



## DMI Director's Report – February 2026

From Jason Ilstrup, DMI President

### Creating Connections and Community:

- DMI hosted our first What's Up Downtown Breakfast of the year in January. Christof Spieler, Director of Transportation for the City of Madison, spoke on Transportation in Madison: Where We Are, Where We Might Go.
  - [https://www.youtube.com/watch?v=3GQWqNhL\\_t4](https://www.youtube.com/watch?v=3GQWqNhL_t4)
- DMI hosted a Behind the Scenes event at The Dylin, a new aparthotel downtown.
- Matt Tramel joined the December DMI Advocacy Update and discussed the past, present, and future of Madison's Central Business Improvement District (BID):
  - <https://www.youtube.com/watch?v=GjJesgSMGTA>
- Envision Downtown Madison Update: DMI and our partners are hosting a series of stakeholder meetings to discuss the future of Downtown Madison.

### DMI Media Mentions:

- January 23 – WKOW - [\\$100 Million Dollar Coliseum Renovation in Madison Could Boost Dane County Economy](#)
- January 28 – WMTV - [Breeze Airways Announces Flights from Madison to Raleigh-Durham](#)
- January 30 – WISC - [Madison Businesses Shut Down in Protest of ICE Immigration Crackdown](#)
- February 2 – Badger Herald - [Dane County Regional Airport Announces New Nonstop Service to Raleigh Amidst Passenger Growth](#)

### Presentations:

- Jason and Matt Tramel presented a Downtown Madison update to both the Madison Police Department Central Precinct command staff and, separately, to all the Central Precinct officers.
- Jason presented a Downtown Madison update to the members of Temple Beth El Synagogue in Madison.

### Economic Development:

- The Economic Development Committee hosted a panel discussion at its January meeting on the importance of sports to Downtown Madison. Representatives from Forward Madison/Rally Madison, LOVB Madison, and the Madison Area Sports Commission participated.
- Jason attended the Smart Growth Greater Madison Public Policy Committee.
- DMI participated in the Clean Lake Alliances' new Renew the Blue Council.

### Membership Development:

- The Membership Development Committee hosted their quarterly New Member Coffee at von Briesen.
- DMI welcomed several new members including:

Berndt CPA/Stelios Payroll	<a href="http://www.berndtcpa.com">www.berndtcpa.com</a>
CertaPro Painters of Madison	<a href="https://certapro.com/madison/">https://certapro.com/madison/</a>
Great Lakes Finishing Solutions	<a href="http://www.greatlakesfinishingsolutions.com">www.greatlakesfinishingsolutions.com</a>
HGA	<a href="https://hga.com/">https://hga.com/</a>
Hydrate IV Bar	<a href="https://hydrateivbar.com/madison">https://hydrateivbar.com/madison</a>
Jacobs	<a href="https://www.jacobs.com/">https://www.jacobs.com/</a>
Jeannine Bintl	
Juli Aulik	
Lagraphia	<a href="http://www.lagraphia.com">www.lagraphia.com</a>
Madison Radicals	<a href="https://shop.radicalsultimate.com/">https://shop.radicalsultimate.com/</a>
PRA Architects	<a href="https://www.prarch.com/">https://www.prarch.com/</a>
Rich Maron	
Salmeri Development	<a href="https://www.salmeridevelopment.com/">https://www.salmeridevelopment.com/</a>
Tom Lynch	
UNITAS ARCHITECTS, LLC	<a href="http://www.unitasarc.com">www.unitasarc.com</a>

**Transportation:**

- Jason attended the City of Madison’s quarterly Vision Zero meeting.
- The Regent Street Business Association met to discuss the City’s preferred alternative for the Regent Street reconstruction. More information on the preferred alternative and a recording of the City’s late-January public meeting can be found here:  
<https://www.cityofmadison.com/engineering/projects/regent-street-reconstruction#updates>

**Quality of Life:**

- The Quality of Life Committee did not meet after their early January social at Fromagination.

**Beyond Compliance:**

- The Accessible and Affordable Housing Task Force met to discuss potential informational speakers for upcoming meetings.
- The Sub-Committee also met in early February to schedule their next project.

**Government Relations:**

- The DMI Government Relations Committee is currently interviewing City Council candidates as part of the endorsement process.

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