



DMI Director's Report – September 2023

From Jason Ilstrup, DMI President

Creating Connections and Community:

- Downtown Madison, Inc.'s August Advocacy Update featured a discussion with Chris Kolakowski, Director of the Wisconsin Veterans Museum. Chris discussed the Museum, their current programming, and their potential new facility at the intersection of Carroll, Mifflin, and the top of State Street - <https://www.youtube.com/watch?v=cZA1Y7A7yyU>
- DMI released several Downtown Madison Happenings podcasts:
 - Forward Theater Company's Jennifer Uphoff Gray - <https://www.youtube.com/watch?v=st9ITFM3kMw&t=12s>
 - TruStage's Angela Russell – <https://www.youtube.com/watch?v=dIHNZHwDx0E>
- DMI hosted several events this month including a New Faces, New Places at M3 Insurance and a What's Up Downtown Breakfast with University of Wisconsin Chancellor Jennifer Mnookin - <https://www.youtube.com/watch?v=0KYyNITKU2g>

DMI Media Mentions:

- August 20 – Wisconsin State Journal - [At Long Last City Pursuing Development of Downtown Madison's Last Full Vacant Block](#)
- August 28 – Madison 365 - [Black Oxygen: Being Celebrated, Not Tolerated with Mark Richardson](#)

Presentations:

- Jason presented a DMI and Downtown Madison update to the team at Illumina.
- Jason interviewed State Representative Francesca Hong for a Hoan Madison event.
- Jason presented the Downtown Madison strategic vision plan concept to the BID's Board of Directors.

Economic Development:

- The DMI Economic Development Committee held their monthly meeting in August. The Committee first discussed a mid-year update of their work, focusing on key learnings, opportunities, and challenges. The Committee then heard a presentation from UniverCity Alliance's Gavin Luter on student housing affordability.
- The Regent Street Group hosted a walking tour of the Regent Street area focusing on recent and forthcoming developments. The tour included updates from several partners discussing their projects. Over 40 people, including several City of Madison Alders, various stakeholders, neighborhood leaders, property owners, and institutional partners joined the tour.

- Members of the DMI Brayton Lot Task Force attended the City of Madison’s first public meeting on the potential redevelopment of the City’s Brayton Lot (surface parking lot bounded by East Washington, Butler, East Main, and South Hancock Streets).
- Jason and DMI Board Chair Mark Richardson participated in the Monona Terrace strategic planning sub-committee.
- DMI submitted 26 amendments to the City of Madison’s Comprehensive Plan. All 26 amendments were advocating for increased density in and around the Regent Street area. DMI believes the Regent Street area is one of the few central corridors remaining that can handle increased density. The increased density will help deliver more desperately needed housing units and housing affordability in an area where people want to live. At the first public hearing, the City’s Plan Commission moved all 26 amendments forward for discussion at future meetings.

Membership Development:

- The membership development committee met twice this month, once as a general meeting and once on an outing touring Downtown Madison on electronic bikes with Madison Adventure Tours.
- DMI is excited to welcome several new members including:

BetterLife Insurance	Chris Campbell	www.betterlifeins.com
Core Spaces	Doug Tichenor	https://corespaces.com/
Hancock Center for Creative Arts Therapies	Stephanie Miller-Lamb	https://hancockcenter.net/
Liz Peterson	Liz Peterson	
Maly Roofing Company, Inc.	Jeff Garretson	www.malyroofing.com
Pete Armstrong Coaching	Pete Armstrong	https://www.linkedin.com/in/peterjamesarmstrong/
The Kubala Washatko Architects	Kevin Hardman	https://tkwa.com/

Transportation:

- The DMI Transportation Committee met and heard updates from the Committee’s partners including parking, pedestrian/bike, bike share, transportation planning and Metro Transit. The Committee also heard a presentation on local and national developments in EV charging with Erinn Monroe-Nye from MGE and Mark Seitz with Franklin Electric. Here is a recording of the presentation: <https://www.youtube.com/watch?v=c0mjniJB8SY>.

Quality of Life:

- The DMI and Catholic Charities joint Homelessness Issues Committee met in August. The Committee heard updates from several partner organizations and discussed the overall homeless community currently in Madison.
- DMI’s policy research team is working with the City of Madison Parks Department to research national governance, activation, and programming models for the potential new Lake Monona Waterfront project.

Inclusiveness:

- The Beyond Compliance Task Force is creating a series of videos in partnership with several groups to help ensure the City's Streatery program is accessible.

Government Relations:

- The DMI Government Relations Committee did not meet in September.

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