



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

**MINUTES  
BOARD OF DIRECTORS MEETING  
Thursday, March 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, Maria Milsted, Paul Muench, Stacy Nemeth, Paul Norman, Sam Parker, Rick Petri, Jeanette Riechers, Mary Lang Sollinger, Teresa Werhane

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

**ABSENT:** Tom Carto, John Hutchinson, Pat McGowan, Brian Mullins, Hawk Schenkel, 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 February 4, 2010 BID Board Meeting**

Rick Petri moved to approve the minutes from the February 4, 2010 BID Board Meeting. Stacy Nemeth seconded the motion. Minutes were approved unanimously.

**III. Public Comment**

Dan Milsted requested to speak during Item V of the agenda.

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

**A. Recap of March 2 Property Owner Update meeting**

BID Board Chair, Jeanette Riechers informed the Board of Directors about the Property Owner Update Meeting held Tuesday, March 2, 2010. Over 20 people were in attendance ranging from BID Board Members to BID property owners to BID business owners to newspaper reporters. Riechers felt the meeting went very well and covered the BID accomplishments and goals, plus informed property owners about the work of the BID Assessment Method Review Subcommittee. She then opened the floor for discussion.

Maria Milsted thanked the Board of Directors for holding this public meeting, but would have liked to have seen more guests in attendance. She feels small business is underrepresented on the BID Board. Milsted was glad the BID listened to her concerns.

**V. Subcommittee Reports**

**A. Assessment Method Review Subcommittee - Final Report and Recommendations (ACTION ITEM – referred from Feb. 4 meeting) - Brian Mullins, John Hutchinson**

Due to the absence of John Hutchinson and Brian Mullins, Stacy Nemeth summarized the report and recommendations from the BID Assessment Method Review Subcommittee:

The Subcommittee believes that the current BID assessment method should not be changed.

The Board can consider whether the Subcommittee should stay active.

Any inaccuracy in BID assessment computation should be corrected, and BID needs to have a mechanism for correction.

Riechers opened the floor for public comment.

Dan Milsted thanked the BID Subcommittee for their work researching other possible assessment methods. He was hopeful that the BID Board will continue this discussion on a quarterly basis, and he would like to see more small business owners involved in these discussions.

Mary Lang Sollinger made a motion to reconsider the recessed recommendation from the February BID Board Meeting. As moved by Larry Lichte, the motion was “to accept the Subcommittee’s recommendations.” Rick Petri seconded the motion. The motion was approved unanimously. Voting yes: Nicole Birringer, Jack Garver, Lori Kay, Larry Lichte, Traci Miller, Maria Milsted, Paul Muench, Stacy Nemeth, Paul Norman, Sam Parker, Rick Petri, Jeanette Riechers, Mary Lang Sollinger, and Teresa Werhane

Stacy Nemeth questioned whether the Subcommittee should stay active. After much discussion, Lori Kay made a motion to thank the Subcommittee for their hard work and dissolve the Subcommittee. Kay added that at budget time next year, the BID Executive Committee can look at reconstituting the Subcommittee if it is so needed. Rick Petri seconded the motion. The motion was approved.

Voting yes: Nicole Birringer, Jack Garver, Lori Kay, Traci Miller, Paul Muench, Stacy Nemeth, Paul Norman, Sam Parker, Rick Petri, Jeanette Riechers, Mary Lang Sollinger, and Teresa Werhane. Voting no: Larry Lichte and Maria Milsted.

**B. Alcohol License Density Ordinance Subcommittee – Update on Recommended Amendments to ALDO**

Rick Petri encouraged BID property owners and business owners to attend the ALRC Subcommittee meeting March 4, 2010 to testify against the ALDO. Petri then reviewed the recommendations of the BID Alcohol License Density Ordinance Subcommittee: Opposing ALDO and recommending sunset in October, and in the interim, recommending amendments to: repeal the 365 day rule, open up the “exceptional circumstances” without a percentage requirement, and consider capacity increases in certain situations. He explained the process (Council member introduces amendment at Council, it is referred to committees i.e., ALRC, and then to Council for vote). Petri opened the floor to questions.

After discussion, Jeanette Riechers thanked Rick Petri and the Subcommittee for their hard work and requested a motion.

Stacy Nemeth made a motion that the BID Board of Directors support and endorse the recommendations of the BID Alcohol License Density Ordinance Subcommittee as presented. Larry Lichte seconded the motion. The motion was approved.

Voting yes: Nicole Birringer, Jack Garver, Lori Kay, Larry Lichte, Traci Miller, Maria Milsted, Paul Muench, Stacy Nemeth, Paul Norman, Sam Parker, Rick Petri, Jeanette Riechers, and Teresa Werhane. Abstaining: Mary Lang Sollinger.

**C. Marketing Subcommittee – 2010 Marketing Plan and Budget Overview (Approval as Part of Agenda Item 6b) – John Hutchinson**

Due to John Hutchinson’s absence, Mary Carbine reviewed the 2010 Marketing Plan and Budget Overview created by the BID Marketing Committee. Due to the high amount of Downtown Map ad sales, fewer items were cut than anticipated. Cuts included: no trolley on the Sunday after Thanksgiving, removing the sponsorship of the King Street block party and Jazz at Five, and eliminating co-op advertising opportunities with low participation. Carbine opened the floor to questions and comments

Mary Lang Sollinger questioned whether the BID could take over the cancelled Folk on State Concert Series. Jeanette Riechers felt that running an event like that would require a lot of staff time and effort. Due to opening of the Downtown Visitor Center this summer, BID staff would not have time to manage an event like this. Riechers proposed we look into this in future years.

**VI. Treasurer’s Report – Stacy Nemeth**

**A. 09 Fiscal Year End Review**

Board Treasurer, Stacy Nemeth reported that everything balanced out with the end of the City’s fiscal year with an \$8,000 carryover.

**B. 2010 Budget – Updated Forecast – ACTION ITEM --Administrative Costs Update (Move to New Offices April 1)**

Nemeth turned the floor over to BID Executive Director, Mary Carbine to discuss an Administrative Costs update.

Carbine reminded the BID Board that BID Staff will be moving with DMI Staff at the end of March into new offices in the Hovde Building on West Washington Avenue. Carbine then reviewed the cost of the move, highlighting a decreased per square foot rent compared to current space, more space for BID staff, and changes in postage machine, copier, and folding machine lease costs. Due to higher use by BID Staff, the BID will cover a slightly increased amount of the cost of these machines. Carbine opened the floor for discussion. Jeanette Riechers noted the BID will also cover the cost of a parking space for Mary Carbine due to demands of the job.

Stacy Nemeth thanked Mary Carbine and Mitch Freund for the increased revenue due to map ad sales. Carbine thanked BID Board Members who purchased advertisements in the Downtown Madison Map & Guide.

Larry Lichte questioned whether BID Board Members would have any input on the Capitol Square Streetscape Enhancements. Carbine informed the Board the City has arranged a construction meeting to review upcoming downtown projects. Carbine also informed Lichte she would include him in the discussion outside his property on West Main Street.

Stacy Nemeth made the motion to approve the 2010 BID Budget as presented. Rick Petri seconded the motion. The motion was approved unanimously.

Voting yes: Nicole Birringer, Jack Garver, Lori Kay, Larry Lichte, Traci Miller, Maria Milsted, Paul Muench, Stacy Nemeth, Paul Norman, Sam Parker, Rick Petri, Jeanette Riechers, Mary Lang Sollinger, and Teresa Werhane

Stacy Nemeth and Jeanette Riechers thanked Mary Carbine for creating improved transparency in the BID Budget.

**VII. City of Madison Update**

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

Matt Mikolajewski encouraged property owners to take advantage of the City's façade grant program. Mary Carbine agreed to put a reminder about the program into the BID's Weekly Email Update.

**B. Alder Mike Verveer**

Due to Alder Mike Verveer's absence there was nothing to report.

**VIII. Staff Reports**

**A. Mary Carbine, Executive Director**

**1. Office Move Update**

Carbine reported on the new address of the BID Offices at the end of the month, Hovde Building 122 W. Washington Avenue, Ste. 250. The April BID Board Meeting will take place at the new offices on April 1. New phone numbers will be available in the near future.

**2. Pay-by-Space Parking Meter Installation**

Carbine reported there will be a public launch of the new pay-by-space parking meters in the Buckeye Lot Monday, March 8.

**3. Downtown Construction Meeting**

The City is hosting a Downtown Construction Meeting on Monday, March 15. Carbine encouraged Board Members to attend.

**4. Peace Park / Visitor Center Update**

The City Common Council approved the contract with Tri-North Builders to re-construct Peace Park. The tentative start date is March 16.

**5. Capitol Square Streetscape Planning update**

Carbine will continue to attend meetings with City Staff to determine streetscape improvements on the Capitol Square. BID Staff will walk around the Capitol Square with City Staff to assess locations.

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

**1. Map & Guide**

Freund emphasized the increased revenue gained from additional advertisement sales since the last BID Board Meeting. The map will be available in late April or early May.

**2. Programs Update**

*a) Downtown Ambassador Program*

Freund reported that Downtown Ambassadors assisted over 1,200 people at the Garden Expo at the Alliant Energy Center (February 12-14). They also distributed over 2,500 brochures and Downtown Maps. Ambassadors also assisted people at the recent Madison Winter Festival (February 20-21) and at UW campus visits for newly admitted students and their families.

*b) Physical Environment Enhancements Programs*

Winter décor will remain in downtown planters until the spring thaw; at which time, spring pansies will be installed. City Parks Staff removed and stored the BID's snowflake lights in February.

*c) Welcome Programs*

BID businesses have been offered the opportunity to participate in 120 Welcome Bags for new residents in downtown condos and homes. The deadline to participate was March 12.

*d) Business Retention/Retainment*

Freund reported that four new businesses opened in the BID this February:

- Brickhouse BBQ 408 W. Gorham Street
- Logan's Madtown 322 W. Johnson Street
- Piece by Atticus 551 State Street
- Taco Heaven 320 W. Johnson Street

**C. DMI Update – Susan Schmitz**

Susan Schmitz reviewed information regarding TIF that will be utilized for the Capitol Square streetscape improvements. DMI will continue to educate the public about TIF and the downtown.

Schmitz informed the Board that the Downtown Plan continues to move forward. City Staff will attend the April BID Board Meeting to report on the Plan's status.

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

Due to the absence of John Hutchinson and Hawk Schenkel there was nothing to report.

**E. New Business**

Larry Lichte expressed zoning issues in the Downtown Plan concerning his block of West Main Street. Mary Carbine thanked Lichte for bringing this up, as it relates to upcoming downtown plan discussion.

**F. Next Meeting – Thursday, April 1, 2010**

\*\*\*NEW LOCATION\*\*\*

Hovde Building, 122 W. Washington Ave., 1st floor conference room  
Nearby public parking: Overture Center ramp, 2-hr meters on Fairchild St.

Agenda Items:

Board Tour of new office  
Downtown Plan

**G. Adjournment**

Traci Miller made a motion to adjourn the BID board meeting at 1:33pm. Mary Lang Sollinger seconded the motion. The motion was approved.