

# 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

January 22, 2025

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: 851 0505 3604, Passcode: 047903
3. WATCH THE MEETING: You can watch the meeting using the Zoom app. Join Zoom Meeting: <https://us02web.zoom.us/j/85105053604?pwd=hAU2Jmn5TiGCvN5aasZ1p8upLxQoww.1>
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 pab 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 (12:00 pm)
2. Approval of Minutes from 10/3/24 Board of Directors meeting – **Peggy Gunderson** (12:05 pm)
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. BID Member Highlight (12:10 pm)

- 6. Board Chair Report – **Peggy Gunderson** (12:20 pm)
  - a. Celebrating the BID
    - i. Holiday Events: Shine One Madison!, Cookie Walk, Sip & Glow
    - ii. BID member successes
  - b. Discussion on member-requested 2024 events survey
  - c. Office lease update
  - d. BID Board Member updates
    - i. Board renewals
    - ii. Attendance by Board Directors
- 7. 2025 BID Executive Committee nominations **VOTE REQUIRED**
- 8. BID Financial Reporting update – **Jason Salus** (12:45 pm)
  - a. ED Incentive Program
- 9. BID Updates – **Matt Tramel** (12:50 pm)
- 10. Committee Chair Updates (12:55 pm)
  - a. Events Committee – **Emily Gruenewald**
  - b. Marketing Committee – **Nick Newlin**
  - c. Real Estate Committee – **Matt Tramel**
- 11. City of Madison Updates (1:10p)
  - a. Police & Safety Update – **Captain Angela Kamoske**
  - 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
- 12. Neighborhood and Partner Updates (1:25p)
  - a. University of Wisconsin Campus – **Kirstin DeMartino**
  - b. DMI – **Jason Ilstrup**
  - c. Other
- 13. Adjourn

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## UPCOMING MEETINGS

### Board of Directors Meetings

*Board Meetings are on 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>2025 Board of Directors Meetings</b> 1 <sup>st</sup> Thursdays, noon-1:30pm
Thursday, February 6
Thursday, March 6
Thursday, April 3

Thursday, May 1
Thursday, June 5
Thursday, August 7
Thursday, September 4
Thursday, October 2
Thursday, November 6
Thursday, December 4

**Executive Committee Meetings**

*Executive Committee meetings are on the 3rd Tuesday of the months at Noon.  
Hovde Building, 122 W. Washington Ave., 1st Floor Conference Room and MEETING VIRTUAL*

<b>2025 Executive Committee Meetings</b> <i>3<sup>rd</sup> Tuesdays, noon-1:30pm</i>
Tuesday, February 18
Tuesday, March 18
Tuesday, April 15
Tuesday, May 20
Tuesday, June 17
Tuesday, July 15
Tuesday, August 19
Tuesday, September 16
Tuesday, October 21
Tuesday, November 18
Tuesday, December 16

**BID Committee Meetings**

*Committee meetings are held quarterly at the Hovde Building, 122 W. Washington Ave., 1st Floor Conference Room.*

**Marketing Committee:** Development and execution of a new digital marketing strategy to grow our communications channels and strengthen marketing outreach in support of BID businesses.

- **Upcoming meetings:** December 18, January 14, April 8, July 8, October 14

**Events Committee:** Planning and creation of BID events and programming, including development and expansion of new Downtown Community Partnership and Event Sponsorship programs.

- **Upcoming meetings:** January 15, April 9, July 9, October 15

**Real Estate Committee:** Serving as an organizing and action forum for real estate related topics in the BID, including maintaining a welcoming environment and safety and security protocols for BID properties.

- **Upcoming meetings:** December 4, January 8, April 2, July 2, October 8