



DMI Director's Report – March 2024

From Jason Ilstrup, DMI President

Creating Connections and Community:

- Downtown Madison, Inc. launched our new Data Dashboard, a page on our website dedicated to data on the live, work, and play of Downtown Madison. Thanks to our partners at EUA, Stafford Rosenbaum LLP, and Steve Brown Apartments for your help.
 - <https://downtownmadison.org/downtown-madison-data-dashboard/>
- DMI and Milwaukee Downtown hosted the first MSN+MKE Downtown Exchange event of the year. The event focused on a discussion with Beth Weirick, President and CEO of Milwaukee Downtown on her career in downtown management:
 - <https://www.youtube.com/watch?v=wQdACovCnN0>
- DMI co-hosted our What's Up Downtown Breakfast in February with partners WisPolitics. The event included a presentation on vibrant urban spaces with Ed Freer from GRAEF, and a panel discussion on the past, present, and future of State Street with City of Madison Mayor Satya Rhodes-Conway, longtime State Street advocate and storeowner Mary Lang Sollinger, UW Madison Associate Vice Chancellor of Facilities and Planning Management Cindy Torstveit, and Ed Freer. The event also included an overview of MyMeter by Matthew Matenaer, Sr. Engineer, Business Customer Relations with Madison Gas and Electric Company:
 - <https://www.youtube.com/watch?v=eRoh1pFgayo&t=1s>
- DMI hosted a Behind the Scenes event at Bikes for Kids Wisconsin. Thanks to Kristie Goforth, Executive Director of Bikes for Kids Wisconsin, for hosting the fantastic tour.

DMI Media Mentions:

- February 22 – 608 Today - [Local Leaders Speak About the Past, Present, and Future of State Street.](#)
- March 4 – 608 Today - [What's Going Up Around the 608?](#)
- March 5 – WORT - [Tyler Katzenberger on the Greenbush Neighborhoods Past, Present, and Future](#)
- March – PBS Wisconsin - [John McGivern's Main Streets - State Street](#)

Presentations:

- Jason spoke to two classes at UW Madison Wisconsin School of Business on Downtown Madison, recent developments, and future projects.
- Jason participated in a panel discussion on how to get involved in advocacy for the International Downtown Association's (IDA) Advancing Places webinar series:
 - <https://www.youtube.com/watch?v=iClhracZjIE>

- Jason participated in a panel discussion on local real estate development for the Madison tour of the Associates in Commercial Real Estate (ACRE) program.

Economic Development:

- The DMI Economic Development Committee hosted the DMI Transportation Committee meeting for a joint meeting on the City of Madison’s passenger rail station siting project with Liz Callin, a Transportation Planner with the City:
 - <https://www.youtube.com/watch?v=wYwsW128kP0&t=15s>.
- DMI and City of Madison Alder’s Bennett and Govindarajan hosted our third meeting of the Student Affordable Housing Working Group. At the meeting we heard a presentation from the Director of University Housing (UW) Jeff Novak. The Group also continued their discussion on potential recommendations for the City’s Housing Strategy Committee.

Membership Development:

- The DMI Membership Development Committee met in February to discuss new and potential members.
- DMI welcomed several new members this month:

100state	JJ Pagac	https://100state.com
Black Men Coalition Foundation	Marionneaux Corey	https://www.bmcdc.org/
Clear Vision ProWash	Kyle R Ballweg	www.clearvisioncleaning.com
Greg Chase	Greg Chase	https://www.linkedin.com/in/greg-chase-1b320b3a/
MUNDO ESPERANZA INC	Victor Villacrez	https://mundoesperanza.org/
National Construction	Brescia Berg	https://nationalconstructioninc.com/
Sub-Zero Group, Inc.	Maggie Pascaly	https://www.subzero-wolf.com/
The Capital Times	Mike Kornemann	https://captimes.com/
Trane	Bridget Maloney	https://www.trane.com/commercial/north-america/us/en/conta
Underground Printing	Cal Mazzara	https://undergroundshirts.com/
Wyser Engineering	Tara Miller	www.wyserengineering.com

Transportation:

- The DMI Transportation Committee met and heard a presentation/update from the City of Madison’s team working on their Vision Zero work, a data driven strategy intended to eliminate traffic deaths and severe injuries on all roadways, bikeways, and sidewalks.
 - <https://www.youtube.com/watch?v=VUBNxK9eyMA>

Quality of Life:

- DMI and Catholic Charities hosted the quarterly meeting of the Homelessness Issues Committee, a gathering of organizations working directly with people experiencing homelessness, government agencies, and private community leaders. The Committee heard several updates including record high numbers of users at the men's shelter and MMSD students experiencing homelessness.
- The DMI Quality of Life Committee met in late February to hear a presentation on how to ensure UW Madison students feel welcome Downtown with Kirstin DeMartino and Stephanie Benson-Gonzales.
 - <https://www.youtube.com/watch?v=FhahTQgvCEo>

Inclusiveness:

- The leadership team of the Inclusiveness Committee met to work on the new I.D.E.A series and it's first event on March 19th:
 - <https://downtownmadison.org/event/the-i-d-e-a-series/#!event-register/2024/3/19/the-i-d-e-a-series>

Government Relations:

- The DMI Government Relations Committee met with City of Madison 7th District Alder Nasra Wehelie.

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