



DMI Director's Report – January 2023

From Jason Ilstrup, DMI President

Creating Connections and Community:

- DMI hosted several events in December including a What's Up Downtown Breakfast with Dr. Carlton Jenkins, Madison Metropolitan School District's (MMSD) Superintendent (<https://www.youtube.com/watch?v=eJwm1jDZcNw&t=5s>), a Behind the Scenes at the Edgewater Hotel, and a MSN+MKE Downtown Exchange discussing placemaking efforts in both cities, including the Lake Monona Waterfront and the Lake Front Porch projects in Madison (https://www.youtube.com/watch?v=E_b5Obs2JRQ).
- DMI created another video for our All Around Downtown series. This month we toured the Henry Vilas Zoo's Zoo Lights event - <https://www.youtube.com/watch?v=syVZEIZbFms>

DMI Media Mentions:

- There were no media mentions this month.

DMI Presentations:

- Jason participated in an International Downtown Association (IDA) panel discussion about the 2022 federal elections and IDA's national public policy priorities and strategies.
- Jason participated in the groundbreaking ceremony for the City's new Bus Rapid Transit system (BRT).
- Jason presented a DMI and downtown update to the SVA team.

Economic Development:

- The Economic Development Committee met in December to discuss future development projects on Wilson Street, including Walter Wayne Development's project the Adria on W. Wilson and Quad Capital's project on E. Wilson - <https://www.youtube.com/watch?v=0Q8ZApIQ0lw>.

Challenge Committee:

- The Challenge Committee did not meet this month.

Membership Development:

- DMI welcomes several new members:

89 West Communications LLC	Bill Martin	Sole Proprietor, no website provided
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Atlatl Advisers	Hunter Klus	https://atlatladvisers.com/
Huston Design	Hilary Kleese	https://www.hustondesign.com/
Peter Gascoyne	Peter Gascoyne	Non-business resident. Helps with pedestrian count data.

Transportation:

- The DMI Transportation Committee met earlier in the month to discuss and hear a presentation on the City’s Transit Orientated Development plan. DMI’s Economic Development Committee was invited - <https://www.youtube.com/watch?v=PChoKQLtzBo>.

Quality of Life:

- The DMI Homelessness Committee met in December and heard updates on the new men’s shelter and several other projects. The Homelessness Committee is combining with Catholic Charities Beacon Community Advisory Committee to form one committee.

Inclusiveness:

- The Beyond Compliance Task Force met and discussed their upcoming projects including revising the Streatery Accessibility Guide and filming a video campaign to help with the proper implementation of Streatery.

Government Relations:

- The DMI Government Relations Committee met and discussed their final preparations for the 2023 Mayor and City Council endorsement process.

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