



## DMI Director's Report – December 2025

From Jason Ilstrup, DMI President

### Creating Connections and Community:

- DMI hosted our 15<sup>th</sup> annual State of the Downtown Event in November. The event included the release of the 2025 report (<https://www.flipsnack.com/C7A6C59BDC9/2025-state-of-downtown-madison-report>) and a panel discussion with Alder MGR Govindarajan, Bob Bruni from ULI, Christof Spieler from the City of Madison's Transportation Department, Amy Supple from the Edgewater, and Cindy Torstveit from UW Madison.
  - <https://www.youtube.com/watch?v=q0MghAuyq94>
- DMI and the City of Madison hosted the kick-off event for Envision Downtown Madison, a coordinated effort to create the Downtown Plan, and the Downtown Strategy.
- DMI hosted several events this month including a New Member Coffee, and the MSN+MKE Downtown Exchange on the importance of public museums to downtown Madison and Milwaukee. The Exchange welcomed Ellen Censky from the Milwaukee Public Museum and Wes Mosman Block from the Wisconsin Historical Society:
  - <https://www.youtube.com/watch?v=EXd7TN2H3ug>
- The November DMI Advocacy Update welcomed Emily DeVore to discuss Envision Downtown Madison and the Downtown Strategy:
  - [https://www.youtube.com/watch?v=jQ5LsNOD\\_gc](https://www.youtube.com/watch?v=jQ5LsNOD_gc)

### DMI Media Mentions:

- November 12 – Cap Times - [What's Up with State Street?](#)
- November 15 – Isthmus - [Envision Downtown Madison](#)
- November 20 – Cap Times - [Tourism Up, Office Workers Down: 6 Downtown Madison Report Takeaways](#)
- November 20 – WISC TV – State of the Downtown Story
- November 20 – WMTV TV – State of the Downtown Story
- November 24 – Daily Cardinal - [Local Leaders Talk State of Downtown Madison](#)
- November 28 – State Journal - [Kickoff Event Next Week for Madison's Downtown Area Plan](#)
- December 2 – WISC TV - [City, Business Leaders Launch Vision for Madison's Downtown Future](#)
- December 2 – WMTV - [Madison Leaders Launch Planning Process for Downtown Growth Strategy](#)

### Presentations:

- Jason presented a Downtown Madison and Madison LakeWay Project update to the Northside Business Association.
- Jason chaired a meeting of the Dane County Regional Airport Noise Abatement Committee.

- Jason presented a Downtown Madison and 2025 State of the Downtown presentation to the Monona Terrace Board of Directors.

#### **Economic Development:**

- The DMI Economic Development Committee heard a presentation and update on Envision Downtown Madison and the Downtown Strategy from Jason and Emily DeVore at their November Committee meeting.

#### **Membership Development:**

- The Membership Development Committee hosted their annual holiday party at Baker Place in Downtown.
- DMI welcomed several new members:

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| AJ Sue Business Coaching                    | <a href="https://www.sayheyaj.com/">https://www.sayheyaj.com/</a>   |
| Blood Cancer United                         | <a href="http://www.bloodcancerunited.org">www.bloodcancerunited.org</a>                                      |
| LOVB Madison                                | <a href="https://www.lovbmad.com">https://www.lovbmad.com</a>   |
| Madison Data Advisory                       | <a href="https://www.madisondataadvisory.com/">https://www.madisondataadvisory.com/</a>                       |
| Madison Northside Planning Council (or NPC) | <a href="https://northsideplanningcouncil.org/">https://northsideplanningcouncil.org/</a>                     |
| Ramie Zelenkova                             | <a href="http://www.hwz-gov.com">www.hwz-gov.com</a>  |
| Sam Foos                                    | <a href="https://www.linkedin.com/in/sam-foos-a678a0384/">https://www.linkedin.com/in/sam-foos-a678a0384/</a> |
| Spencer Real Estate Group                   | <a href="https://spencerreg.com">https://spencerreg.com</a>   |
| Tareen Development Partners                 | <a href="https://www.tdpmn.com/">https://www.tdpmn.com/</a>   |
| Tim Heine                                   | <a href="https://heineconstruction.com/">https://heineconstruction.com/</a>                                   |

#### **Transportation:**

- The DMI Transportation Committee welcomed Chris Petykowski and Tom Mohr from the City of Madison. Chris and Tom presented and discussed the John Nolen Drive and Regent Street road reconstructions projects.
  - [https://www.youtube.com/watch?v=FUwug-7s3\\_s](https://www.youtube.com/watch?v=FUwug-7s3_s)

#### **Quality of Life:**

- DMI and Catholic Charities hosted the quarterly meeting of the Beacon Homelessness Issues Committee.
- Jason presented on Envision Madison and Downtown Strategy at the November Committee meeting.

- DMI helped host Coffee with a Cop in December with our partners from the Madison Police Department and the BID.

**Inclusiveness:**

- DMI hosted a panel discussion on DEAI in the workplace as part of the IDEA Series in December. Tania Ibarra from Step Up Equity Matters, Faatima Kahn from Exact Sciences and Ida Balderrama-Trudell from Overture served on the panel.
- The DMI DEAI Book Club also met in December.

**Beyond Compliance:**

- The Beyond Compliance Sub-Committee meet in November to plan for 2026.
- The leaders of the new Accessible and Affordable Housing Working Group met in November.

**Government Relations:**

- The Government Relations Committee met with 6<sup>th</sup> District Alder Davy Mayer and discussed the 2026 City Council election endorsement process.

For questions and more information, contact Jason Ilstrup, DMI President at 608-512-1330 or [jilstrup@downtownmadison.org](mailto:jilstrup@downtownmadison.org).