



DMI Leadership Report – October 2021

From Jason Ilstrup, DMI President

Creating Connections and Community:

- DMI hosted our Annual Celebration in September on the rooftop of the Monona Terrace. Ifeoma Ebo, the Founder of Creative Urban Alchemy was the keynote speaker on a night where we spent time with good friends, enjoyed the weather, watched a video celebrating downtown and heard some excellent music. Thank you to everyone for your help.
- The search for a new Director of Development has reached the final interview phase. We have several strong candidates left to choose from.
- Jason moderated a session of the Cap Times Idea Fest on the future of downtown Madison. The panel included Mayor Rhodes-Conway, Jessica Cavazos, Ellie Westman Chin and Amy Supple.
- DMI hosted several events last month including a virtual What's Up Downtown Breakfast with new UW Athletic Director Chris McIntosh. We are moving back to live/hybrid events for our October New Faces, New Places (Hilton Garden Inn) and What's Up Downtown Breakfast (featuring Lexi London from the Bayview Foundation).

Economic Development:

- The Economic Development Committee hosted Pam Christenson from MGE to present on the economic importance of downtown Madison. Thanks to MGE and Vandewalle and Associates, the presentation highlighted why downtown is so important to our entire community.
- Jason met with Deputy Mayor Christie Baumel and new City of Madison Sustainability and Resiliency Manager Jessica Price to discuss potential energy efficiency programs for buildings in Madison.
- The State Street pop-up shops opened in early October. Thanks to an incredible public-private partnership with numerous participants, eleven new businesses opened their stores in 440 and 444 State Street.
- In partnership with the Wisconsin Chapter of the Congress for New Urbanism (CNU), DMI co-hosted Rick Cole, the new Executive Director of CNU. Rick hosted a discussion, then toured Cap East.
- DMI co-hosted a fall mixer with the National Organization of Minority Architects (NOMA) on the rooftop of ULI's US Bank Building. NOMA discussed their new Wisconsin chapter and their community goals.

Challenge Committee:

- The Challenge Committee met to discuss their involvement in DMI's strategic plan work. The Committee wants to be actively involved in the stakeholder group and the workshops. The

Committee also discussed how to implement several of the ideas generated by the Step Up facing bias workshop.

Membership Development:

- The DMI Membership Committee met to discuss the Committee's wins, the new members, members on the aging reports and the new ambassador assignments.
- DMI welcomes several new members including SARA Investment Real Estate, Pop-Dot and the Ronald McDonald House Charities.

Transportation:

- DMI and Milwaukee Downtown hosted the third in our quarterly series, the MSN+MKE Downtown Exchange. At this session, we welcome leaders from both cities to discuss the future of downtown transportation.
- The Transportation Committee met to hear a presentation from Kyle Wagenschutz, the Vice President of Innovation at People for Bikes. Kyle discussed how cities can create a powerful bike scene/infrastructure for everyone.

Quality of Life:

- The Quality of Life Committee discussed supporting Dane County Resolution 156, legislation directing more American Rescue Plan Act (ARPA) funds towards people experiencing homelessness and find other solutions to help. Quality of Life and the DMI Executive Committee agreed to support the resolution. The Safety and Homelessness Sub-Committees also met this month.

Inclusiveness:

- The Beyond Compliance Task Force met twice and agreed to work on hosting a conference on well built and universal design for the Madison building community. The Task Force is working with the City's Disability Rights Commission on this project.
- The Inclusiveness Committee met and heard a presentation from Wisconsin Latino Chamber of Commerce President and CEO Jessica Cavazos. Jessica discussed all the Chambers work downtown and community wide.

Government Relations:

- The Government Relations Committee postponed their meeting due to scheduling conflicts with elected officials. Another meeting should be scheduled soon.

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