



## DMI Director's Report – February 2023

From Jason Ilstrup, DMI President

### Creating Connections and Community:

- DMI launched our new Advocacy Update series in January. The series provides members and the greater community an opportunity to learn about DMI's advocacy work, initiatives, and priorities and get a deep dive into some of the most pressing issues impacting downtown Madison. DMI welcomed City of Madison's Director of Planning, Community and Economic Development, Matt Wachter to the first Update - <https://www.youtube.com/watch?v=UJmqnFjWUYQ&t=526s>
- DMI hosted several events this month, including a What's Up Downtown Breakfast panel discussion with UW Athletics and other partners on the new name, image and likeness (NIL) changes in college athletics. DMI also hosted a successful New Member Coffee at the offices of von Briesen and Roper.
- Due to inclement weather, February's New Faces, New Places at Maydm was cancelled. We are working to reschedule the event in March.
- The 3 finalists for the Lake Monona Waterfront design challenge released their final design submissions. The Agency, James Corner Field Operations and Sasaki presented their plans at a public meeting on January 26<sup>th</sup>. The plans can be viewed here: <https://lakemononawaterfront.org/challenge>. A week after their release, DMI and the Clean Lake Alliance, as part of the Frozen Assets Festival, hosted a panel discussion about the three plans and the City's work to implement a plan.
- Jason was appointed Co-Chair of the International Downtown Association's new US Government Relations Committee.

### DMI Media Mentions:

- January 28 - Cap Times - [How the Lake Monona design will depend on Madison's people](#)
- February 15 – Isthmus - [Downtown Madison Waterfront Re-Do](#)

### DMI Presentations:

- Jason participated in a video shoot celebrating the Monona Terrace. The video is part of a Travel Wisconsin initiative to increase meeting and conference usage at various Wisconsin locations.
- Jason presented a State of the Downtown update to the Middleton Chamber's Get Moving Middleton event.
- Jason served as a blackjack dealer for the Boys and Girls Club of Dane County annual Sneaker Ball event at the Madison Concourse.

**Economic Development:**

- The DMI Economic Development Committee met in January to discuss the City’s energy benchmarking resolution. The Committee also discussed how the Committee will work to implement sections of the new DMI strategic plan.

**Challenge Committee:**

- The Challenge Committee did not meet this month.

**Membership Development:**

- The DMI Membership Development Committee met in January to discuss the Committee’s goals and assist with all DMI membership activities.

Arts + Literature Laboratory	Jolynne Roorda	<a href="https://artlitlab.org/">https://artlitlab.org/</a>
Delta Properties	Judy Bennett	<a href="https://www.delta-properties.com/">https://www.delta-properties.com/</a>
EDot LLC	Emily Wendt	<a href="https://www.emilywendt.com/">https://www.emilywendt.com/</a>
Illumina	Bill Checovich	<a href="http://www.illumina.com">www.illumina.com</a>
Investors Associated	Travis Bouzek	<a href="https://investorsassociated.com/">https://investorsassociated.com/</a>
KW2	Tim Christian	<a href="http://www.kw2madison.com">www.kw2madison.com</a>
Lake City Books	Molly Fish	<a href="http://www.lakecitybooks.com">www.lakecitybooks.com</a>
Landmark Credit Union	Josh Resch	<a href="https://landmarkcu.com/">https://landmarkcu.com/</a>
Lovell Real Estate Group	Holly Lovell	<a href="https://hollylovell.kw.com/">https://hollylovell.kw.com/</a>
North American Mechanical, Inc	Steve Hauser	<a href="http://www.naminc.com">www.naminc.com</a>
Stacy Elaine Real Estate	Stacy Elaine Johnson	<a href="http://www.stacyelainerealestate.com">www.stacyelainerealestate.com</a>
Zenith Hospitality Group	Jermaine Butler	<a href="https://www.myzenithgroup.com/">https://www.myzenithgroup.com/</a>

**Transportation:**

- The DMI Transportation Committee met twice between now and the January DMI Director’s Report. In January, the Committee discussed the DMI strategic plan and their 2023 committee initiatives. In February, the Committee heard a presentation and discussed the transportation aspects of the Lake Monona Waterfront project.

**Quality of Life:**

- The DMI Quality of Life Committee met in January to hear updates from the committee’s various sub-committee’s and partner updates. The Committee also discussed the new DMI strategic plan.

- DMI continues to work with the City of Madison's Community Development Division, MPD, Public Health, UW Population Health and the local neighborhood groups on the Isthmus Safety Initiative, a public/private partnership working to reduce gun crimes and sexual assaults downtown. The Initiative's recent work includes several crime prevention through environmental design (CPTED) projects centered around the Buckeye Lot and lower State Street, the starting of the Safer Bar program with RCC and hiring of Safety Navigators.

**Inclusiveness:**

- The Inclusiveness Committee met in February to discuss how the Committee can help implement the new DMI strategic plan.
- The Beyond Compliance Task Force continues to work with the City of Madison on creating a plan to help ensure the City's streetery participants are creating an accessible environment.
- DMI hosted the Madison Area Diversity Roundtable February meeting. The group discussed wellness initiatives.

**Government Relations:**

- DMI is conducting endorsement interviews for all 20 Common Council races and the Mayoral contest. All interviews are taking place in races without a primary for those candidates running unopposed or with only one challenger. For races with a primary, all interviews will take place post primary.
- To date, 17 out of 18 candidates eligible for endorsement pre-primary are seeking DMI's endorsement.
- DMI is partnering with the Wisconsin Policy Forum and the Hoan Group on a downtown focused Mayoral debate on Monday, February 27<sup>th</sup> from 6 to 7:30p at the Madison Central Library.

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