



DMI Director's Report – August 2023

From Jason Ilstrup, DMI President

Creating Connections and Community:

- DMI's July Advocacy Update featured a robust discussion on Metro Transit with their General Manager Justin Stuehrenberg along with a DMI policy update with Jason Ilstrup. Here is a recording of the Update - <https://www.youtube.com/watch?v=WAIP-ZsFoCM>.
- DMI released several Downtown Madison Happenings podcasts:
 - Red Caboose Child Care Center, Inc.'s Lisa Fiala and Pam Skeel - <https://www.youtube.com/watch?v=bwl6eoPvCQw>
 - Madison's Central Business Improvement District Executive Director, Matt Tramel - <https://www.youtube.com/watch?v=7NaXiq2hpY>
 - Carlson Black O'Callaghan & Battenberg's Angie Black - <https://www.youtube.com/watch?v=gpao5BhYPSY>
- DMI hosted two events this month. This quarter's MSN+MKE Downtown Exchange event focused on downtown Madison and Milwaukee's quality of life initiatives, the Community Intervention Team, and the Isthmus Safety Initiative - <https://www.youtube.com/watch?v=eknfNYZbQXY>. DMI also hosted a New Member Coffee.

DMI Media Mentions:

- July 1 – In Business Magazine - [Is Madison Ready for the Rapid Reset?](#)
- July 18 – TVW - [Live it Up](#)
- July 20 – Wisconsin State Journal - [State Street Pedestrian Mall a Definite Maybe ... in 2024](#)
- July 24 – Wisconsin State Journal - [Community Feedback Inspires Changes to Lake Monona Waterfront Plan](#)
- July 26 – WKOW - [Madison Common Council Introduces State Street Pedestrian Mall Pilot Program](#)
- July 27 – Wisconsin State Journal - [In a Fast-Evolving City, Madison Considers Changes to Map that Guides Growth](#)
- August 7 – The Cap Times - [Downtown Madison Task Force Aims to Make Patios More Accessible](#)

Presentations:

- Jason presented a DMI and Downtown Madison update to the team at Upper House.

Economic Development:

- The DMI Economic Development Committee hosted a panel discussion on what housing trends suggest about the downtown of the future, and what strategically can be done to maximize our

competitive advantage. The panel included Rob Gottschalk from Vandewalle & Associates, Doug Hursh from Potter Lawson, and Dan Seeley from Steve Brown Apartments. Here is a recording of the discussion: <https://www.youtube.com/watch?v=TDSEPL48a9o>.

- DMI proposed several City of Madison Comprehensive Plan amendments in and around the Regent Street area. The amendments focus on creating more density and vibrancy in the area.

Membership Development:

- DMI is proud to welcome the following new members:

Carol Richard (non-business resident)	Carol Richard	N/A
NCG Hospitality	Andy Inman	www.ncghospitality.com
Red Caboose Child Care Center, Inc.	Pam Skeel	www.redcaboosechildcare.org
Renovation Sells Madison	Adam Erdmann	https://www.renovationsells.com/madison

Transportation:

- The DMI Transportation Committee met in July and heard a presentation on transportation and sustainability with Jessica Price, City of Madison Sustainability and Resilience Manager and Lorenza Zebell, Program Manager, Sustain Dane.

Quality of Life:

- DMI supported the City Council’s resolution to create a pilot pedestrian mall on State Street starting in the spring/summer of 2024.
- Jason participated in a press conference discussing the Safer Bar program, a part of the Isthmus Safety Initiative. Safer Bar is a national initiative training staff in bars and restaurants how to spot, de-escalate and prevent cases of sexual assault in their establishments. DMI is a founding member of the Isthmus Safety Initiative team.

Inclusiveness:

- The Inclusiveness Committee is moving their meetings to a quarterly format. The new meetings will feature updates from DMI’s inclusiveness work and a presentation/discussion with a leading figure in Madison’s diversity, equity, and inclusion community. The meetings will be open to both Committee members and DMI members.
- At their August meeting, the committee heard a presentation on TruStage’s diversity, equity, and inclusion work with their Chief Diversity Officer, Angela Russell.
- The Beyond Compliance Task Force is creating a series of video’s on how to ensure establishment’s Sreatery outdoor dining is accessible.

Government Relations:

- The Government Relations Committee met with Alder Mike Verveer from the City of Madison’s 4th district.

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