



DMI Director's Report – October 2023

From Jason Ilstrup, DMI President

Creating Connections and Community:

- DMI hosted our Annual Celebration in mid-September. With over 600 people attending, the event was a celebration of Downtown Madison. New this year, several organizations/projects participated in stations highlighting the fantastic work currently happening in Downtown Madison. A new video celebrating Downtown was also released: <https://www.youtube.com/watch?v=1IAJxhbWuco>
- DMI also hosted a Behind the Scenes event at the new Bakke Recreation & Wellbeing Center and a What's Up Downtown Breakfast event with State of Wisconsin Department of Administration Secretary Kathy Blumenfeld. Sec. Blumenfeld discussed the State's Vision 2030 plan, detailing the State's future plans for several of their downtown buildings.
- Downtown Madison, Inc.'s September Advocacy Update featured a discussion with City of Madison 4th District Alder, Mike Verveer. Alder Verveer discussed several legislative updates for downtown and status updates on many new projects. Here is a recording of the Update: <https://www.youtube.com/watch?v=DwQs2UOK4RU>
- The teams from both DMI and the BID attended the International Downtown Association's (IDA) Annual Conference in Chicago. The Conference featured dozens of keynote speakers, city tours and breakout sessions focused on all things downtown.

DMI Media Mentions:

- September 14 – WKOW – [City of Madison to Do Away with Panhandling Ordinance](#)
- September 25 – Wisconsin State Journal - [Madison Business Parks Add Housing to Fill Demand, Create Walkable Communities](#)
- September 27 – WKOW - [Madison Business Group See Opportunity Downtown with Sale of State Office Buildings](#)
- September 29 – Wisconsin State Journal - [Developers Salivating at Prospect of Redeveloping 3 Prime Properties in Downtown Madison](#)
- October 6 – TMJ4 (Milwaukee) - [Could Madison's State Street Be a Model for Redesigning Brady Street in Milwaukee?](#)

Presentations:

- Jason participated in the video supporting the Beacon's Beacon and Eggs event.
- Jason participated in a panel discussion with City of Madison Deputy Mayor Linda Vakunta and 17th District Alder Sabrina Madison. The discussion was part of the City of Columbia, MO trip to Madison.
- Jason recorded a Follow the Leaders podcast with Jamie Gale: <https://spotify.link/F3sBKXixzDb>

- Jason presented on Advocating for Downtowns – Securing Federal Funding for Revitalizing City Centers at this year’s IDA conference. Jason also facilitated the CEO discussion group.

Economic Development:

- Members of the DMI Economic Development team met with Rebecca Cnare and Dan Rolfs from the City of Madison to discuss the upcoming Brayton Lot (City owned surface parking lot off East Washington Avenue) request for development proposal.
- The Economic Development Committee met in September and hosted a panel discussion on the importance of tourism to Downtown Madison. Kate Dale (Destination Madison), Amy Supple (Edgewater Hotel), and Michael Riechers (Dane County Regional Airport) participated in the discussion.

Membership Development:

- DMI welcomed several new members:

Wingra School	Torsie Judkins	https://wingraschool.org/
Associated in Commercial Real Estate (ACRE)	Saran Ouk	

Transportation:

- In his role as Dane County Regional Airport Commission Chair, Jason attended the Wisconsin Airport Management Association conference’s session on the basics of airport management with Airport Director Kim Jones.
- Jason participated in a headquarters visit to Alaska Airlines’ Seattle offices. The group asked for new service between Madison and Alaska Airlines destinations.
- The DMI Transportation Committee met in September and heard updates from the Committee’s partners as well as presentations on all things bikes by Helen Bradley (Madison BCycle), Colleen Hayes (City of Madison), and Harald Kliems (Madison Bikes).

Quality of Life:

- DMI continues to work closely on the Isthmus Safety Initiative, a multi-disciplinary approach to reducing gun crimes and sexual assault Downtown. Currently the Initiative is working on implementing several crime prevention through environmental design (CPTED) projects and encouraging more Downtown businesses to participate in the Safer Bar program, hospitality training built to help lower potential instances of sexual violence in and around Downtown.
- The DMI Quality of Life Committee met to plan out their meetings for the rest of the year.
- DMI is participating in the UW’s Department of Planning and Landscape Architecture’s undergraduate yearlong capstone project. The project is focused on the 400-600 blocks of State Street.

Inclusiveness:

- DMI assisted in hosting the September Madison Area Diversity Roundtable (MADR) meeting. The group discussed integrating diversity, equity, and inclusion in employee performance reviews.

- The Beyond Compliance Task Force recorded seven separate training videos for restaurants participating in the City of Madison's Streatery program highlighting how participant businesses can ensure greater accessibility for their outdoor spaces. The videos will be shared with every Streatery applicant next year.

Government Relations:

- The Government Relations Committee met with Dane County Supervisor's Elizabeth Doyle (1st District) and Chuck Erickson (23rd District) at their October meeting.

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