



DMI Director's Report – September 2024

From Jason Ilstrup, DMI President

Creating Connections and Community

- DMI hosted our Annual Celebration at the Orpheum Theater on State Street. The event included networking, food from Downtown restaurants, and music from local artists. We had one of our highest attendances in our history. Thank you to all our sponsors, including major sponsor, Reinhart, and to everyone who attended.
- DMI hosted a What's Up Downtown in August at the Overture Center, celebrating their 20th anniversary. The event included networking and a panel discussion with Overture Center leadership and leaders from Overture resident companies including Forward Theater, the Madison Ballet, and the Madison Symphony Orchestra.
 - <https://www.youtube.com/watch?v=qehji0b-10o&t=367s>
- For the August DMI Advocacy Update, we welcomed Lindsey Lee and Mike Carter, Board members from the new Cap East Business Association (CEBA) to discuss the new organization, businesses around the area, and the future of the district.
 - <https://www.youtube.com/watch?v=QCWYKpSuyr0&t=16s>
- DMI and our partners with Milwaukee Downtown hosted another MSN+MKE Downtown Exchange. The virtual event discussed the potential expansion of Amtrak's Hiawatha line between Madison and Milwaukee. The presenters included Liz Callin, Senior Transportation Planner, City of Madison and Arun Rao, Director of Network Development, Amtrak.

DMI Media Mentions:

- August 12 – Forward Lookout - [It's Madison Housing Week](#)
- September 2 – Cap Times - [Madison Considers Allowing Taller Buildings to Expand Student Housing](#)
- September 3 – Isthmus - [New Madison Housing Group Takes Up Study Recommendations Addressing High Student Rents](#)

Presentations:

- Jason presented a DMI and Downtown Madison strategic visioning plan update at the DMI Annual Celebration.
- Jason co-presented on building winning advocacy campaigns at this year's International Downtown Association (IDA) Annual Conference in Seattle.

Economic Development:

- The Economic Development Committee hosted a joint monthly meeting with the Quality of Life Committee where they welcomed Harry Haney, Madison Justice Team, and Linda Ketcham, JustDane, who presented on Untapped Potential- The Workforce Hiding in Plain Sight.
- DMI co-hosted an event on Universal Design in housing as part of the first Madison Housing Week - <https://madisonhousingweek.com/>.

Membership Development:

- DMI welcomed several new members this month:

Comedy on State	www.madisoncomedy.com
Dean Health Plan by Medica	www.deancare.com
Event Essentials	www.eventessentials.com
Haskins Short & Brindley LLC	www.hsbelderlaw.com
Hiebing	www.hiebing.com
LERDAHL Inspired Workplace Interiors	https://www.lerdahl.com/
Matt Choquette	https://www.linkedin.com/in/m-choquette
Monetti Tailoring	www.monettitailoring.com
NCH Construction	www.nch.construction
Pepper Construction of Wisconsin, LLC	https://www.pepperconstruction.com/

Transportation:

- The Transportation Committee did not meet in August.

Quality of Life:

- As part of the Isthmus Safety Initiative, Safe Growth hosted four team presentations discussing safety and community at the top of State Street (both sides), the 400 block of West Gilman, and the area around the Beacon.
- DMI and Catholic Charities hosted our quarterly Homelessness Issues Committee meeting. The group heard presentations from over a dozen service providers and local governments.
- Jason and Matt from the BID met with several public and private stakeholders to discuss the 100 West Mifflin Plaza space.

Inclusiveness:

- The Inclusiveness Committee worked on creating the next IDEA series event on employee resource groups with TruStage’s Angela Russell and UW Health’s Shiva Bidar-Sielaff.

Beyond Compliance:

- The Beyond Compliance Sub-Committee assisted in putting together the discussion on universal design at this year's Madison Housing Week.

Government Relations:

- The DMI Government Relations Committee met and began the discussion of potentially endorsing the Madison Metropolitan School District's (MMSD) referenda and endorsing in the County Executive race.

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