



DMI Leadership Report – February 2022

From Jason Ilstrup, DMI President

Creating Connections and Community:

- DMI hosted several events in late January and early February including the first in the quarterly MSN+MKE Downtown Madison Exchange series. The Exchange featured a virtual discussion on the labor and material shortages and how they are affecting downtowns. We also hosted Dr. Alex Gee at this month's hybrid What's Up Downtown Breakfast. Dr. Gee discussed the Center for Black Excellence and Culture project. Lastly, DMI co-hosted our New Faces, New Places at the Edgewater Hotel with our partners the Clean Lakes Alliance. The event was part of the Clean Lakes Frozen Assets series. We hosted a panel discussion on the importance of the lakes to downtown with Alia Stevenson, Amy Supple, Ellie Westman Chin, James Tye and Jon Warner. The discussion was followed by a networking hour.
- DMI continued working on our strategic planning work. We completed a survey of our members, downtown residents, and BID members. We received nearly 500 responses to the survey. The planning team from MIG also met with our Stakeholder group and with staff. We're on track to complete the strategic plan by early quarter two.
- DMI participated in the Greater Madison Chamber of Commerce's quarterly discussion with the area's chambers and business membership organizations. The participants discussed how their members are faring under COVID.
- DMI is partnering with the Latino Professionals Association (LPA) on our annual Conexiones mentoring events. DMI and LPA will bring together 15 mentors and mentees once a month over the first and second quarters for lunch and mentoring.

Economic Development:

- The Committee heard a presentation from Steve Steinhoff, Agency Director for the Capitol Area Regional Planning Commission (CARPC), on their new regional development framework, part of the Greater Madison Vision work.

Challenge Committee:

- The Challenge Committee heard an update on DMI's strategic plan and how they can be more involved. Both the Chair and Vice Chair met with the strategic planning team from MIG. They also welcomed several new members to the Committee.

Membership Development:

- The Membership Development Committee met with our strategic planning team from MIG for a work session and update on the work so far.
- The Committee hosted their quarterly New Member Coffee for dozens for new members.

- DMI welcomed several new members this month including Jovan's Lawn Care, Kilter, AIA Wisconsin, Vogel Brothers Building Company, Schönheit Gardens, and Seven Acre Dairy Company. Welcome to DMI!

Transportation:

- The Transportation Committee met to hear partner updates from the City's Parking Department, the City's Ped/Bike Coordinator, B-Cycle and the MPO. The Committee also reviewed their work in 2021 and planned for 2022.

Quality of Life:

- The Quality of Life Committee met to hear updates from partners and sub-committees. The Committee also heard a presentation on the legalization of cannabis and the effects on downtown with State Senator Melissa Agard.

Inclusiveness:

- The Inclusiveness Committee is meeting later this month.

Government Relations:

- The Government Relations Committee met with City of Madison 4th District Alder Mike Verveer. Alder Verveer discussed all the issues and developments happening within his district.
- Jason spoke to the State of Wisconsin Small Business Regulatory Review Board about small businesses downtown and how they are doing. Thanks to Peggy Gunderson for the invitation.

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