



DMI Leadership Report – January 2021

From Jason Ilstrup, DMI President

Creating Connections and Community:

- As we begin 2021, DMI welcomes several leadership changes. The new DMI Co-Chairs are Nathan Wautier from Reinhart Boerner Van Deuren s.c. and Megan Jerabek from von Briesen & Roper s.c. The new DMI Vice-Chair is Mark Richardson from Unfinished Business LLC. DMI also welcomes four new Committee Chairs (and Board members): Inclusiveness Committee's Brenda González from UW-Madison, Quality of Life Committee's Peggy Gunderson from Strategic Brand Marketing, Membership Development Committee's Brian Lee from Revelation PR, Advertising & Social Media, and Transportation Committee's Morgan Ramaker from BCycle, LLC.
- DMI hosted several larger virtual events in December including our annual holiday New Faces, New Places event with US Bank and Findorff, and a DMI annual meeting at the December What's Up Downtown Breakfast. A panel discussion with all DMI Committee Chairs highlighted the Breakfast. DMI also hosted a Behind the Scenes event with our friends at MMoCA.
- The Downtown Group is working on several projects within their respective task forces (equity, economic development, and activation/programming) including assisting with the Shop Madison campaign, research on a pop-up/kiosk project, assisting with reopening efforts, a neighborhood association group, future scenario planning and an MLK Community Dinner.

Economic Development:

- The Economic Development Committee did not meet this month. We asked the members to tour downtown and safely spend money.
- DMI continues to advocate for increased communication between business and Public Health on safe reopening plans.
- DMI also continues to provide access to resources and information to assist businesses struggling with COVID.
- DMI will submit a position statement in regard to the City Council's recent resolution on rezoning of properties. We are strongly advocating for the City to maintain their current policy on rezoning properties that attempts to minimize the creation of non-conforming uses and structures.

Challenge Committee:

- The Challenge Committee met to discuss action planning for their Civic Agenda equity work. The Committee agreed to start with the 2021 Civic Agenda by assisting the Committees with probing questions about equity. The largest amount of the work will begin with the 2022 Agenda in the fall.

Membership Development:

- The Membership Development Committee hosted their annual holiday party, with a virtual version this year.

Transportation:

- The Transportation Committee met with Metro Transit General Manager Justin Stuehrenberg to discuss the changes to the BRT's locally preferred alternative route (some station changes and center running buses) and the upcoming route study. The Committee also continued with work on the Signature Bike Route planning.
- The Committee also met to discuss their work on the 2021 Civic Agenda. They discussed their work over the last year and how they want to move forward in the new year.

Quality of Life:

- The Community Based Crime Reduction Grant steering committee started in December. The program is in the early stages of action planning for the next three years of the project.
- The Quality of Life Committee met to discuss their plans for 2021. They discussed several projects and task forces they may want to work on and create.

Inclusiveness:

- DMI hosted the Madison Area Diversity Roundtable meeting in December. The group discussed the How We Heal video and highlights for 2020.
- Step Up will begin their next phase of the diversity, equity, and inclusion work with an online challenge (last 10 weeks) starting after the January Board meeting. All Board, staff and Inclusiveness Committee members will participate.
- DMI is partnering with the Latino Professionals Association on a yearlong mentoring event.
- The Inclusiveness Committee met to discuss the relationship between the Committee and the Challenge Committee.

Government Relations:

- The Government Relations Committee met to discuss the operations of their local election endorsement work.

For questions and more information, contact Jason Ilstrup, DMI President at 608-512-1330 or jilstrup@downtownmadison.org.