



DMI Director's Report – November 2022

From Jason Ilstrup, DMI President

Creating Connections and Community:

- DMI completed our new 5-year strategic plan! Thanks to the participation of over 500 people, DMI has a blueprint to carry out our new mission of making Downtown Madison an economically strong, inclusive, equitable, and vibrant place to live, work, and visit. Please find a copy of the plan and an executive summary below:
 - [Strategic Plan](#)
 - [Executive Summary](#)
- DMI hosted several events this month including a New Faces, New Places at Chrysalis; a Behind the Scenes at the Dane County Regional Airport; a What's Up Downtown Breakfast with Letesha Nelson, CEO and Executive Director of the Goodman Community Center (https://www.youtube.com/watch?v=8sjOx_7MBPM); and a New Member Coffee at von Briesen & Roper.
- DMI released a new Downtown Madison Happenings podcast with Ross McDuffie, President of Madison Media Partners; and a new All Around Downtown video featuring MadLit.
 - [Downtown Madison Happenings Podcast - Ross McDuffie](#)
 - [All Around Downtown Series - MadLit](#)

DMI Media Mentions:

- October 24 – WISC-TV - [Educators Hold Rally Ahead of Election](#)

DMI Presentations:

- Jason spoke about the importance of downtowns and strong third spaces, like the proposed Frank Production/Milwaukee Bucks venue, at the City of Milwaukee's Zoning, Neighborhood and Development Committee.
- Jason spoke to the annual conference of the Wisconsin Association of Railroad Passengers on the importance of trains and downtowns.
- Jason emceed the Unity in the Community Rally with partners from across the city including the Madison Public Schools Foundation and the Madison Metropolitan School District.
- Jason emceed the Garver Feed Mill Halloween event and Porchlight's annual dinner.

Economic Development:

- The DMI Economic Development Committee hosted presentation and discussion on the City of Madison's Building Energy Benchmarking Proposal with Jessica Price, Sustainability and Resilience Manager.

- The Regent Street Group is meeting with many of the street’s property owners to better understand their properties short- and long-term development goals.
- The Economic Development Committee hosted a joint meeting with the Transportation Committee to discuss the City’s transportation demand management (TDM) resolution. The City’s Transportation Planner, Philip Gritzmacher presented to the Committees.

Challenge Committee:

- The Challenge Committee did not meet this month and is preparing for their role in the new strategic plan.

Membership Development:

- DMI welcomes several new members!

ALL ABOARD WISCONSIN	Clark Johnson	http://allaboardwisconsin.com/
Madison Metropolitan Sewerage District	Michael Mucha	https://www.madsewer.org/
MRDC- Madison Regional Development Company, LLC	Leonard Suchobrus	http://www.walterwayne.com/
Sign Art Studio	Lindsey Yoder	www.makesignsnotwar.com
Watch Her Grow	Julie Allison	https://watchhergrow.com/

- The Membership Development Committee also met to discuss their recent activity, wins and ambassador assignments.

Transportation:

- The Transportation Committee held a joint meeting with the Economic Development Committee to discuss transportation demand management. See economic development section above.

Quality of Life:

- The Isthmus Safety Initiative hired RCC for the bystander bar training program. The Initiative also conducted community engagement asking about safety conditions downtown.
- The Quality of Life Committee met in October to hear partner updates and a presentation/update from Porchlight Executive Director, Karla Thennes, on the proposed men’s homeless shelter: <https://www.youtube.com/watch?v=bQc896iXOUc>
- The Lake Monona Waterfront project hosted their mid-way check-in event with the three final design challenge firms.

Inclusiveness:

- The DMI Inclusiveness Committee met with Kacie Butcher, UW’s Public History Project Director to discuss the Chazen’s Sifting and Reckoning exhibit.
- The Beyond Compliance Task Force hosted a discussion with the City’s Street Vending Coordinator, Meghan Blake-Horst, to discuss accessibility and the City’s streatery program.

- DMI hosted the Madison Area Diversity Roundtable (MADR) discussion in October. The group discussed quite quitting and underrepresented folk. DMI is also assisting in creating an information hub for the group.

Government Relations:

- The Government Relations Committee heard a presentation and held a discussion on the DMI strategic plan.

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