



DMI Director's Report – October 2024

From Jason Ilstrup, DMI President

Creating Connections and Community

- The DMI Board of Directors voted to endorse the Madison Metropolitan School District (MMSD) referenda, both capitol and operational, and the City of Madison's operational referendum.
- DMI partnered with the Greater Madison Chamber of Commerce and several other economic development entities/chambers to create a regional employer survey of all our members. The group aims to collect aggregated local data on important economic and workplace trends. The data will inform our strategies to support business growth and resilience, as well as community planning to better anticipate our next normal for work and workplaces.
- DMI hosted several events in October including an IDEA series on employee resource groups (ERG) with TruStage's Angela Russell, and UW Health's Shiva Bidar. We also hosted a What's Up Downtown Breakfast with Anna Cawrse, from Sasaki and the lead designer of the Madison LakeWay project. We partnered with the Clean Lakes Alliance and the Madison LakeWay Partners on the Breakfast.
- Jason, John, and Matt attended the International Downtown Association (IDA) Annual Conference in Seattle, Washington. We attended several general sessions, breakouts, and mobile tours. Jason presented at a session on building winning advocacy campaigns, attended the IDA Board of Directors meeting, and met with MIG to discuss the upcoming Downtown Madison strategic visioning plan.
- For the October DMI Advocacy Update, we welcomed Melinda Heinritz and Jill Jokela from the Madison Public Schools Foundation to discuss the MMSD referenda.
 - <https://www.youtube.com/watch?v=Tqm7y06G9ik&t=541s>

DMI Media Mentions:

- September 12 – WISC – Story about how big Badger games impact local businesses.
- September 17 – Badger Herald - [We Need More Housing: City of Madison's Zoning Changes Target Affordable Student Living](#)
- October 3 – Wisconsin State Journal - [Madison 'Vibe' Will Be Part of This New Monopoly Game](#)
- October – InBusiness - [InBusiness Recognizes Power 100](#) (list includes Jason)

Presentations:

- Jason presented a Downtown Madison update to UW's Campus and Visitor Relations student tour guides. The presentation centered on how to give the best tours of Downtown and answer some of the difficult questions/topics.
- Jason presented a Downtown Madison strategic visioning update to the Capitol Neighborhoods, Inc. (CNI) Executive Committee.

- Jason spoke at the grand opening of the Embassy Suites in Downtown discussing the importance of the hotel to the local economy. The President and CEO of Hilton was in attendance.
- Jason attended the State of the Downtown event in Downtown Milwaukee.

Economic Development:

- The DMI Economic Development Committee met City of Madison Zoning Administrator Katie Bannon to discuss updates to the Madison Sign Code.

Membership Development:

- DMI welcomed several new members this month:

Centro Hispano	www.micentro.org
Community Action Coalition for South Central Wisconsin	www.cacscw.org
ETechLED	www.eTechLED.com
Greenwoods State Bank	https://www.greenwoods.bank/
Insperity	https://www.insperity.com/bpa/todd.keeser
InToto Studio	https://www.intotostudio.com/
Madison Black Chamber	https://www.madisonblackchamber.com/
Madison Brain Center	www.madisonbraincenter.com
The Tinsmith	www.thetinsmith.com
TJS Architects	https://www.linkedin.com/in/tyler-smith-aia-043b189/
Todd Sprang	NA
WMDX / Civic Media	https://civicmedia.us/

Transportation:

- The DMI Transportation Committee meeting in October to hear updates from transportation partners and tour the new Capitol Square (Mifflin) BRT station.
- Jason attended, and participated in, the ribbon cutting of the new Bus Rapid Transit line.
- DMI participated in the Airport Council Group, a new group of stakeholders working with the Dane County Regional Airport on expanding the direct flight options.

Quality of Life:

- The DMI Quality of Life Committee met and heard a presentation from 8th District Alder MGR Govindarajan on affordable housing and quality of life for students on the UW Campus.

Inclusiveness:

- The Inclusiveness Committee hosted the quarterly IDEA series at the UW South Madison Partnership.

Beyond Compliance:

- The Beyond Compliance Sub-Committee continued their work on the DMI member accessibility services program, a grant initiative to help two DMI members with various accessibility needs. The program is a partnership with Access to Independence.
- The Sub-Committee discussed ways to continue to share and promote the Accessible Outdoor Dining videos that were created earlier this year.
 - <https://downtownmadison.org/accessible-outdoor-dining-in-madison-wi/>

Government Relations:

- The Government Relations Committee did not meet in October.
- Jason attended the Greater Madison Chamber of Commerce and Destination Madison's local government event at the Park Hotel.

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