



DMI Director's Report – November 2024

From Jason Ilstrup, DMI President

Creating Connections and Community

- The DMI endorsements of the Madison Metropolitan School District (MMSD) referenda, both capitol and operational, and the City of Madison's operational referendum were successful during the November 5th election.
- DMI recorded our monthly Advocacy Update with City of Madison Deputy Mayor Christie Baumel. Deputy Mayor Baumel discussed the City's operational referendum. Jason also discussed several DMI advocacy updates:
 - <https://www.youtube.com/watch?v=Mh7SAdTIQdg>
- DMI recorded a new Downtown Madison Happenings Podcast with Hilary Pham, Founder of Equability:
 - <https://www.youtube.com/watch?v=ef1W4w6Ut18>
- DMI, in partnership with Destination Madison, hired Emily DeVore as our new Director of Placemaking and Economic Development. We're excited for Emily to start on November 18th.
- DMI hosted several events this month including a New Faces, New Places at Bethal Lutheran Church, a panel discussion including City of Madison Mayor Satya Rhodes-Conway and MMSD Superintendent Joe Gothard on their respective referenda, a What's Up Downtown Breakfast with MMSD Superintendent Joe Gothard, a Behind the Scenes at Event Essentials' new headquarters, and a New Member Coffee.

DMI Media Mentions:

- October 8 – Wisconsin State Journal - [Why Camp Randall Concerts Stopped in 1997 and Why They're Coming Back in 2025](#)
- October 8 – UW Athletics - [Wisconsin Athletics Announces Coldplay Coming to Camp Randall Stadium](#)
- October 8 – WMTV - [Date for Coldplay Camp Randall Concert Revealed](#)
- October 31 – Cap Times – Guest Column - [Support of Growing Madison by Voting for Our Schools](#)
- November 12 – Badger Herald - [Madison's Housing Strategy Report Addresses Students Affordable Housing Crisis](#)

Presentations:

- Jason, and his group from Safe Growth and the Isthmus Safety Initiative, presented their plan for the top of State Street to the City of Madison's managers.
- Jason emceed Porchlight's Annual Recognition Gala.

Economic Development:

- DMI’s Economic Development Committee hosted a joint meeting with Government Relations and heard a presentation from Jason Stein, President of the Wisconsin Policy Forum. Jason discussed the Policy Forum’s City of Madison Budget Brief.
 - <https://www.youtube.com/watch?v=Nr9O3mDDTK8>
- The Affordable Student Housing Working Group submitted their final recommendations to the City’s Housing Strategy Committee on ways to create more affordable housing options for students. Jason, Alder MGR Govindarajan, and Bill Connors with Smart Growth Greater Madison, all members of the Working Group, testified in front of the Housing Strategy Committee to discuss the final recommendations. The Committee approved the Working Group’s recommendations with a few edits. The Common Council then approved the recommendations on their consent agenda.
- The first meeting of the new Williamson Marquette Business Alliance (WMBA) was held in November. The Alliance is a business lead group focusing on their Willy Street area. DMI is helping WMBA with their setup and administration.

Membership Development:

- DMI welcomed several new members this month:

Aaron Hagar	https://www.linkedin.com/in/aaronmhager/
Alkeme Brand	https://alkemebrand.splashthat.com/
Alliant Energy Center of Dane County	https://www.alliantenergycenter.com/
EQT By Design	https://www.eqtbydesign.com/
Gilda’s Club Madison	https://www.gildasclubmadison.org/
Mt. Zion Baptist Church	www.mtzlife.com
Neighborhood House Community Center	www.neighborhoodhousemadison.org
Root 2 Rise	www.root2rise.org
Spare Time Madison	https://www.sparetimeentertainment.com/madison/
SustainableHR PEO & Recruiting	https://www.sustainablehrpeo.com/
The Joy Trip Project	www.joytripproject.com
Tri-North Builders	www.tri-north.com
UnityPoint Health – Meriter	www.unitypoint.org/meriterfoundation
Woodland Montessori School	www.woodland-montessori.org

Transportation:

- The DMI Transportation Committee met and heard a thorough update on Bus Rapid Transit (BRT) from Metro Transit General Manager Justin Stuehrenberg.
- In his role as Chair of the Dane County Regional Airport Commission, Jason attended TakeOff North America with the Airport's Tom Pajor to recruit new direct air service. They met with Delta, American, Southwest, Sun Country, and Avelo.

Quality of Life:

- The DMI Quality of Life Committee toured Camp Randall Stadium with Travis Beckum from Badger Sports Properties (BSP).
- The Washington East Business Arts Corridor (WEBAC) continues to meet as a small group. The group is researching other city's arts and innovation districts to help formulate what a group could look like along East Washington Avenue.

Inclusiveness:

- DMI hosted the October meeting of the Madison Area Diversity Roundtable (MADR).

Beyond Compliance:

- The Beyond Compliance Sub-Committee continues their work on partnering with Access to Independence on the accessibility grant program.

Government Relations:

- As mentioned above, the Government Relations Committee hosted a joint Committee meeting with Economic Development.

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