



DMI Director's Report – November 2025

From Jason Ilstrup, DMI President

Creating Connections and Community:

- DMI hosted several meetings this month including a past chairs event; a What's Up Downtown Breakfast featuring a discussion on the Downtown Madison storefront experience with Heather Ewing of Abstract Commercial Real Estate, Josh Berkson of Merchant and Lucille, Rob Bowhan of August and Matt Tramel of Madison's Central Business Improvement District; and a Behind the Scenes at Illumina.
- DMI hosted a quarterly MSN+MKE Downtown Exchange on Madison and Milwaukee's Night Markets with Matt Tramel and Kris Gabert from Madison's Central Business Improvement District and Stacy Callies and Megan Kujawa from the Westown Association.
 - <https://www.youtube.com/watch?v=h4TifN8mDFE>
- The October DMI Advocacy Update featured a discussion on the City of Madison's 2026 Budget with Sam Munger, Chief of Staff to Mayor Satya Rhodes Conway:
 - <https://www.youtube.com/watch?v=SzbNTk2X4Co&t=44s>
- DMI hosted two Downtown Happenings Podcasts:
 - Laura Gallagher: Goldman Sachs 10,000 Small Businesses Summit - https://www.youtube.com/watch?v=wCjCi1rxH_8
 - Meri Rose Ekberg: Downtown Madison Public Art - https://www.youtube.com/watch?v=-JdVSQw9_cg
 - Matt Tramel: On the Go Edition - <https://www.youtube.com/watch?v=W84CuTsmQ3c>
- Jason continues to participate in the Madison Metropolitan School District (MMSD) Strategic Framework Steering Committee.

DMI Media Mentions:

- October 24 – WKOW - [Badger Football Losses Could Cost Madison \\$160 Million, According to New Wisconsin Economy Study](#)
- November 6 – WisBusiness - [Greater Madison Chamber of Commerce: Employers Optimistic Despite Uncertainty in Chambers 2025 Regional Employer Survey](#)
- November 7 – WMTV - [Good News Madison: Greater Downtown Madison Economic Investment Strategy](#)

Presentations:

- As Chair of the International Downtown Association's US Government Relations Committee, Jason has moderated several discussions on Federal law enforcement activities in US cities with IDA colleagues from across the country.

- Jason joined the Executive Committee of the International Downtown Association.
- Jason presented a Downtown update to the Board of Madison Private Equity.
- Jason Beloungy and Jason Ilstrup presented a Beyond Compliance Sub-Committee update to the City of Madison Disability Rights Commission.
- Jason gave the Hoan Group a tour of Downtown Madison.
- Jason served as Principal for the Day with Becky Peterson from Marquette Elementary School. Jason also served as emcee for the luncheon after the event.

Economic Development:

- The DMI Economic Development Committee welcomed Michael Best Strategies Principal, and DMI Board Member, Adam Barr, to the October meeting. Adam presented and discussed the Wisconsin State budget and State level politics.
- Jason continued to participate in the City of Madison’s Economic Development Division Strategy working group.
- DMI helped host a meeting of the Regent Street Business Association where the group discussed the Regent Street road reconstruction.
- DMI hosted a discussion of the Mifflin Plaza stakeholders.

Membership Development:

- DMI welcomed several new members:

Brix Coworking	https://brixcoworking.com/
Fairchild Development	https://fairchild-development.com/
Law Forward	www.lawforward.org

Transportation:

- The Transportation Committee is meeting with Chris Petykowski and Tom Mohr from the City’s Engineering Department to discuss the John Nolen Drive reconstruction and the Regent Street reconstruction in November.
- Jason attended Take Off North America 2025 with a team from the Dane County Regional Airport. They met with several airlines to discuss air service.

Quality of Life:

- The DMI Quality of Life Committee welcomed a presentation from Jason on the Greater Downtown Economic Investment Strategy.

Beyond Compliance:

- The Beyond Compliance Sub-Committee did not meet this month, however Jason Beloungy and Jason Ilstrup did give a presentation and answer questions for the City of Madison’s Disability Rights Commission.

Government Relations:

- The Government Relations Committee heard a presentation from Wisconsin Policy Forum President Jason Stein on their 2025 City of Madison Mayor's Budget Brief.
 - [https://www.youtube.com/watch?v= A8s2DiHlgM](https://www.youtube.com/watch?v=A8s2DiHlgM)

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