to the public nature of the Subcommittee's meetings.

As a Subcommittee member, Larry Licthe informed the Board that after attending the Subcommittee meetings, he could not see any benefit in changing the current BID assessment method.

Licthe made the motion to accept the Subcommittee's recommendations. Rick Petri seconded the motion. Nemeth opened the floor to discussion.

After discussion, Mullins proposed a friendly amendment to the motion to discontinue the Assessment Method Review Subcommittee, following the review of the recommended public meeting at the next BID Board Meeting. Licthe accepted the friendly amendment. The Board recommended that the public meeting be informational only regarding the Subcommittee's recommendations, and should also present information on other BID activities contained in the 2009 Year In Review and 2010 BID Goals and Forecast.

Lori Kay moved to table the motion until the March 2010 BID Board Meeting, following the recommended public informational meeting. Rick Petri seconded the motion.

Kay's motion was approved unanimously. Voting yes: Nicole Birringer, Jack Garver, Lori Kay, Larry Lichte, Traci Miller, Paul Muench, Brian Mullins, Stacy Nemeth, Paul Norman, Rick Petri, Hawk Schenkel, Mary Lang Sollinger, Teresa Werhane.

Mary Carbine agreed to arrange the public informational meeting, send invitations to property owners, and to follow up with Board members unable to attend today's meeting with information on the actions and recommendations of the Board.

**B. Alcohol License Density Ordinance Subcommittee – Recommended amendments to ALDO (ACTION ITEM)**

Subcommittee member, Rick Petri reviewed the drafted amendments to the Alcohol License Density Ordinance as proposed by the BID Alcohol License Density Ordinance Subcommittee. Draft amendments to ALDO included suspending the 365 window restriction and allowing capacity increased in certain circumstances. The Subcommittee will also draft an amendment to exceptional circumstances to allow more flexibility for entertainment establishments.

Paul Norman made the motion to approve the BID Alcohol License Density Ordinance Subcommittee's drafted and proposed amendments. Larry Lichte seconded the motion. Nemeth opened the floor to discussion.

After discussion, the motion was approved. Voting yes: Nicole Birringer, Jack Garver, Lori Kay, Larry Lichte, Traci Miller, Paul Muench, Brian Mullins, Stacy Nemeth, Paul Norman, Rick Petri, Hawk Schenkel, Teresa Werhane. Abstaining: Mary Lang Sollinger.

**C. Recommended Changes to Proposed "Sober Server" Amendment (ACTION ITEM)**

Mary Carbine explained the recent proposed "Sober Server" amendment which was on the ALRC agenda for January but was withdrawn for referral to a future meeting. The BID ALDO Subcommittee recommended the BID reject the proposed amendment language which would have prohibited normal business practices such as wine stewards tasting product; recommended an ordinance amendment clarifying the definition of under the influence for all persons on the premises of a licensed establishment; and suggested the ALRC address problems with specific establishments through license conditions for those establishments, rather than amending the ordinance.

Rick Petri made a motion that the BID Board accept the recommendations of the BID ALDO Subcommittee as presented. Traci Miller seconded the motion.

The motion was approved unanimously. Voting yes: Nicole Birringer, Jack Garver, Lori Kay, Larry Lichte, Traci Miller, Paul Muench, Brian Mullins, Stacy Nemeth, Paul Norman, Rick Petri, Hawk Schenkel, Mary Lang Sollinger, Teresa Werhane.

**VII. City of Madison Update**

**A. Ald. Mike Verveer – Capitol Square Streetscape Update**

Alder Mike Verveer discussed his recent meeting with Parks Superintendent, David Briski about the upcoming Peace Park renovations and planned Visitor Center. The project was awarded to Tri-North Builders. In the coming months, Parks and BID will work together on a use agreement for BID Ambassadors to staff the Visitor Center, with BID Board and Verveer's input. Verveer looks forward to continued work to insure a successful renovation and construction project and Visitor Center opening. Verveer also informed the Board that the Capitol Square streetscape upgrades were recently approved.

Brian Mullins thanked Mike Verveer and Mary Carbine for their advocacy for BID.

**B. Matt Mikolajewski, Office of Business Resources**

Nothing to report.

**VIII. Staff Reports**

**A. Mitch Freund, BID Programming Coordinator**

**1. Map Ad Sales**

Mitch Freund reported that map ad sales were \$46,110. This was an increase of \$5,000 over the projected total. Freund reminded the Board that map ad sales are essential to funding BID programming.

**2. *Programs update***

Freund informed the Board that Downtown Ambassadors will staff a Downtown Information Table at the Garden Expo (Alliant Energy Center) February 12-14 and the Madison Winter Festival (Capitol Square) February 20-21. City Parks' staff will remove and store the BID's snowflake lights after the Madison Winter Festival.

**B. Mary Carbine, Executive Director**

**1. *Peace Park Visitor Center Update***

Addressed in the City of Madison update (above); Mary Carbine will bring updates to the Board as the project progresses.

**2. *Multi-Space Parking Meter Update***

Carbine notified the Board that multi-space parking meters will be installed soon in the Buckeye Parking Lot. After examining how they work, the meters will be gradually installed in other locations downtown as well.

**3. *Office Move Update***

BID Staff will know more by March on specifics of the move. Carbine will continue to work with DMI to ensure the move is within budget.

**4. *FY End Forecast Update***

Carbine reported that she will have more details regarding the fiscal year end at next month's BID Board meeting when the City's fiscal year is over.

**5. *ICSC Wisconsin Idea Exchange and Alliance Program, April 14 – 15***

The ICSC Wisconsin Idea Exchange will take place this year at the Monona Terrace in April. This conference offers a lot of great information for property and business owners. Carbine has application forms if needed and is circulating info in the BID Update.

**IX. DMI Update – Susan Schmitz**

Nothing to report.

**X. GSSBA Update – Hawk Schenkel**

Cars on State will be May 8.

**XI. New Business**

Alder Mike Verveer reported that Folk on State has been discontinued this year.

**XII. Next Meeting – Thursday, March 4, 2010 - Agenda Items**

- A. 09 Fiscal Year end report
- B. 2010 Budget Review
- C. 2010 Marketing plan & budget

**XIII. Adjournment**

Rick Petri made a motion to adjourn the BID board meeting at 1:59pm. Lori Kay seconded the motion. The motion passed unanimously.