



DMI Leadership Report – September 2021

From Jason Ilstrup, DMI President

Creating Connections and Community:

- DMI is engaged with MIG (www.migcom.com) to complete a new organizational strategic plan. The process will begin in October, with the final product delivered in the spring of 2022. We look forward to working with many partners, members, community organizations and local government entities to create an even stronger DMI; one ready to work on the challenges and opportunities facing downtown Madison.
- DMI is hosting our Annual Celebration on Monday, September 27 from 4:30 to 8p on the rooftop of the Monona Terrace. I hope you can join us for community building, music, videos celebrating downtown and an excellent keynote speaker, Ifeoma Ibo. Please visit (<https://downtownmadison.org/event/2021-dmi-annual-celebration/#!event-register/2021/9/27/dmi-annual-celebration>) for more information and to purchase tickets.
- DMI hosted a variety of events this last month including a virtual What's Up Downtown Breakfast featuring Aaron Bird Bear, the Director of UW Tribal Relations. Aaron discussed the extraordinary cultural center of the Teejop in the current downtown area. DMI also hosted a live New Faces New Places on ULI's wonderful US Bank Building 4th floor plaza and a Behind the Scenes event at the amazing new Hamel Music Center on the UW Campus.
- DMI participated in several International Downtown Association (IDA) events including Jason serving as a speaker for an Advancing Places Webinar on downtown data collection and reports. Jason is also now serving on the new IDA policy committee, working on several federal lobbying projects.
- Jason participated in a live (and recorded) Talkback Session with The Progress Center for Black Women and Sabrina Madison on their new downtown space.
- Jason moderated a Cap Times Idea Fest panel discussion on what will downtown Madison look like in the future with Mayor Rhodes-Conway, Amy Supple of the Edgewater Hotel, Ellie Westman Chin from Destination Madison, and Jessica Cavazos with the Wisconsin Latino Chamber of Commerce.

Economic Development:

- The Economic Development Committee heard a presentation/discussion with StartingBlock Executive Director Nora Roughen-Schmidt.
- The Committee is working with the National Association of Minority Architects (NOMA) on a joint networking event later this fall.

Challenge Committee:

- The Challenge Committee met to discuss the timing of the next DMI Civic Engagement Agenda, the Committee's work to ensure diversity, equity and inclusion is included throughout the entire Agenda and how to best time the work on and release of, with the forthcoming DMI strategic planning work.

Membership Development:

- The Membership Development Committee met to discuss their action plan to increase DMI's membership.
- The new members joining DMI this month are UBS Financial Services: Paul Vosburgh, Vendura Industries, Brix Co-Working, The Tinsmith and Graft.

Transportation:

- The Transportation Committee met in August to hear updates from partners and a presentation by Freebee, a free ride share program interested in starting in Madison. The Committee also participated in a workshop/listening session on the Metro Transit Network Redesign.
- The Transportation Committee met in September to hear a presentation from local urban planner Barry Gore on Madison's work to bring passenger rail back to Madison including creating a potential station location near First and E. Washington (Yahara Station).
- The work of the Vision Zero Task Force continues and met in August. The Task Force is charged with helping the City implement a plan to eliminate all traffic fatalities in Madison.
- DMI participated in a Smart Growth led meeting on the City's Transportation Demand Management (TDM) plan. The City's Department of Transportation updated the attendees on their plan. The latest version includes several changes initiated in response to questions and comments from the public.
- Jason participated in a press conference with several local leaders on Governor Evers plan to distribute \$5.2 million in America Rescue Plan Act (ARPA) funding to Metro Transit. The money will help mitigate some of Metro Transit's State budget funding cuts.

Quality of Life:

- DMI helped facilitate an AARP survey on how age friendly Madison is. The survey, to community members 45 and older, is critical to the creation of a plan for Madison, and downtown, to best meet the needs of our older community.
- The Downtown Madison Public Safety Initiative, through community-based crime reduction grant, created a new advisory committee. The committee will help create an action plan for reducing violence in the downtown area that focuses on addressing the causes of violence, with the ultimate goal of fostering a more welcoming and inclusive downtown.
- DMI participated in a tour of Lake Mendota with the Clean Lakes Alliance. The tour focused on shoreline restoration, clean water, parks, and open spaces and how to better tie downtown to the lakes.
- The Quality of Life committee, at their August meeting, heard a presentation from new Madison Police Department Central Precinct Captain Harrison Zanders. The Committee also heard updates from their homelessness, safety, communications, and UW relations sub-committees.

Inclusiveness:

- DMI hosted the Madison Area Diversity Roundtable meeting in August. The group discussed critical race theory and the diversity, equity, and inclusion work.
- Due to the holidays, the Inclusiveness Committee postponed their September meeting to later in the month. However, several of their working groups continue to meet, including the committee's job and internship program.

Government Relations:

- The Government Relations Committee hosted 2nd District Alder Patrick Heck at their September meeting.

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