



DMI Director's Report – January 2025

From Jason Ilstrup, DMI President

Creating Connections and Community

- DMI hosted our annual December New Faces, New Places at the US Bank location on Capitol Square.
- The December DMI Advocacy Update featured a discussion on the Dane County Regional Airport and direct flights with Tom Pajor, Director of Air Service Development:
<https://www.youtube.com/watch?v=KBAjle7-gV0>
- DMI hosted two Downtown Happening's Podcasts:
 - With Cathy River, Owner, Madison Brain Center:
<https://www.youtube.com/watch?v=2gJglBvMFel>
 - With Madison Metropolitan School Districts team from the Transition Education Program (TEP): <https://www.youtube.com/watch?v=2E8flUprRPk>.
- Milwaukee Downtown and DMI hosted a MSN+MKE Downtown Exchange with several Midwestern downtown leaders including Kate Borders from Cleveland, Joe Spencer from St. Paul, Heather Schroeder from Wichita, and Beth Weirick from Milwaukee:
https://www.youtube.com/watch?v=JcnBd8Fgu_s.

DMI Media Mentions:

- January 9 – Wisconsin State Journal - [3 State-Owned Office Buildings to Close Downtown Ahead of Planned Sale](#)
- January 10 – Wisconsin Public Radio - [3 Downtown Madison Buildings Prepare for Sale as State Consolidates Office Space](#)

Presentations:

- In January, Jason presented a DMI and Downtown Madison update to the Madison Breakfast Rotary club.

Economic Development:

- The Economic Development Committee met to review their 2024 work, review the DMI strategic plan, and hear an overview of the Downtown Madison strategic visioning plan.
- The Regent Street Group met in December to review a draft visioning proposal for the Regent Street area.

Membership Development:

- DMI welcomed several new members:

Brothers Desserts - Schoep's Ice Cream	https://brothersdesserts.com/
Dahl Financial Group	www.dahlfs.com
Marquette Neighborhood Association	https://www.marquette-neighborhood.org/
SLAGLE CRE	www.slaglecre.com
StoryFirst Media Group, Inc.	https://storyfirstmedia.com/
The Welch Group, Public Affairs	https://thewelchgroup.org/

Transportation:

- DMI hosted two Transportation Committee meetings. The meeting in December included a presentation on BCycle with Brian Conger. In January, the Committee discussed their work in 2024 and planned for 2025.

Quality of Life:

- In December, the Committee met to hear a presentation on the Isthmus Safety Initiative/Safe Growth from Lee Hunt with the Madison Police Department.
 - <https://www.youtube.com/watch?v=LauzAfNzuOo>

Inclusiveness:

- The Madison Area Diversity Roundtable (MADR) hosted their December meeting with the help of DMI. The discussion centered around DEI in 2025.

Beyond Compliance:

- In January, the Beyond Compliance sub-committee met to review their 2024 work and plan for 2025. The sub-committee is meeting with the DMI Economic Development Committee to discuss housing in February.

Government Relations:

- The Government Relations Committee planned for their upcoming city of Madison local election endorsement process.

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