



DMI Director's Report – October 2022

From Jason Ilstrup, DMI President

Creating Connections and Community:

- Downtown Madison, Inc. (DMI) hosted our Annual Celebration on Monday, September 19 at the Monona Terrace. Over 550 people celebrated downtown, heard a keynote speech by Jay Renkens from MIG, Inc. and made new connections. At the Celebration, the Dane County Farmers Market was recognized for their 50th anniversary and positive impact in downtown Madison: <https://www.youtube.com/watch?v=vcCzJi0j62Y>
- Jason and John attended this year's annual International Downtown Association (IDA) conference. Over three days in Vancouver, Jason and John explored the city through guided tours and attended a variety of session on a myriad of topics including impacts late night safety have on downtowns, reimagining central business corridors/streets, indigenous mural and memorial tour, winter placemaking, diversifying downtowns, unique affordable housing projects, evolving third spaces, economic development programs, downtown parks, tourism and many more. It was also an opportunity to meet and connect with leaders from downtown organizations from across the United States, Canada and throughout the rest of world. Jason was also elected to the IDA Board of Directors for a three-year term.
- DMI hosted several events this month including a What's Up Downtown Breakfast with Bridget Fraser, Executive Director of the Wisconsin Youth Symphony Orchestra.

DMI Media Mentions:

- DMI did not appear in the media this month.

DMI Presentations:

- Jason presented a downtown update to the Monona Terrace Community and Convention Center Board of Directors.

Economic Development:

- In a joint meeting of the DMI Economic Development and Transportation Committee, the group heard a presentation/update on the City's Transportation Demand Management (TDM) work. Philip Gritzmacher presented and answered the Committee questions. DMI continues to work with City staff to improve the proposal.
- DMI is working with the City on ways to assist with the Associates in Commercial Real Estate (ACRE) program. For the second year in a row, Madison is sending several residents to the Marquette University program.

Challenge Committee:

- The Challenge Committee did not meet. They are waiting for the final approval of the DMI strategic agenda to start the next phase of work.

Membership Development:

- DMI welcomed several new members this month. Welcome to DMI and please let us know how we can help!

Supreme Structures Inc	Dan Bertler	www.supremestructures.com
Lake Effect HR & Law, LLC	Jane D. Clark	www.le-hrlaw.com
RehabPath	Scott Forester	www.rehabpath.com
LZ Management Company, LLC	Dan Zellner	www.lz-management.com
Kindness Bank-A Division of Kindness Foundation Inc	Julie Gullickson	www.kindnessbank.net
MYArts	Jessica Courtier	https://www.madisonyoutharts.org/

- The Membership Development Committee met, welcomed a few new ambassadors, and discussed the committee’s work.

Transportation:

- The DMI Transportation Committee met with Philip Gritzmacher to discuss Transportation Demand Management. Please see the note in the above Economic Development section.
- Jason was selected to Chair the Dane County Airport Commission.

Quality of Life:

- The DMI Quality of Life Committee heard a presentation from Allen Arntsen, Chair of the City’s Ad-Hoc Committee and Executive Board member of the Friends of Nolen Waterfront, on the Lake Monona Waterfront project.
- DMI also attended the Lake Monona Waterfront projects kick-off event.

Inclusiveness:

- The DMI Inclusiveness Committee met and toured the Chazen Museum’s Sifting and Reckoning exhibit.

Government Relations:

- The Government Relations Committee met with City of Madison 2nd district Alder Patrick Heck to hear a district and downtown update.
- The Government Relations Committee discussed the 2023 DMI endorsements and outlined potential procedures for the process.

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