

# 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

March 6, 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: 898 4915 4015, Passcode: 678670
3. WATCH THE MEETING: You can watch the meeting using the Zoom app. Join Zoom Meeting: <https://us02web.zoom.us/j/89849154015?pwd=79opleebvwi2iYZbdsZ9qJasPULbrY.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 hauv 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 – **Joshua Berkson**, Board Chair (12:00 pm)
2. Approval of Minutes from 2/6/25 Board of Directors meeting – **Joshua Berkson**
3. Disclosures and Recusals – **Joshua Berkson**
  - a. *Members of the body should make any required disclosures or recusals under the City's Ethics Code.*
4. Public Comment – **Joshua Berkson**
  - a. *Limited to 3 minutes per speaker*
5. Board Chair Report – **Joshua Berkson**

- 6. BID Financial Reporting update – **Jason Salus** (12:20)
- 7. Community – Represent and Resource Our Members
  - a. Office of Business Resources – **Saran Ouk**
  - b. District 2 Update – **Alder Juliana Bennett**
  - c. District 4 Update – **Alder Mike Verveer**
  - d. District 8 Update – **Alder MGR Govindajaran**
  - e. Neighborhood and Partner Updates
    - i. University of Wisconsin Campus – **Kirstin DeMartino**
    - ii. DMI – **Jason Ilstrup**
  - f. Police & Safety Update – **Central District Captain Kipp Hartman**
- 8. Support Community Safety Efforts (12:45)
  - a. Real Estate Committee Chair – **Vic Villacrez, Matt Tramel**
    - i. Foster community engagement for BID property owners
- 9. Boost Public Engagement Downtown
  - a. Marketing Committee – **Nick Newlin, Matt Tramel**
    - i. Ambassador program, Visitor Center, Info. Booth, Downtown Map & Guide, New Resident Welcome Kit, Shop & Stroll events, eGift cards, social media outreach
- 10. Drive Culture: Events, Programming and Placemaking
  - a. Events Committee Chair – **Emily Gruenewald, Matt Tramel**
    - i. Produce marquee events like the Madison Night Market, Lunch Time Live and Shine On Madison, 60+ events
    - ii. Enhance public spaces, support arts and culture downtown
- 11. Adjourn (1:30)

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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> <i>1<sup>st</sup> Thursdays, noon-1:30pm</i>
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.*

<b>2025 Executive Committee Meetings</b>
<i>3<sup>rd</sup> Tuesdays, noon-1:30pm</i>
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., 1<sup>st</sup> 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:** 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:** 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:** April 2, July 2, October 8