



DMI Leadership Report – March 2021

From Jason Ilstrup, DMI President

Creating Connections and Community:

- DMI, along with our partners from the Greater Madison Chamber, Destination Madison, Madison Black Chamber of Commerce, Latino Chamber of Dane County, Middleton Chamber, Fitchburg Chamber, DeForest/Windsor Chamber and Verona Chamber sent a third COVID-19 business impact survey. The survey results will help inform our community of the COVID impacts on business, what the future of business/non-profits looks like and how we can work together to ensure an equilibrium of health and the economy.
- The Downtown Group is working on creating several strategic goals for reimagining downtown Madison as an equitable and vibrant place where everyone feels welcome. The strategies are arising out of the separate task forces, future scenario planning and some public outreach. The Downtown Group was also featured at the Mayor's press conference to discuss how important public/private partnerships are to the community's future.
- DMI hosted three member events this month including a New Faces, New Places with Abby Bartlett from Wisconsin Distributors, a What's Up Downtown Breakfast with U.S. Senator Tammy Baldwin, and another New Faces, New Places with the Scalzo and Brust Show on ESPN Madison.
- DMI recorded several new podcasts with partners from Sustain Dane (Winter Is Alive), Action Coach, Community Shares of Wisconsin, and RISE.

Economic Development:

- The Economic Development Committee met to hear an update on the work of the Downtown Group (pop-up shops, future scenario planning and a downtown office tenant survey) and to discuss the 2021 DMI Civic Agenda.
- The Housing Task Force met to work on a position statement favoring a resolution allowing for more housing to be built by right, now working its way through the City Council process. The resolution seeks to increase allowable housing densities without creating a conditional use.

Challenge Committee:

- The Challenge Committee did not meet last month however they continued their work ensuring every DMI Board member participates in the Step-Up online challenge and on the timing for next fall's Civic Agenda equity work.

Membership Development:

- The Membership Development Committee met to discuss their committee updates (wins and actionable items), the creation of an ambassador training program, the Committees goals, and an update on the scholarship program.
- DMI welcomed several new members this month: The Rainbow Project, Hilton Garden Inn Madison Downtown, Essential Remediation, Gooseberry on the Square, IMEG, Arc Studio 3D, Union Cab Cooperative, Main Street Alliance, SPL Legacy Foundation, Tierney, and Towns and Associates.

Transportation:

- The Transportation Committee met to discuss the 2021 Civic Agenda. They also heard updates from partner organizations including the City's plans to move some bus routes off State Street, moving Bike Week to the fall, B-Cycle adding more bikes and starting an Art Bike program, and Metro's plan to move the proposed second operational facility to near the airport.
- I participated in another meeting of the Vision Zero stakeholder group. The City is creating a high injury network to focus on the areas with the most incidents. Much of this network is downtown. The City is also looking at lowering the neighborhood speed limits to 20 mph.
- The February Nosh at Noon featured a panel discussion on the future of transportation after COVID. Kim Jones from the Dane County Airport, Morgan Ramaker from B-Cycle, Yang Tao from the City's Traffic Engineering Office, Chris McCahill from SSTI, Justin Stuehrenberg from Metro, and Harald Kliems from Madison Bikes all participated in the panel.
- I participated in the first meeting of the Metro Transit network redesign stakeholder group.

Quality of Life:

- DMI co-hosted with CNI a discussion on downtown homelessness with John Adams and Michael Moody from Catalyst for Change.
- The Community Based Crime Reduction stakeholder groups continues their work on an outreach and action plan.
- The Quality of Life Committee met to discuss the creation of four new task forces: communications, homelessness, safety and University relations. The Committee also heard updates from several partners including the MPD, the BID, the Downtowners and Porchlight.
- DMI hosted a downtown leaders discussion with the new MPD Chief Shon Barnes.

Inclusiveness:

- The DMI Inclusiveness Committee met to discuss several proposed strategies for the committee to work on in 2021 and to hear a presentation/discussion with Aaron Bird Bear, the Director of Tribal Relations at UW-Madison.
- The Beyond Compliance Task Force continues their work on the ADA Festivals Training Guide and how to properly reach the intended parties.
- The Committee also formed a book club which is starting to meet every few weeks.

Government Relations:

- The Government Relations Committee completed all their Madison City Council endorsement interviews. The Committees recommendations were forwarded to the DMI Executive Committee and Board of Directors for their approval.

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