

# City of Madison

## VIRTUAL Meeting Agenda - FINAL

City of Madison  
Madison, WI 53703  
www.cityofmadison.com

### Madison's Central Business Improvement District (BID) Board of Directors



February 2, 2023

Noon – 1:30 pm

Virtual Meeting

Madison's Central Business Improvement District Board is meeting virtually to help protect our community from the Coronavirus (COVID-19) pandemic. You can still participate in this meeting.

#### PARTICIPATION GUIDELINES

1. WRITTEN COMMENTS: You can send comments on agenda items to [info@visitdowntownmadison.com](mailto:info@visitdowntownmadison.com) with the subject: "Board Comments".
2. LISTEN TO THE MEETING: You can call-in via phone: (312) 626-6799, Meeting ID: 897 1790 6983 Meeting Passcode: 942263
3. WATCH THE MEETING: You can watch the meeting using the Zoom app.  
<https://us02web.zoom.us/j/89717906983?pwd=QzFiRFFsVlBkcEYajQ0WmxZnW5Pdz09>
4. REGISTER BUT DO NOT SPEAK: You can register your support or opposition to an agenda item by emailing [info@visitdowntownmadison.com](mailto:info@visitdowntownmadison.com).
5. REGISTER AND SPEAK: If you wish to speak at the virtual meeting on an agenda item, you MUST register. You can register by emailing [info@visitdowntownmadison.com](mailto:info@visitdowntownmadison.com).

If you need an interpreter, translator, materials in alternate formats or other accommodation to access this service, activity or program, please call the phone number below at least three business days prior to the meeting.

Si necesita un intérprete, un traductor, materiales en formatos alternativos u otros arreglos para acceder a este servicio, actividad o programa, comuníquese al número de teléfono que figura a continuación tres días hábiles como mínimo antes de la reunión.

Yog hais tias koj xav tau ib tug neeg txhais lus, ib tug neeg txhais ntawv, cov ntawv ua lwm hom ntawv los sis lwm cov kev pab kom siv tau cov kev pab, cov kev ua ub no (activity) los sis qhov kev pab cuam, thov hu rau tus xov tooj hauv qab yam tsawg peb hnub ua hauj lwm ua ntej yuav tuaj sib tham.

Если Вам необходима помощь устного или письменного переводчика, а также если Вам требуются материалы в иных форматах либо у Вас имеются особые пожелания в связи с доступом к данной услуге, мероприятию или программе, пожалуйста, позвоните по указанному ниже телефону и сообщите об этом не менее чем за три рабочих дня до соответствующей встречи.

Madison's Central Business Improvement District (BID): (608) 512-1340

#### AGENDA

1. Call to Order – **Vic Villacrez**, Board Chair (12:00pm)
2. Approval of Minutes
3. Disclosures and Recusals  
*Members of the body should make any required disclosures or recusals under the City's Ethics Code.*
4. Public Comment  
*Limited to 3 minutes per speaker.*
5. Board Chair Report – **Vic Villacrez** (12:05p)
  - a. Comments as new chair.
  - b. Executive Director hiring process.
  - c. New board member introductions – Nick Newlin of Shine United.
  - d. New BID Board Candidates:

- i. Mead Bradley, ULI and representing At Large Member, Property Owner
  - ii. Kevin Ramakrishna, Reinhart and representing the Capitol Square Area Business Owner.
- e. Formation of a new Marketing Committee.
- 6. Operations Director Report – **Tim Jenquin** (12:20p)
  - a. 2023-24 Downtown Madison Map & Guide.
  - b. BID Business Turnover and Vacancy Update.
  - c. Methods of recording progress and improvements in the BID.
  - d. Questions and discussion from board members.
- 7. Programming Coordinator Report – **Michelle Morrison** (12:35p)
  - a. Recap of recent events.
  - b. Update on upcoming events.
  - c. Outlook for 2023
  - d. Questions and discussion from board members.
- 8. Member Survey Overview and Results – **Diane Morgenthaler** (12:45p)
- 9. City of Madison Updates (1:00p)
  - a. Police & Safety Update – **Ofc Ben Enstrom**
  - b. District 4 Update - **Alder Mike Verveer**
  - c. District 2 Update – **Alder Patrick Heck**
  - d. Economic Development – **Saran Ouk**
- 10. Neighborhood and Partner Updates (1:20p)
  - a. DMI Update – **Jason Ilstrup**
  - b. GSSBA – **John Hutchinson**
  - c. University of Wisconsin Campus – **Kirstin DeMartino**
  - d. UW Students – **Vernon Ziegler**
  - e. The Downtowners – **Vic Villacrez**
  - f. First Settlement District – **Francesca Hong**
- 11. Adjourn

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**NEXT MEETINGS**

**Executive Committee Meetings**

*Staff-Executive Committee meetings are the 1<sup>st</sup> and 3<sup>rd</sup> Tuesdays of the months at Noon.  
~~Hovde Building, 122 W. Washington Ave., Suite 250, Small Conference Room~~ MEETING VIRTUAL*

**Board of Directors Meetings**

*Board Meetings are the first Thursday of the month. Noon – 1:30pm  
~~Hovde Building, 122 W. Washington Ave., 1<sup>st</sup> Floor Conference Room~~ MEETING VIRTUAL*

<b>Board Meetings</b>
<i>Thursdays, noon-1:30pm</i>
NO MEETING IN JANUARY
Thursday, February 2
Thursday, March 2
Thursday, April 6

Thursday, May 4
Thursday, June 1
NO MEETING IN JULY 2023
Thursday, August 3
Thursday, September 7
Thursday, October 5
Thursday, November 2
Thursday, December 7