

# City of Madison

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

## Meeting Agenda - FINAL

### Madison's Central Business Improvement District (BID) Events Committee



April 9, 2025

12:00 p.m. – 1:00 p.m.

Hybrid – Virtual & 122 W. Washington Ave.  
1<sup>st</sup> 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: "Events Committee Comments".
2. LISTEN TO THE MEETING: You can call-in via phone: 1.929.205.6099, Meeting ID: 864 6293 7457, Passcode: 945537
3. WATCH THE MEETING: You can watch the meeting using the Zoom app. Join Zoom Meeting:  
<https://us02web.zoom.us/j/86462937457?pwd=Q4owPnBtVnhoTK7agkkhbmEpDT2Bdq.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 peb hnuv 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 – **Emily Gruenewald**, Events Committee Chair
2. Approval of Minutes from 1/15/2025 meeting
3. Disclosures and Recusals
  - a) *Members of the body should make any required disclosures or recusals under the City's Ethics Code*
4. Public Comment

a) *Limited to 3 minutes per speaker*

5. Pedestrian Mall not extended for 2025
6. 2025 Madison Night Market additions
  - a) Merch sales
  - b) Family Activity Zone
  - c) MMoCA Rooftop Experience
  - d) Madison-Milwaukee exchange
7. Event ROI Calculation
8. Proposed Events Discussion
  - a) Celebration of Madisons (in Madison)
  - b) Hot Cocoa Crawl
  - c) Galentine's Day Celebration
9. Combining Events & Marketing Committees
10. Adjourn

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## **NEXT MEETINGS**

***Events & Marketing Committee Meetings:***  
TBD