



DMI Director's Report – July 2024

From Jason Ilstrup, DMI President

Creating Connections and Community:

- DMI and Milwaukee Downtown hosted another event in our quarterly series, the MSN+MKE Downtown Exchange. The discussion, with Visit Milwaukee's President and CEO, Peggy Williams-Smith and Destination Madison's Director of Destination Services, Amber Wiza, centered around the importance of large events and conferences to our downtowns.
 - https://www.youtube.com/watch?v=H0Tbs_WCa1U
- DMI hosted the second meeting in our new quarterly event, the I.D.E.A. series. Special Olympics Wisconsin Unified Leadership presented on more than 50 years of experience cultivating inclusion in sport to deliver game-changing strategies that prepare people without intellectual and development disabilities (IDD) to transform their communities and workplaces to be more inclusive, so that people with IDD have opportunities to make meaningful contributions and thrive.
- DMI hosted our New Faces, New Places series at Urban Land Interest's headquarters Downtown.
- DMI welcomed Access to Independence Executive Director Jason Beloungy to the June Advocacy Update. The Update included a discussion about Access to Independence, DMI's Beyond Compliance Subcommittee, and their recent outdoor dining video project.
 - <https://www.youtube.com/watch?v=gNEMrse-y94>

DMI Media Mentions:

- June 17 – Wisconsin State Journal – [New Apartment Building Proposed for Langdon Street Lot](#)
- June 20 – WMTV (Commercial) - [Good News Madison: Biking](#)
- July 3 – Isthmus - [Madison's First Designated Art District](#)
- July 3 – Isthmus - [The Connector - Jason Ilstrup](#)

Presentations:

- Jason co-emceed the Madison Reading Project's Ready to Wear event with Rowan Childs and Bianca Lynn Breeze.
- Jason presented a State of the Downtown update to a group of members from the Upper House. After the presentation the group toured Downtown Madison.
- Jason became the 112th President of the Rotary Club of Madison.

Economic Development:

- The DMI Economic Development Committee met and heard a presentation on Madison’s Central Business Improvement District’s (BID) present and future with Executive Director Matt Tramel.
- Jason, Alder Govindarajan, and Bill Connors, Executive Director of Smart Growth Greater Madison, presented the Affordable Student Housing Working Group’s initial recommendations to the City’s Housing Strategy Committee at their June meeting. The list of recommendations included:
 - UW/Madison College recommendations: explore a real estate foundation for a potential public private partnership, build more residence halls, and create an education program for students/parents.
 - City of Madison recommendations (entitlement process changes): speed up the pre and post entitlement processes, comprehensive plan and zoning changes, prioritization of new area plans, and allowing a development to pay for an outside consultant to lead an amendment.
 - Private development recommendations: collect publicly available market data, build more housing, survey private developers to find what incentives developers need to build more housing, and build with flexibility of users.

Membership Development:

- The Membership Development Committee hosted their quarterly Committee outing at a Madison Mallards game.
- DMI welcomed several new members:

Marlene Fiske	non-business resident
New Year Investments	www.newyearinvestments.com
Touba Cleaning LLC	https://toubacleaning.com

Transportation:

- At their monthly meeting, the DMI Transportation Committee heard an update on the future of the Madison Bike Center and discussed taking a position on the location of the potential new passenger rail station. The Committee recommended the Monona Terrace location for the new Madison station. The DMI Executive Committee and Board also recommended the Monona Terrace location for a new Madison passenger rail station.

Quality of Life:

- DMI and Destination Madison hosted a second meeting of the Washington East Business Arts Corridor (WEBAC) group. At the meeting, the group discussed last meeting’s SWOT analysis, and agreed on trying to form a group, and to meet again to start creating a mission and values.
- The Quality of Life Committee welcomed Madison’s Central Business Improvement District (BID) Executive Director Matt Tramel for a presentation and discussion on the BID’s work.
 - <https://www.youtube.com/watch?v=rN6JIU85o9I>

Inclusiveness:

- DMI helped host the Madison Area Diversity Roundtable (MADR) meeting in June. The group discussed a recent Ted Talk, asking if we're celebrating the wrong leaders.

Government Relations:

- The Government Relations Committee did not meet in the month of July.

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