



## DMI Director's Report – April 2022

From Jason Ilstrup, DMI President

### Creating Connections and Community:

- The Lake Monona Waterfront project continues to move forward. The project aims to reimagine, revitalize, and create better access to Lake Monona from the east side of Madison, through downtown to Olin Park and the south side. Over the last month, several milestones were achieved including the issuing of a Request for Qualifications (RFQ) to participate in the City's design challenge to firms nationwide. The City Council also approved a Lake Monona Waterfront Ad-Hoc Committee to help decide the best design firms from the challenge. DMI continues to help lead this important project through advocacy, administration, and communication with both our public and private partners.  
<https://www.cityofmadison.com/parks/projects/lake-monona-waterfront-design-challenge>
- DMI proudly supported and advocated for creating a permanent Streatery program in Madison (position statement: <https://downtownmadison.org/dmi-position-statement-on-making-streatery-permanent/>). The City Council unanimously approved the enabling resolutions at their March 29<sup>th</sup> meeting. Streatry allows businesses downtown, and throughout Madison, to use public space, including sidewalks, terraces, parking spots, etc. for restaurant and retail space purposes. The Streatery program reimagines how we use public space. DMI will continue to work with the City to create new and innovative usages for spaces downtown.
- DMI hosted several events including a virtual speed networking at our March New Faces, New Places, and a live presentation from the new Isthmus, with Judy Davidoff and Jason Joyce at the March What's Up Downtown Breakfast (<https://www.youtube.com/watch?v=6kEaBnuqdPA&t=1796s>).
- The Downtown Happenings Podcast was featured on an International Downtown Association (IDA) webinar. Jason joined downtown leaders from Seattle, WA and Saskatoon, Canada to discuss how to create and utilize podcasts and television shows to communicate with members and the larger community. We also released two new Downtown Madison Happenings podcasts:
  - Nick Lombardino, CultureCon: <https://www.youtube.com/watch?v=TmQYDrIS9PI>
  - Joe Loehnis, Wisconsin Chamber Orchestra: [https://www.youtube.com/watch?v=R\\_q6zjUQrSk&t=1159s](https://www.youtube.com/watch?v=R_q6zjUQrSk&t=1159s)

### Economic Development:

- The Economic Development Committee met with Bill Connors, the Executive Director of Smart Growth Greater Madison (<https://www.smartgrowthgreatermadison.com/>) to discuss their work representing the development industry in Madison. Bill discussed several issues including recent proposed developments near the airport and the Council's resistance to allow any new

building in the F35 jet noise zone. Bill also discuss changes to the landmark ordinance and several other development issues. The Committee also reviewed the DMI Development Tracker: <https://downtownmadison.org/our-work/economic-development/>

#### **Challenge Committee:**

- The DMI Challenge Committee met with DMI's strategic planning team from MIG to work on the draft plan. The Committee focused on how to ensure diversity, equity and inclusion is built into the entire plan and the organizations work.

#### **Membership Development:**

- The Membership Development Committee met to discuss the committee's wins, ambassador assignments and plans for the new year.
- DMI welcomed several new members this month including:
  - Economic Growth Advisors - <http://www.economicgrowthadvisors.com/>
  - Mortenson - <https://www.mortenson.com/>
  - TDS Telecom - <https://tdstelecom.com/>
  - Holy Wisdom Monastery - <https://holywisdommonastery.org/>
  - Tandem HR - <https://tandemhr.com/>
  - Trinitas Madison - <https://www.trinitas.ventures/>
  - Dave Mollenhoff
  - RSM US LLP - <https://rsmus.com/>
  - Free Bikes 4 Kids Madison - <https://fb4kmadison.org/>
  - Brothers Molloy Events - <https://www.brothersmolloyevents.com/>
  - CFS - <https://www.cfstaffing.com/>

#### **Transportation:**

- The Transportation Committee met twice and heard two presentations. First, the Vision Zero team from the City of Madison discussed the initiative. Vision Zero (<https://www.cityofmadison.com/transportation/initiatives/vision-zero>) is a data driven strategy intended to eliminate traffic deaths and severe injuries on city streets. Second, the Committee met with the City's Street Vending Coordinator Meghan Blake-Horst and City Traffic Engineer Yang Tao to discuss the Streatery program and how this successful model could be used for transportation projects.

#### **Quality of Life:**

- At their March meeting, the Quality of Life Committee heard updates from their various sub-committees and partner organizations. The Committee also discussed the new purpose-built men's shelter proposed for the east side of Madison and how DMI can support the project. Lastly, through the work of the Communications Sub-Committee, a discussion was held on new DMI video projects and how the Sub-Committee team can help.

#### **Inclusiveness:**

- In April, the Inclusiveness Committee met to discuss the various Committee and organization wide projects. A few highlights include the jobs/internship initiative team's search for employer

partners, the Beyond Compliance Task Force work on this summer's built environment virtual conference and an update on the DMI strategic plan work.

- DMI and our partners at the Latino Professionals Association (LPA) hosted the second Conexiones mentoring event.

**Government Relations:**

- The Government Relations Committee met with Lt. Ed Marshall from the Madison Police Department. The group discuss safety downtown, including our combined work on the Downtown Safety Initiative grant, and how we can best work with and support the department.

For questions and more information, contact Jason Ilstrup, DMI President at 608-512-1330 or [jilstrup@downtownmadison.org](mailto:jilstrup@downtownmadison.org).