

Madison's Central Business Improvement District

Minutes – BID Annual Meeting

Thursday, August 6, 2020, 12:00pm – 1:00pm

Virtual Meeting

PRESENT: Craig Bartlett, Heather Ewing, Greg Frank, Grant Frautschi, Francesca Hong, John Hutchinson, Larry Lichte, Emily Mehl, Ken Monteleone, Amy Moore, Doug Poland, Stacey Scannell, Sue Springman, Mike Verveer*, Vic Villacrez, Jonathan Zarov

ABSENT:, Patrick McGowan, Katie Ullrich

STAFF: Tiffany Kenney (Executive Director), Tim Jenquin (Operations Director), Jason Ilstrup (DMI President), Michelle Morrison (Programming Coordinator)

**Non-voting*

- 1) Call to Order, Chair's Report & Welcome – Emily Mehl**
 - a. BID Board Chair, Emily Mehl, called the BID Board Meeting to order at 12:06pm.
 - b. Mehl discussed the past year including overcoming challenges for the staff and district.

- 2) BID Overview and Brief History – Sue Springman**
 - a. Springman discussed the history of Madison's Central BID including formation of the BID as a marketing arm to assist existing organizations such as DMI and GSSBA in supporting downtown businesses.

- 3) BID Highlights – Tiffany Kenney, Michelle Morrison, Tim Jenquin**
 - a. Kenney discussed current business mix data.
 - b. Morrison discussed the work of the BID from July 2019 – March 2020 including programming and Madison Night Markets.
 - c. Jenquin discussed the work of the BID from March 2020 – July 2020 including social media expansion and business support.
 - d. Kenney discussed the work of the BID related to business communication and support, State St. Murals, and quality of life downtown.

- 4) City of Madison Updates – Matt Mikolajewski, Ald. Mike Verveer**
 - a. Mikolajewski discussed ongoing discussions within the city regarding financial support to downtown businesses, the Streeter program, and future considerations regarding business support moving forward.
 - b. Alder Verveer discussed conversations to expand the the Streeter program past the current end date.
 - c. Alder Verveer highlighted the work of various city agencies during the past several months and the importance of business support funds.

- 5) Budget YTD – Grant Frautschi**
 - a. Frautschi discussed the BID Budget and funding sources, including the economic impact of the loss of BID events for 2020.

- 6) Discussion on What Comes Next & Downtown Recovery Funding – BID Executive Committee**
- a. Kenney discussed the 2021 BID Operating Plan timeline.
 - b. Frank discussed issues facing the downtown area pre 2020 and creating a platform to bring partners and downtown stakeholders together to move forward towards revitalizing downtown.
 - c. Kenney discussed plans for private financial support for businesses.

7) Question & Answers

- a. Mehl opened the floor to public questions.

8) Adjournment

The BID Board Meeting adjourned at 1:29pm.

NOTE: The next scheduled BID Board meeting will be Thursday, September 3, 2020 12pm-1:30pm

Guest Attendance: (6 unknown by phone), Kent Yan, Carol Ann Hewitt, Priyanka Jahr, Shelby Grote, Colin Murray, Casey Thompson, Elizabeth Evans, Ashley Wiggins, Peggy Gunderson, Colin Smith, John Penisten, Ryne Hodgson, Shelley Kennedy, Rob Bohan, Crystal Heric, Emma Stepien, Cory Johnson, Erin Lambert, Michael Kriefski, Nina Berkani, Jennifer Van Haften, Rebecca Cnare, Andrew Barry, John Bergh, Issy Bilek, Megan Norton, David Buss, Matt Wachter, Annik Dupaty, Stacy Nemeth, Hannah LeDuc