

# City of Madison

## Meeting Agenda - FINAL

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



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

May 2, 2024

Noon – 1:30 pm

Hybrid – Virtual and 122 W. Washington Ave.  
1st Floor Conference Room

#### 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: 1.312.626.6799, Meeting ID: 883 1117 2629, Passcode: 519600
3. WATCH THE MEETING: You can watch the meeting using the Zoom app. Join Zoom Meeting: <https://us02web.zoom.us/j/88311172629?pwd=WTRIMmdHVkt2NWlVYm1Qck5la1ZQZz09>
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 pib 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

**For those joining on Zoom, please use the 'raise hand' button to be called upon to speak.**

1. Call to Order – **Peggy Gunderson**, Board Chair (12:00pm)
2. Approval of Minutes from 4/4/24 Board meeting – **Peggy Gunderson** (12:05pm)
3. Disclosures and Recusals – **Peggy Gunderson**
  - a. *Members of the body should make any required disclosures or recusals under the City's Ethics Code.*
4. Public Comment – **Peggy Gunderson**
  - a. *Limited to 3 minutes per speaker*
5. Board Chair Report – **Peggy Gunderson** (12:10pm)
  - a. CELEBRATING THE BID

- i. Captain Mike Hanson Retirement
    - ii. New Staff: Events & Program Manager, Kris Gabert
    - iii. Ambassador Appreciation
  - b. Board Volunteers for Madison Night Market's Needed (5/9, 6/13, 8/8, 9/12, 10/17)
  - c. Summer BID Board Outing; ideas?
  - d. Other
6. BID Financial Reporting update – **Jason Salus** (12:25pm)
- a. Board member Q&A
7. BID Updates – **Matt Tramel** (12:30pm)
- a. Madison’s Central BID Annual Forum – Thursday, June 6, 8:30-9:30 a.m. *virtual*
  - b. Recertification Timeline
  - c. Partnership / Sponsorship Update
  - d. 400-600 State Street Pedestrian Mall – City of Madison Ribbon Tying Ceremony – Wednesday, May 8, 1:30 p.m. in Peace Park
  - e. Other
8. Committee Chair Updates (1pm)
- a. Events Committee – **Emily Gruenewald**
  - b. Marketing Committee – **Nick Newlin**
  - c. Real Estate Committee – **Matt Tramel**
9. City of Madison Updates (1:10p)
- a. Police & Safety Update – **Captain Michael Hanson**
  - b. Office of Business Resources – **Saran Ouk**
  - c. District 2 Update – **Alder Juliana Bennett**
  - d. District 4 Update – **Alder Mike Verveer**
  - e. District 8 Update – **Alder MGR Govindajaran**
  - f. Other
10. Neighborhood and Partner Updates (1:25p)
- a. University of Wisconsin Campus – **Kirstin DeMartino**
  - b. DMI – **Jason Ilstrup**
  - c. Other
11. Adjourn

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**NEXT MEETINGS**

**Executive Committee Meetings**

*Executive Committee meetings are the 2nd Tuesday of the months at Noon.  
Hovde Building, 122 W. Washington Ave., 1<sup>st</sup> Floor Conference Room and 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 and MEETING VIRTUAL*

<b>2024 Board Meetings</b>
<i>Thursdays, noon-1:30pm</i>
Thursday, June 6 ( <i>BID Annual Forum</i> )

Thursday, August 1
Thursday, September 5
Thursday, October 3
Thursday, November 7
Thursday, December 5