



Madison's Central Business Improvement District (BID)

**MINUTES
BOARD OF DIRECTORS MEETING
Thursday, January 7, 2010, Noon-1:30pm
BID Offices, Board Room, 615 East Washington Avenue, 2nd floor**

PRESENT: Nicole Birringer, Lori Kay, Larry Lichte, Pat McGowan, Matthew Mikolajewski*, Traci Miller, Maria Milsted, Paul Muench, Brian Mullins, Stacy Nemeth, Rick Petri, Jeanette Riechers, 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, Jack Garver, John Hutchinson, Paul Norman, Sam Parker

**Non-voting*

I. Call to Order

BID Board Chair, Jeanette Riechers, called the BID board meeting to order at 12:04pm. BID Board Members introduced themselves around the room and welcomed Riechers as the new BID Board Chair.

II. Approval of Minutes from the December 3, 2009 BID Board Meeting

Larry Lichte moved to approve the minutes from the December 3, 2009 BID Board Meeting. Rick Petri seconded the motion. Minutes were approved unanimously.

III. Public Comment - No registrants.

IV. Board Chair Report - Jeanette Riechers

Riechers noted that Board members have received new name cards to assist with recognition during Board meetings. The name cards also have the BID Mission Statement to Board members keep it top of mind during our meetings. Riechers then introduced and welcomed a new board member: Nicole Birringer, ASM/UW Student Representative. She then thanked Lori Kay for her past service as BID Board Chair and presented Kay with a commemorative plaque to recognize her contributions. Everyone thanked Kay with a round of applause.

V. Subcommittee Reports

A. Nominations Subcommittee Update on Board Appointments– Pat McGowan

Pat McGowan welcomed Nicole Birringer as the newest member of the Board. McGowan then informed the Board that all other Board members nominated for reappointment have been approved by the Mayor and will move to the Common Council for full approval.

B. [Assessment Method Review Subcommittee – no report – next meeting January 13]

VI. Staff Reports

A. Mitch Freund, BID Programming Coordinator

1. Holiday Season Re-Cap: Trolley, Welcome Bags, Ambassadors

Freund reported that almost 3,000 people rode the trolley (compared to 2,600 in 2008), and that almost 500 people utilized the Downtown Ambassadors at the Downtown Information Table inside the Overture Center (compared to 290 in 2008). Ambassadors also handed out over 1,100 welcome bags filled with coupons and information from over 40 BID businesses compared to 970 bags in 2008. Downtown patrons also enjoyed free entertainment by five volunteer caroling/dancing groups arranged by BID Staff throughout the weekends of December.

2. Gift Certificate Sales Update

Freund informed the Board that sales of the Downtown Madison Gift Certificates were excellent in December due to the addition of online sales. BID Staff received 73 sales in December (\$9,842) compared to 44 sales in 2008 (\$3,825).

3. *Map Advertising Sales Update*
As of January 7, 2010, BID Staff has sold \$23,000 in ad sales. Freund asked Board Members to assist in encouraging businesses to advertise in the Map. The advertising deadline for the 2010-11 Downtown Madison Map & Guide is Friday, January 29.
4. *Welcome Programs*
The BID is again partnering with UW Admissions to distribute Downtown Welcome Bags to admitted students and their parents on eleven UW Campus visits from January through April 2010. Ambassadors will collate the 550 bags with items from over 40 participating BID businesses.
5. *Business Turnover update*
Freund reviewed the BID Business Turnover Chart. In December, The Purple Goose retail store opened inside Studio Quest at 117 S. Pinckney Street. Platinum Tanning Company at 201 W. Gorham Street, basement closed in December.
6. *2010 Planting Contract*
Freund reviewed the 2010 Planting Contract with Lone Oak Interests. There will be a decreased number of hanging baskets due to the decreased MG&E donation, and winter seasonal décor will be cut due to a smaller budget.
7. *Downtown Ambassador Program*
Freund highlighted the increased number of people who utilized the Downtown Ambassador program in 2009 compared to 2008. Ambassadors helped over 32,000 people in 2009 compared to over 28,000 in 2008. Volunteers saved the BID over \$6,000 with their efforts to Ambassador staffing.

Freund open the floor to questions and comments regarding BID programming. Maria Milsted reported on the death of Miles Allen, owner of Myles Teddy Wedgers on State Street, in December. Mary Carbine will recognize his death in the next BID Update email to all BID businesses.

B. Mary Carbine, Executive Director

1. *Holiday Marketing Recap*
Mary Carbine is currently contacting businesses to see how the Holiday Season went. So far some have reported they are back to 2007 levels, while some have reported lower numbers. Board members then provided feedback. Carbine then reported on the BID's Holiday marketing campaign. Holiday media coverage of the downtown was less than in previous years, due to changes in the media industry and reductions in reporting staff. Carbine felt there is a need for the BID to make a concerted effort in social media marketing to fill the gap. A large part of the BID budget is always allotted for Holiday marketing. Carbine then highlighted examples of the marketing for the season.
2. *Badger Family Spring Visit 2010*
Carbine reported the BID will continue the partnership established through this event for 2010. This event is a great way for BID businesses to reach parents, friends, and family of UW students.
3. *Office Move Update*
Carbine reported that the new DMI and BID offices will be located in the BID in the Hovde Building at 122 W. Washington Avenue. The move will take place in March. BID costs for the new lease and services in the new location will remain within the identified 2010 budget; specifics are being negotiated and Carbine will keep the Board updated.

Treasurer's Report – Stacy Nemeth

2009 Budget – Quarterly Budget update

Stacy Nemeth informed the Board there were no specific changes made to the 2009 year-end budget projections. More specific numbers will be available at the March Board meeting after the BID's and the City's fiscal year-end accounting is complete in late February.

VII. City of Madison Update

A. Ald. Mike Verveer

1. ALRC Sbcmtte on Downtown Alcohol Issues & Ordinances update (with Rick Petri)

Alder Mike Verveer informed the Board that the ALRC Subcommittee on Downtown Alcohol Issues and Ordinances will review ALDO and contemplate strategies to amend the ordinance to allow more flexibility. Verveer opened the floor requesting input from the BID Board on changes they would like to see with the ordinance.

Board members gave Verveer their ideas and comments on changes they would like to see in the ordinance; including allowing other entertainment options, increasing the 365 day window to fill a location's alcohol license, and allowing capacity changes. Verveer encouraged BID board members to attend the upcoming meeting of the ALRC subcommittee on January 28. The Board endorsed the proposed changes discussed, and communicating these proposed changes to the ALRC Subcommittee. Mary Carbine and other BID board members agreed they will attend the meeting and report back to the Board.

2. Capitol Square Streetscape

Verveer informed the Board that he and Mary Carbine continue to meet with City Staff to review the plan for TIF funds to complete the Capitol Square Streetscape upgrades this year. The TIF Review Board will meet in January to consider approval of the funding. Mary Carbine will attend the committee's meeting and keep the Board informed on the results.

B. Matt Mikolajewski, Office of Business Resources

Matt Mikolajewski reminded everyone about the façade improvement program available through the City. He also informed the Board about a Downtown Residential Exterior Lighting Program that is available for property and business owners to improve their current lighting for residential units. Mikolajewski then opened the floor to discussion of these two programs. Board members discussed the programs. Mary Carbine agreed to inform BID businesses about these programs through the BID Email Update.

VIII. DMI Update – Susan Schmitz

A. DMI & Downtown Plan

Due to time constraints, Susan Schmitz agreed to email her report to Mary Carbine who would forward it to Board members.

IX. Board Discussion

A. 2009 Year in Review & 2010 Forecast: Areas of Focus, Goals

Due to time constraints, Jeanette Riechers asked the Board to review the items in their packets for discussion at the February Board Meeting.

X. GSSBA Update – John Hutchinson, Hawk Schenkel - Nothing to report.

XI. New Business - Nothing to report.

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

A. Assessment Review Subcommittee report

B. 2010 Construction update

XIII. UPCOMING SUBCOMMITTEE MEETINGS

Assessment Review Subcommittee:

Wednesday, January 13, 10 to 11:30 am

Murphy Desmond offices, 33 East Main St., Suite 500

XIV. Adjournment

Pat McGowan made a motion to adjourn the BID board meeting at 1:39pm. Larry Lichte seconded the motion. The motion passed unanimously.