



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

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

**PRESENT:** Nicole Birringer, Tom Carto, Jack Garver, John Hutchinson, Larry Lichte, Matthew Mikolajewski\*, Maria Milsted, Paul Muench, Brian Mullins, Stacy Nemeth, Paul Norman, Sam Parker, Rick Petri, Jeanette Riechers, Hawk Schenkel, Alder Michael Verveer\*, Teresa Werhane

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

**ABSENT:** Lori Kay, Pat McGowan, Traci Miller, Mary Lang Sollinger,

*\*Non-voting*

**I. Call to Order**

BID Board Chair, Jeanette Riechers, called the BID Board Meeting to order at 12:04pm. Board members introduced themselves around the room.

**II. Approval of Minutes from the June 3, 2010 BID Board Meeting**

Stacy Nemeth moved to approve the minutes from the June 3, 2010 BID Board Meeting. Maria Milsted seconded the motion. Minutes were approved unanimously.

**III. Public Comment**

Nothing to report.

**IV. Chair's Report: Jeanette Riechers**

Jeanette Riechers welcomed and introduced Erick Knepp, Madison Parks Financial and Administrative Manager, to the BID Board to discuss the Use Agreement and Code of Conduct for the new Visitor Center in the renovated Peace Park. Mary Carbine informed the Board that great progress has been made on the construction of the Visitor Center, and reminded the Board of the work BID Staff has done with Parks Staff on the Use Agreement and Code of Conduct.

**V. Visitor Center**

**Guest for Discussion: Eric Knepp, Madison Parks Financial and Administrative Manager**

In regards to the use agreement between Parks and BID for Ambassadors to staff the Visitor Center, Knepp informed the Board that the agreement is nearly finalized except for a few outstanding issues of insurance and indemnification. The proposed Code of Conduct mirrors the code at the Madison Senior Center and the central branch of the Madison Public Library. City staff and MPD will enforce the Code. Knepp thanked Mary Carbine for the great job she has done on these two items. Madison Parks is very excited about having the Downtown Ambassadors in the renovated Peace Park.

Mary Carbine walked the Board through a proposed timeline for City approvals for the use agreement and the Code of Conduct. Board members raised concerns regarding insurance and indemnity issues in the use agreement and offered suggestions.

**A. BID-City Use Agreement: ACTION ITEM**

Brian Mullins moved that the BID Board approves the Visitor Center use agreement between the BID and the City, subject to BID Executive Committee approval or refinements to language including, but not limited to, insurance and indemnification, and subject to – if necessary – DMI agreement to being a 3<sup>rd</sup> party to use the use agreement (in terms of its role as having the BID administration contract, employing BID staff, and providing commercial liability insurance). Hawk Schenkel seconded the motion. The motion was approved unanimously.

Voting yes: Nicole Birringer, Tom Carto, Jack Garver, John Hutchinson, Larry Lichte, Maria Milsted, Paul Muench, Brian Mullins, Stacy Nemeth, Paul Norman, Sam Parker, Rick Petri, Jeanette Riechers, Hawk Schenkel, Teresa Werhane.

Board members discussed future use and programming of the renovated Lisa Link Peace Park.

**B. Administrative Behavior Policy – discussion**

Mary Carbine reviewed the proposed Behavior Policy (Code of Conduct) for the Visitor Center. The policy was modified from the same policy enforced at the Central Branch of the Madison Public Library and the Madison Senior Center. Board members discussed the proposed policy, and agreed the policy must be clear yet welcoming.

**VI. Overture Center Update, Q & A – Tom Carto, Overture President & CEO**

Jeanette Riechers introduced BID board member, Tom Carto to give an update on the Overture Center for the Arts.

Tom Carto gave a presentation updating the BID board about the Overture Center for the Arts current status. Carto informed the Board that attendance has steadily increased since Overture opened. 1.8 million people have attended Overture events. Audiences have spent nearly \$10 million exclusive of admission related to their attendance, including meals and lodging downtown. Carto informed the Board, that since the Overture debt has been settled, plans are being made to move forward, and the BID Board would be part of the community and stakeholder discussion of the plans. After his presentation, Carto opened the floor to questions and comments. The BID Board thanked Carto and the Overture for their partnership with BID on many events and other items.

**VII. BID ALDO Subcommittee Report: Rick Petri/Mary Carbine**

**A. Update on sunset process, recent meetings**

Mary Carbine reminded the BID Board that the ALDO is scheduled to sunset October 4. Due to administration transitions within the City, next steps are unclear on how the sunset will proceed. Carbine informed the Board that the BID ALDO Subcommittee drafted a platform for the BID Board regarding the ALDO and the sunset, and requested the Board's approval.

**B. BID ALDO Position – ACTION ITEM**

Mary Carbine reviewed the proposed position from the BID ALDO Subcommittee regarding the ALDO and the sunset. Carbine informed the Board that the ALRC could be interested in productive, positive changes to the ALDO. Carbine then opened the floor to questions and discussion. Larry Lichte thanked Carbine for the hard work she has put into this position.

After discussion, Paul Norman made the motion that the BID Board accept the proposed position from the BID ALDO Subcommittee regarding the ALDO and the ALDO sunset. Brian Mullins made a friendly amendment that the BID Board accept the proposed position subject to revisions and refinements by the BID ALDO Subcommittee within the draft. Norman accepted Mullins' amendment. Stacy Nemeth seconded the motion. The motion was approved unanimously.

Voting yes: Nicole Birringer, Tom Carto, Jack Garver, John Hutchinson, Larry Lichte, Maria Milsted, Paul Muench, Brian Mullins, Stacy Nemeth, Paul Norman, Sam Parker, Rick Petri, Jeanette Riechers, Hawk Schenkel, Teresa Werhane.

**C. “Ban List” Ordinance Update**

Mary Carbine reported to the BID Board that she communicated the BID Board position to the ALRC.

**VIII. BID Quarterly Budget Update – Stacy Nemeth, Treasurer**

Stacy Nemeth reviewed the current BID budget and informed the Board everything is on track.

**IX. 2011 Operating Plan Preparation – Jeanette Riechers**

**A. Annual Meeting recap.**

Jeanette Riechers reported that there were very little comments regarding BID at this year's Annual Meeting. Copies of the presentation were included in the meeting packets.

**B. 2011 Preliminary Budget Forecast – Stacy Nemeth**

Stacy Nemeth reported that BID Staff and the BID Executive Committee are working on the 2011 budget. Due to some property's going off the tax roll, revenue from BID assessments is shrinking. Decisions have to be made to further cut the budget and/or increase the assessments. Nemeth reminded the Board that assessments have never been raised in 11 years.

**C. Discussion – Program priorities, funding**

After introducing the budget forecast, Stacy Nemeth opened the floor for discussion and ideas. After discussion, it was decided BID Staff would create and distribute a simple survey to all BID business owners and BID property owners requesting their input on reducing funding to programming and/or increasing the assessment. The survey will be mailed and online.

**X. City of Madison Update: Ald. Mike Verveer, Matt Mikolajewski, Office of Business Resources**

**A. Alder Mike Verveer**

Alder Mike Verveer informed the Board that the Sober Server Ordinance is no longer being pursued.

Verveer then gave a Central Library update. The design team intends to contact the BID Board and DMI in the future for input. A public meeting will be held at the Madison Senior Center on August 5 at 7:00pm. The AT&T building on West Washington Avenue will possibly serve as a interim library location during construction.

Verveer informed the Board that the Property Tax Installment Plan he discussed at last month's meeting is on hold until 2011.

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

Matt Mikolajewski encouraged Board members to read the memo enclosed in the meeting packets from Tim Cooley, Director – Economic Development Division. The memo references the request from the Mayor to the Economic Development Division to make recommendations regarding the review and approval of real estate development projects in the City. Cooley would like recommendations from the BID regarding the development process.

After discussion, Carbine requested the Board forward comments to her by July 23, she will then pass them along to Mikolajewski.

**XI. Staff Reports**

**A. Mary Carbine, Executive Director**

*1. High Speed Rail Station Location meeting recap*

Mary Carbine reviewed a recent High Speed Rail Station Location Meeting. The topic will be presented to the Board at the October BID Board Meeting. Discussion will include idea of having a visitor information center at the station.

*2. Wisconsin Tourism Information Center Grant Application*

Carbine informed the Board that she applied for a Wisconsin Tourism Information Center Grant.

*3. Construction Updates*

Carbine quickly reviewed progress on construction projects downtown. She also informed the Board that Lake Street reconstruction will happen in 2011.

*4. Pay-by-space parking meters*

Carbine reported that progress is being made on the new parking meters. No timeline has been set for activating them.

*5. Proposed traffic signal, bike lane, Mifflin/Webster intersection*

A proposal has been made to add a traffic light at the intersection of East Mifflin Street and North Webster Street. Discussion and public meetings will take place in the future.

*6. Downtown Plan update*

Carbine will inform the Board when the next public meeting is set.

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

1. *Ambassador Program*

Mitch Freund reported on the number of people helped by Ambassadors for the year so far. Ambassadors have assisted 10,110 people from January-June 2010. Freund also informed the Board that Tim Jenquin, a long-time Ambassador, has taken on the role of Ambassador Coordinator.

2. *Planting Programs*

Freund informed the Board that planters throughout the district have been installed with annuals from Olbrich Gardens. The BID contractor and Mall Maintenance will water and maintain the plants throughout the season.

3. *Business Turnover*

Freund reported on recent open and closed business throughout the district.

**XII. DMI Update – Susan Schmitz**

Susan Schmitz reported that the Department of Administration building on East Wilson Street will be the site for the new high speed rail station.

**XIII. GSSBA Update – John Hutchinson, Hawk Schenkel**

John Hutchinson reported that the GSSBA has a new Board of Directors and that Maxwell St. Days is July 16-18.

**XIV. New Business**

Paul Muench informed the Board that coordinators for the “Bodies” & “Titanic” exhibits are interested in having their event in Downtown Madison and encouraged property owners to find a space for the event. Mary Carbine requested they call her to discuss.

**XV. Next Meeting – Thursday, August 5, 2010**

**A. Agenda Items:**

1. *2011 Draft Operating Plan*
2. *Budget Forecast*
3. *ALDO*
4. *Halloween planning*

**XVI. Adjournment**

John Hutchinson made a motion to adjourn the BID Board Meeting. Paul Muench seconded the motion. The motion was approved. The BID Board Meeting was adjourned at 2:19pm.