



DMI Director's Report – October 2025

From Jason Ilstrup, DMI President

Creating Connections and Community

- DMI hosted several events this month including a New Member Coffee, two New Faces, New Places (Husch Blackwell and One09), and a What's Up Downtown Breakfast on the state of housing in Downtown Madison with Matt Wachter from the City of Madison, Margaret Watson with Steve Brown Apartments, Lorrie Heinemann with Madison Development Corporation, and Dan Kennelly with Quad Capital Partners: <https://www.youtube.com/watch?v=tLf04UtJOnM> (audio only).
- DMI recorded two new Downtown Happening's Podcasts:
 - Judy Davidoff and Jason Joyce from the Isthmus: <https://www.youtube.com/watch?v=-paZ1BVJFTk&t=11s>.
 - Cassie Mortensen and Katelyn Erickson from Hydralive Therapy Madison: <https://www.youtube.com/watch?v=L2VoghBbA8>.
- DMI hosted a discussion with the Board of the new Williamson Marquette Business Alliance (WMBA) for our September DMI Advocacy Update: <https://www.youtube.com/watch?v=DOi5iPCsgJk>.
- Jason, John, Emily, Matt, and Tim attended the 2025 International Downtown Association (IDA) Annual Conference in Washington DC.
- DMI welcomed MIG to Madison at the beginning of October. The visit included several tours of the Downtown, meetings with the City and other stakeholders, and an in person meeting of the project leadership team.
- The Madison City Council approved funding for the Greater Downtown Economic Investment Strategy at their October meeting. Jason, and senior staff from the City, answered several questions from Alders on the project.

DMI Media Mentions:

- There were no DMI media mentions in late September/early October.

Presentations:

- Jason spoke at the new brand launch event for the Madison Metropolitan School District (MMSD).
- Jason participated in a panel discussion on development in Cap East for the Northern Colorado (NoCo) trade mission.
- Jason gave a downtown walking tour to the UW Madison real estate program alumni association.
- Jason served as a guest chef at the River Food Pantry's Sips and Slices event.

- Jason gave a downtown walking tour and presented on the Madison LakeWay Project to the Dayton, Ohio trade mission.
- Jason presented a Downtown Madison update to a team from Action Coach.
- Jason presented a Master Talk at the IDA Conference in DC on moving from place management to place leadership through local advocacy. Jason also presented on a panel discussion on IDA's Federal policy.
- Jason moderated the retailer runway event for the International Council of Shopping Centers conference in Chicago.

Economic Development:

- The Economic Development Committee did not meet in September, instead asked members to attend the September What's Up Downtown Breakfast discussion on the state of downtown housing.
- DMI facilitated a discussion between local stakeholders at the top of State Street and SmithGroup to discuss the redesign of the Mifflin and Carroll Plaza areas.

Membership Development:

- DMI welcomed several new members:

@properties - eleven Christie's International Real Estate	Melissa LeGrand	www.elevenre.com
Front Porch Property Management	Charlie Wills	https://thewillsagency.com
Judge Ben Jones	Ben Jones	https://courts.danecounty.gov/Judges
Midwest Mujeres Inc	Araceli Esparza	www.midwestmujeres.com
Saunaday	Roshelle Ritzenhaler	www.sauna.day
Vecos USA	Eric Schmidt	www.vecos.com/en

Transportation:

- DMI assisted in hosting a discussion of a curb management pilot project in the Cap East section of Downtown with the board of directors from CEBA and WMBA.
- The DMI Transportation Committee hosted two meetings over the last month. In September, the Committee heard a presentation on curb management from Stefanie Cox and Liz Callin with the City of Madison. At their October meeting, Debby Jackson with the Transportation Development Association of Wisconsin discussed current transportation funding issues.

Quality of Life:

- The DMI Quality of Life Committee did not meet in September.

Inclusiveness:

- The Inclusiveness Committee hosted the third quarter edition of the I.D.E.A. Series. The event included a panel discussion on multi-generational workplaces and featured Kayla Conklin from the Wisconsin Economic Development Corporation (WEDC), Brian Espinosa from Adapt Marketing Consulting, and Darrin Wasniewski from AARP.
- DMI hosted the October meeting of the Madison Area Diversity Roundtable (MADR).

Beyond Compliance:

- The Beyond Compliance Committee met to discuss their upcoming project work.

Government Relations:

- The Government Relations Committee met quickly in October to discuss their plans for 2026.

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