



DMI Director's Report – May 2023

From Jason Ilstrup, DMI President

Creating Connections and Community:

- DMI hosted several events this month including a New Member Coffee and a What's Up Downtown Breakfast. At the What's Up Downtown event, Christian Øverland, The Ruth and Hartley Barker Director and CEO of the Wisconsin Historical Society gave a presentation on the plans for the new Wisconsin History Center at the top of State Street. Here is a recording of the meeting: <https://www.youtube.com/watch?v=gcFx78ISMdl&t=5s>
- DMI hosted another discussion in our new Advocacy Update series. Rob Gottschalk from Vandewalle & Associates presented on the Regent Street Group, a public/private partnership working to reimagine Regent Street. Rob discussed the Group's plan and reviewed recent developments. Here is a recording of the April Advocacy Update: <https://www.youtube.com/watch?v=JBrbSwJ8ji0>
- Two new episodes of the Downtown Happening's Podcast were released:
 - Fran Puleo Moyer, Associate Director of Outreach Programs at UW-Madison on Badger Talks: <https://www.youtube.com/watch?v=0t3-Tz16kw>
 - Terri Lynn Yanke, Assistant Vice President Development at the Boys and Girls Club of Dane County: <https://www.youtube.com/watch?v=wtjetkkR0ql&t=4s>
- DMI is hosting a policy intern for four weeks. Hahn Nguyen is part of the [American Council of Young Political Leaders \(ACYPL\)](#). ACYPL's mission is to provide young leaders, from both the United States and around the world, with the opportunity to learn about international affairs through meaningful exchanges of people and ideas which build relationships that can last a lifetime. Hahn is an official with the Da Nang Investment Promotion Agency in Vietnam.

DMI Media Mentions:

- May 3 – Wisconsin State Journal, WKOW and Broadway World - [Overture Center Added Millions to Local Economy](#)
- May 8 – Wisconsin State Journal Editorial Board Meeting

Presentations:

- Jason presented a State of the Downtown report to the Greater Madison Hotel and Lodging Association (GMHLA) at their April meeting.
- Jason and Amy Supple presented an economic development update to Madison's Central Business Improvement District's (BID) Board of Directors.
- Jason presented a DMI update to the Campus Area Neighborhood Association (CANA) in early May.

Economic Development:

- The DMI Economic Development Committee hosted a presentation and discussion on the future of the downtown office market featuring Craig Stanley and Emily Mehl of Broadwing Advisors. The Committee also discussed how we can position downtown Madison from our existing strengths.

Challenge Committee:

- The Challenge Committee did not meet in April.

Membership Development:

- The Membership Development Committee met in April to discuss new members and Committee wins. The new DMI members this month include:

FBTW LLC	Jonathan Weerts	www.fbtwaa.com
Friends of Nolen Waterfront	Raj Shukla	https://www.lakemononawaterfront.org/
Heather Miller - Mode Realty Network	Heather Miller	https://movemode.com/
Madison Adventure Tours	Garret Olsen	https://www.madisonadventuretours.com/
Marketini Media	Ashley Storck	www.marketinimedia.com
Westphal & Company, Inc.	Charles Luiting	https://www.westphalec.com/

Transportation:

- At their April meeting, the DMI Transportation Committee hosted Chris Ott, Deputy Director of the High Speed Rail Alliance for a presentation on rail projects in Madison. The Committee also heard updates from our transportation partners. Here is a recording of the meeting: <https://www.youtube.com/watch?v=rXIIso2Ozpw>

Quality of Life:

- The DMI Quality of Life Committee did not meet in April.
- The Committee’s Chair, Peggy Gunderson with Strategic Brand Marketing, continues a monthly meeting on downtown marketing with local professionals and downtown stakeholders.

Inclusiveness:

- DMI hosted the Madison Area Diversity Roundtable’s April meeting. The group hosted a discussion on when organizations should weigh in on current events.
- The Beyond Compliance Task Force continues their work on updating the accessibility guide for Streatery, the city’s outdoor dining and commerce program.
- The Committee continues to work with Madison College on their internship program. The Committee’s connected Madison College to around ten potential employers.

Government Relations:

- The DMI Government Relations Committee meet in May to review the 2023 DMI endorsement process, make recommendations for the next election and discuss meeting topics for the rest of the year.

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