



DMI Leadership Report – March 2022

From Jason Ilstrup, DMI President

Creating Connections and Community:

- The City of Madison recently issued a request for proposals for the Lake Monona Waterfront design competition. The competition asks firms to envision and reimagine the Lake Monona Waterfront from Machinery Row to Olin Park. DMI is assisting the private side of a public/private partnership through our participation in the Friends of Nolen Waterfront Board.
- DMI hosted several events this month including a hybrid What's Up Downtown Breakfast with Matt Wachter, City of Madison's Director of the Planning, Community and Economic Development divisions. We also hosted a live Behind the Scenes Tour of the Nick (Nicholas Recreations Center), the new UW Recreation and Wellbeing building on campus. Lastly, in partnership with the Latino Professional Association, DMI co-hosted the first of three sessions in our annual mentorship program, Conexiones.

Economic Development:

- The Economic Development Committee heard two presentations at their February meeting. First, Jillian Talarczyk, Founder of the Madison Public Art Project, discussed their recent activities downtown including the flamingo mural on Johnson Street and the flower flash at the Madison Public Library. Second, we heard a presentation on Natural Occurring Affordable Housing (NOAH) in Madison from Claire Oleksiak, Executive Director of Sustain Dane, and Abigail Corso, Chief Strategy Officer for Elevate.
- The Regent Street Group met in February to discuss recent developments in the area, the mission of the group and what the group should work on.

Challenge Committee:

- The Challenge Committee did not meet this month.

Membership Development:

- The Membership Development Committee met in February to discuss the Committee's goals, new strategies, and ambassador assignments.
- DMI welcomed several new members: Madison Public Market Foundation, Quad Capital Partners, WisPolitics.com, HNTB Corporation, Strand Associates, Inc., CultureCon and WMSN – Fox 47. Welcome to all our new members!

Transportation:

- Jason met with the General Manager of Metro Transit, Justin Stuehrenberg to discuss the Metro Transit Network Redesign and how it will affect downtown. They also discussed Bus Rapid Transit and the construction timeline.
- Jason is working with a UW Engineering class, and several local engineers, on a student capstone project to redesign the 400, 500 and 600 blocks of State Street.
- The Committee met in February to discuss their strategies and approaches for DMI's passenger rail advocacy. The City recently released a request for proposal to assist in siting the new station location.

Quality of Life:

- The Downtown Safety Initiative Advisory Council decided to focus the project attention and resources on reducing sex assault crimes and gun violence downtown. The Council is working on creating specific initiatives through partner organizations.
- The Quality of Life Committee met to discuss future Committee speakers and projects. They also discussed several new video projects and heard updates from several partners.
- The Committee's new University Relations Sub-Committee met for the first time. The group discussed how UW currently works with DMI and how we can work more together in the future.

Inclusiveness:

- The Inclusiveness Committee met twice over the last few weeks. At the first meeting, they heard a presentation from Megan Diaz-Ricks, Director of Communications and Fund Development, on all of Common Wealth Development's recent work. Next, Alia Stevenson, Chief Programs Officer for the Foundation for Black Women's Wellness discussed the Foundation's mission and work.
- The Inclusiveness Book Club completed their discussion of the This Land podcast. The podcast discusses various native issues including land rights, sovereignty, and the Indian Child Welfare Act.
- DMI helped host the February meeting of the Madison Area Diversity Roundtable (MADR). The group discussed ongoing diversity, equity and inclusion learning and development for their staffs.

Government Relations:

- The Government Relations Committee met with Dane County 1st District Board Supervisor Elizabeth Doyle. Supervisor Doyle gave an update on the Alliant Energy Center planning, her work on the Health and Human Needs Committee, a new proposal for the jail (voted on at the 3/3 Board of Supervisors meeting) and the Lake Monona Waterfront.

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