



DMI Director's Report – April 2024

From Jason Ilstrup, DMI President

Creating Connections and Community:

- DMI hosted several events this month including a New Faces, New Places at Starting Block with Altus, and the Madison Black Chamber of Commerce; the first ever I.D.E.A. series at UW South Madison Partnership; and a What's Up Downtown Breakfast at the Edgewater Hotel with Destination Madison President and CEO Ellie Westman Chin:
 - <https://www.youtube.com/watch?v=9FXvJLSb9Gw>
- DMI recorded several Downtown Happenings Podcasts this month including:
 - Tyler Kennedy from Fetch - <https://www.youtube.com/watch?v=-2QVi3L5DkY>
 - Kristie GoForth from Bikes for Kids Wisconsin - <https://www.youtube.com/watch?v=YLgTaxZ4sMA>
 - CJ Ryan from the City of Madison Parks Department - <https://www.youtube.com/watch?v=QeYyFWIlovs>
 - Agrace Hospice and Supportive Care - <https://www.youtube.com/watch?v=hg-AkdNtTyc>
- Jason hosted Claire Oleksiak, Executive Director of Sustain Dane for the March DMI Advocacy Update. Along with the discussion with Claire, Jason gave updates on all DMI's current advocacy work.
 - <https://www.youtube.com/watch?v=uG-urHCpT28>
- Jason is attending and hosting as Co-Chair of the International Downtown Association (IDA) Capitol fly-in event in Washington DC. Jason is meeting with Sen. Baldwin, Sen. Johnson, and Rep. Pocan and/or their staff's to update them on Downtown Madison and discuss office conversions, additional funding for people experiencing homelessness, and local public safety initiatives.

DMI Media Mentions:

- March 21 – Rochester Business Journal - [Downtown Rochester BID Backers Pivoting to New Revitalization Strategy](#)
- March 28 – WMTV - [Madison's Regent Street Sees Apartment Building Boom Amidst Brutal Housing Search](#)
- March 29 – CW's Live It Up Live - [Downtown Madison Update](#)

Presentations:

- Jason emceed the InBusiness Magazine 40 Under 40 celebration at the Overture Center.
- Jason presented a DMI and Downtown Madison update to the employees of Steve Brown Apartments.
- Jason presented a DMI and Downtown Madison update to the team at Quarles and Brady.

- Jason presented a Downtown Madison update to the REAL Professionals Mastermind Group meeting.

Economic Development:

- The DMI Economic Development Committee hosted a joint committee meeting with Government Relations. The meeting featured a presentation and discussion on the City of Madison 2025 budget deficit with the City’s Finance Director Dave Schmiedicke:
 - <https://www.youtube.com/watch?v=LJmsDY5m3s>
- DMI and Alder’s Bennett and Govindarajan hosted the fourth meeting of the Student Affordable Housing Working Group. The meeting included a presentation by UW Professor Kurt Paulson and the overall housing situation in Dane County:
 - <https://www.youtube.com/watch?v=5gLZnRdLpIQ>

Membership Development:

- The Membership Development Committee volunteered as a group at Bikes for Kids Wisconsin, repairing bikes.
- DMI welcome’s several new members:

Affordable Dental Care	www.affordabledentalmadison.org
Annemarie Adams Gallery	https://www.annemarieadamsgallery.com/
Edgewood High School	www.edgewoodhs.org
Equability LLC	https://equability.co/
New Health Chiropractic & Integrated Healthcare	https://newhealthmadison.com/

Transportation:

- The Transportation Committee will meet on Friday, April 12 to discuss rail innovation projects with Chris Ott, Deputy Director of the High Speed Rail Alliance.

Quality of Life:

- The Quality of Life Committee met in late March to hear partner updates and a presentation/discussion with Rabbi Mendel from UW’s Chabad House on how their serving students, the challenges they’re facing and how DMI members can help.
- DMI continues to work with students from UW’s Department of Planning and Landscape Architecture on a capstone project involving the 400 to 600 blocks of State Street.
- Jason participated in a strategic planning workshop with the Friends of Nolen Waterfront.

Inclusiveness:

- DMI hosted our first ever I.D.E.A. series event at UW South Madison Partnership. The I.D.E.A. Series consists of presentations and facilitated discussions about inclusion, diversity, equity, and accessibility. The goal of the series is to connect, share information, and learn best practices.

The first event included a panel discussion with UW Madison's Brenda Gonzalez, Unfinished Business' Mark Richardson, and M3's Alicia Kiser.

Government Relations:

- Along with hosting the joint meeting with the Economic Development Committee, DMI hosted a presentation and discussion on the new State of Wisconsin legislative maps with Adam Barr, Principal at Michael Best Strategies:
 - https://www.youtube.com/watch?v=D3jxCvwB_l8

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