



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

**MINUTES  
BOARD OF DIRECTORS MEETING  
Thursday, May 6, 2010, Noon-1:30pm  
BID Offices, Board Room, 122 West Washington Avenue**

**PRESENT:** Tom Carto, Jack Garver, Lori Kay, Larry Lichte, Pat McGowan, Maria Milsted, Paul Muench, Stacy Nemeth, Rick Petri, Jeanette Riechers, Hawk Schenkel, Alder Michael Verveer\*

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

**ABSENT:** Nicole Birringer, John Hutchinson, Matthew Mikolajewski\*, Traci Miller, Brian Mullins, Paul Norman, Sam Parker, Mary Lang Sollinger, Teresa Werhane

*\*Non-voting*

**I. Call to Order**

BID Board Chair, Jeanette Riechers, called the BID Board Meeting to order at 12:04pm.

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

Rick Petri moved to approve the minutes from the April 1, 2010 BID Board Meeting. Larry Lichte seconded the motion. Minutes were approved unanimously.

**III. Public Comment**

Joe Stark, resident of Braxton Place Apartments, commented on cigarette litter downtown, the Edgewater Hotel project, and his ideas for improving Wisconsin Avenue.

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

BID Board Chair, Jeanette Riechers framed upcoming discussions on Downtown Plan and ALDO.

**V. Downtown Plan: Board discussion, recommendations – POTENTIAL ACTION ITEM (15 min.)**

Mary Carbine recapped City Planning's presentation at last month's BID Board Meeting about the City's Downtown Plan, currently in the planning stages, with initial recommendations forthcoming. Jeanette Riechers reminded the Board that the planning process is a good opportunity for the BID Board to share their opinions and ideas with the City. Riechers then opened the floor to discussion.

After discussion, Paul Muench made a motion that the Downtown Plan needs to recognize increased downtown employment as "Priority One," the City should track employment year-to-year, and should prepare future land use to accommodate future land users. The Plan should realize downtown as a high density urban core. No second was made and discussion continued.

Larry Lichte made a motion to recommend that the Development Plan remove the 4-story height limitation and delete the 15 foot setback in the South Hamilton/Main Street triangle (flat iron), and continue to use the Capitol View Preservation guidelines for building heights. Paul Muench seconded the motion.

The floor was opened to discussion on both motions. Concerns were raised that as an organization the BID represents the entire district and cannot advocate for a single property owner's issue, which also poses committee conflict of interest concerns. Board members recommended revising to statement to have broader, District-wide scope, to allow the BID to take an active role on the issue.

Paul Muench moved to withdraw the motions from the table for further editing of the motions with a broader scope by a working committee before the June BID Board Meeting. The committee would then present the revised motion at the June meeting. Maria Milsted seconded the motion, which was approved.

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

**A. BID-Recommended Amendments to ALDO & Preparation for Sunset**

Mary Carbine informed the Board that the ALRC and the City Council approved the BID-proposed waiving of the 365 Day Limit through Oct. 4 (ALDO Sunset). Alder Mike Verveer informed the Board that the 365 Limit would again be up for discussion when ALDO sunsets.

Carbine then reviewed the BID ALDO Subcommittee's other submitted amendments and then turned the floor over to discussion.

Rick Petri moved that BID Board allows the BID ALDO Subcommittee to continue to work on modifications to ALDO currently, and to work in support of the sunset of the ALDO and in opposition to the ALDO continuing. Larry Lichte seconded the motion. The floor was then opened to further discussion. Lori Kay placed a Call to Question. Jeanette Riechers called for the vote. The motion passed unanimously.

Voting yes: Tom Carto, Jack Garver, Lori Kay, Larry Lichte, Pat McGowan, Maria Milsted, Paul Muench, Stacy Nemeth, Rick Petri, Jeanette Riechers, Hawk Schenkel.

**VII. City of Madison Update: Ald. Mike Verveer**

Alder Mike Verveer informed the BID Board of the governor's announcement to open the future Amtrak station near the Monona Terrace. He then talked briefly regarding the City's action to completely renovate the current Central Library in its current location. They hope to break ground in May 2011. Verveer then thanked the BID for arranging an upcoming informational meeting regarding the Capitol Square Streetscape Improvements. He also agreed it was important for Madison Parks and the BID to finalize a use agreement for the Peace Park Visitor Center in the near future. Verveer also noted police are working on displacement issues of negative behaviors from Peace Park into other areas of downtown.

**VIII. Staff Reports**

**A. Mary Carbine, Executive Director**

*1. Construction Updates*

Carbine reported on the "Downtown Get-Around Guide" she created to assist people getting around this summer's construction. She also reminded the Board about the upcoming meeting regarding Capitol Square Streetscape Improvements and encouraged board members to attend.

*2. Cigarette Litter Prevention Program Grant*

Carbine informed the Board that the BID recently received a grant from the International Downtown Association to create awareness in conjunction with the city implementing ash urns in the Capitol Square for cigarette litter prevention.

*3. Business Mix Update*

Carbine reported that the last analysis shows a vacancy rate of 5-6%, a continued slight increase in food/drink and service and slight decrease in retail, and more than 80% of BID businesses are locally owned.

*4. Pay-by-space parking meter update*

Carbine will keep the BID Board and BID businesses up to date on developments regarding the pay-by-space parking meters in the district.

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

*1. 2010-11 Downtown Madison Map & Guide*

Freund reported that the new Downtown Madison Map & Guide is available and being delivered throughout the district by Downtown Ambassadors.

*2. Ambassador Program – Booths open May 8*

Freund informed the Board that the Downtown Info Booths would open on Saturday, May 8 in conjunction with the Cars on State Classic Car Show. He also reported that Ambassadors assisted over 1,000 people and distributed over 1,800 brochures at the recent Midwest Horse Fair at the Alliant Energy Center.

**IX. DMI Update – Susan Schmitz**

Schmitz invited BID board members to a special DMI New Faces, New Places event on Thursday, May 13 in the new DMI/BID offices in the Hovde Building, 122 W. Washington Ave. Ste. 250.

**X. GSSBA Update – Hawk Schenkel**

Schenkel reminded the Board that the Cars on State Classic Car Show would be on Saturday, May 8 from 10am-3pm.

**XI. New Business**

Nothing to report.

**XII. Next Meeting – Thursday, June 3, 2010**

**A. Agenda Items**

1. *ALDO*
2. *Annual Meeting Planning*

**XIII. Adjournment**

Rick Petri made a motion to adjourn the BID Board Meeting. Maria Milsted seconded the motion. The motion was approved. The BID Board Meeting was adjourned at 1:34pm.