



DMI Director's Report – January 2026

From Jason Ilstrup, DMI President

Creating Connections and Community:

- DMI hosted the December, a New Faces, New Places event at US Bank on the Capitol Square.
- The December DMI Advocacy Update featured a discussion on the Next Normal (N2) survey results with the Greater Madison Chamber of Commerce Vice President Kevin Little:
 - <https://www.youtube.com/watch?v=ITXii00vSjc&t=1151s>
- Envision Downtown Madison continues, focusing on stakeholder interviews.
- Jason attended airline headquarters meetings in Dallas in December.

DMI Media Mentions:

- December – Denverse Magazine – Brave New Colfax: Examining the Makeover of the Longest Commercial Street in America
- December 18 – Dane County Regional Airport – Attended press conference announcing American Airlines daily service to Boston
- December 30 – Cap Times - [What's Next for Downtown Madison](#)

Presentations:

- Jason presented a Downtown Madison update to the Rotary Breakfast Club.

Economic Development:

- The DMI Economic Development Committee met to discuss their 2025 work and plan for 2026.
- The Regent Street Business Association hosted a member meeting to discuss the Regent Street reconstruction project. A team from the City of Madison updated the Association and listened to thoughts and concerns.
- The Accessible and Affordable Housing Task Force met in January to review their goals and objectives.

Membership Development:

- The Membership Development Committee did not meet in December.
- DMI welcomed several new members including:

Expansive Workspace	www.expansive.com
Friends of San Damiano	https://www.sandamianomonona.org/
Jake Johnson Realtor	www.jakeknowshomes.com

Transportation:

- The DMI Transportation Committee hosted a 2025 recap and 2026 Committee planning meeting in December.
- In January, the Committee met and heard a presentation from Dane County Regional Airport Air Service Development Director Tom Pajor.

Quality of Life:

- The Quality of Life Committee hosted a cheese tasting for its members at Fromagination in January.

Beyond Compliance:

- The Beyond Compliance Sub-Committee met and heard a presentation from Jason on Envision Downtown Madison and how the Sub-Committee can participate.

Government Relations:

- The Government Relations Committee did not meet in January but did prepare for the 2026 Madison City Council race endorsement process.

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