

**TLNA Meeting  
January 12, 2017**

**Festival Foods Conference Center, 7:00 pm**

**Present:**

Patty Prime, Marta Staple, Patrick Heck, Karla Handel, Mark Bennett, Tyler Lark, Jessi Mulhall, Richard Linster, Bob Klebba, Steve Wilke, Keith Wessel, Tim Stumm, Steve Wilke

Marsha Cannon, Andre Lewis, MaryBeth Collins, Vern Stenman, Heidi Weigleitner

**Call to order**

**Patty moves to approve December's minutes, Steve Wilke seconded. Minutes approved unanimously. See <http://www.tenneylapham.org/web-data/news/minute/122016.pdf> for minutes.**

**Introductions**

**1. Neighborhood Officer Report -**

**Officer Andre Lewis -- [alewis@cityofmadison.com](mailto:alewis@cityofmadison.com)**

- Officer Lewis will become the TLNA liaison officer starting February, 2017. This will be in addition to liaison officer role for the MNA. Cellphone number for direct access to Officer Lewis (608) 209-9808, non urgent calls only.
- Works Tues-Sat. Hours on Tuesday-Thursday: 2pm-10pm, Friday-Saturday 7pm-3 am.
- Karla Handel reports a face to face incident this evening at her side door with an individual who was coming from her garage and ran down the driveway toward E Mifflin St. Officer Lewis recommends she inform MPD for a patrol of the area.
- New Cpt Freeman, new Lt Cheney. Cpt Gloede is retiring.
- Will bring a summary of calls for service to meetings from the previous month. Asks for requests regarding summary or report of specific incidents. Will consider bringing a print version to share with the neighborhood and council. In the past, the council has requested robbery, drug related crimes reports. Bob Klebba specifically requests information and collaboration regarding incidents in James Madison Park.
- Consideration of sharing incident report summary with neighborhood monthly discussed. The MNA does not share a monthly incident report with their email listserve. Patrick Heck suggests an annual summary report for neighborhood crimes to be shared with neighborhood listserve.
- Richard Linster requests fostering a realistic collaboration and relationship with our patrolling and liaison officers. Requests a free flowing exchange of information, and fostering a relationship that promotes neighbors' comfort with reporting crimes. More consistent MPD representation, more visible presence at neighborhood events requested.
- MaryBeth Collins as neighborhood safety advocate is involved in community policing awareness, and has been attending CCOC meetings. Will try to bring information about community policing to the neighborhood council.
- Officer Lewis hopes to be able to speak frankly and respectfully with the council, and supports open dialogue and transparency. Hopes to be able to stay through some meetings in the future.
- Patty Prime clarifies that Officer Lewis is liaison from the community policing team, which is 5 officers and one Sgt. He is not a beat officer for the TLNA, but instead usually patrols the downtown area.

## 2. TLNA social media policy

### Patrick Heck

- Recent committee met to develop policies for social media use guidance. Initially developed 2 pages of very detailed guidelines, and feedback from the group was to not try to capture every possible scenario of use.
- Instead, requests to clarify with council what the intent and purpose of social media use is.
- Review email listserv policy: “open to all persons interested in TLNA. The purpose of this listserv is primarily to provide a forum for issues of concern to TLNA, its residents and its businesses.”
- Based on this established policy, suggestions are made to create policies to guide social media use.
- MaryBeth Collins suggests we more carefully select administrators to moderate the FB page, much like other liaisons are selected to represent the neighborhood.
- Currently, TLNA social media includes a Facebook account, an instagram account, and the email listserv.
- Bob Klebba wonders how to boost traffic to the facebook site. The email listserv has more traffic than the FB page.
- Patty Prime has a neighbor named Andy Adams who works as a social media consultant, and has offered to support the neighborhood’s efforts. Patty supports a more open access format for the facebook page, and encourages application of the listserv’s “be nice” rule. Could the newsletter chair be the “communications chair” or assigned to another chair?
- Steve Wilke feels that the email listserv duplicates the FB page, not necessary to have both as open access forums. Prefers to keep it limited.
- Patrick Heck suggests that the audience for the FB page and the listserv page is not necessarily the same. Keeping both reaches more neighbors. The email listserve could be a more official listing, and the FB page could be more informal.
- Tyler Lark suggest that FB administrators posting anonymously keep it to formal TLNA business, and other less formal posting be done by name to the TLNA FB page.
- Suggests a TLNA social media purpose and intent statement:
  - To be a resource and clearinghouse for any information and events occurring within the Tenney-Lapham neighborhood
  - --OR--
  - To be a resource and clearinghouse for any information and events that may impact the Tenney Lapham neighborhood.

## 3. Changes to Breese Stevens administrative policies

### Vern Stenman: [vern@mallardsbaseball.com](mailto:vern@mallardsbaseball.com)

- Requesting feedback after review of the Breese Stevens Field documents attached in Appendix A, including the alcohol management, neighborhood impact, and fan access plans.
- Patty requests that plans reflect access to bike parking, bus routes, in addition to car parking information. Bob Klebba wonders if Madison Metro would be willing to work with Breese Stevens to build a link to route information, and Vern doesn’t feel that their information is customizable but instead could look into providing route information specific to the field for large scale events. Plans to continue bus shuttle from Great Dane for larger events.
- MaryBeth Collins has heard that local teenagers are aware of unsecured alcohol at Breese Stevens, accessible to teenagers climbing fences to steal this. Vern plans to take all necessary steps to prevents this, but hasn’t heard about this.
- Plan to make modifications to sound, including moving some speakers and adding speakers to better contain sound for better speaker direction. Continue to investigate this with the city.

- Contractually allowed by Parks Division for 5 large scale music shows in 2017, and Parks Foundation will continue an annual fundraiser concert. This concert may be larger scale, unsure.
- Summer 2017 concerts will be announced in the next 1-2 months, with Frank Production support.
- Tyler Lark curious about local neighbors receiving discount or encouragement to walk to venue. Discount tickets are harder to create due to partnership issues.
- Parks Dept currently creating a 15 year long-term plan for Breese Stevens Field, with short term plans for improved restroom and concessions facility in field level in the west end zone.
- Possibility for restaurant space in the 2000 sq ft under the grandstand on the west end, which are preliminary and long term plans with a potential partnership.
- Mark Bennett reflects that Big Top has positively impacted improvements in Madison public parks, at Warner and Breese Stevens. Concerns about recommended price increase to Duck Blind ticket prices after construction.
- MaryBeth Collins wonders how Big Top manages ticket donation and access to events. Vern notes that thousands of tickets are donated for Mallards games, and they have never turned down a charitable ticket request. Starting to consider similar approaches for Breese Stevens, but this is complicated due to partnership with City Parks Dept. Recently donated field time for a fundraiser.

#### 4. Messner site recommendation

**Heidi Wegleitner, County Supervisor -- [wegleitner.heidi@countyofdane.com](mailto:wegleitner.heidi@countyofdane.com)**

- County owns the Messner site on E. Washington, no longer with plans for day resource center at Messner site. The day resource center CUP was granted and moving forward at the new location.
- Heidi hopes for a development project for affordable permanent housing for families at the Messner site, and has drafted a resolution suggesting housing for extremely low income families and people, reviewed with a subcommittee. Draft of resolution shared with council, and reviewed that Dane County would not plan to be a housing operator but retain ownership of the lot only. Would select an operator via RFP process, following a public meeting in the Tenney Lapham neighborhood to gather feedback from the neighborhood.
- Dane County would seek to partner with City of Madison, per draft of proposed resolution.
- Need for permanent housing solution for low income families has been identified through Health and Human Needs Committee at County.
- Trying to move resolution along in 2017, plan to introduce to county in January 2017.
- Bob Klebba comments that maintaining county ownership of the land sounds like a good idea, and will help to reduce costs. But removing the land from the city/county/school tax basis could be a substantial financial loss compared to a private development owning the land. Cautions that this would be a time consuming and slow process to try to get affordable housing into that site.
- MaryBeth Collins applauds this as an effort to promote access to affordable housing in an increasingly unaffordable neighborhood, with higher living costs driven by new development. Affordable housing has been a top priority for this neighborhood council.
- Patrick Heck clarifies the use of the word "families" in the proposal. How can families be selected? A minimum of 3 bedrooms per unit support family access. The RFP can set some target populations, including some support services that are built for families. Subsidies could also promote family access to an affordable housing development at this site.
- Tyler Lark supports this proposal, would like to see ground level commercial space be included in this development, fronting onto E. Washington, which can promote food traffic and connecting the Messner site to other commercial frontages on E. Washington.
- Heidi met with county board chair and has received input and some indicated support for this resolution.

- Marsha Cannon wonders if this is recommended as a tear-down versus rehabilitating the current building, and how this cost would compare to selling the site and using the profit to purchase another site for an affordable housing development. Heidi feels that it is important to retain this particular location in the Tenney Lapham neighborhood, and having this site is a big advantage for promoting affordable housing in this neighborhood.
- Patrick requests clarification for goal of partnering with City of Madison, and Heidi cites 3 other occasions where city and county have successfully worked together on development in an effort to end family homelessness. Plans to reach out to council leadership and staff for collaboration.
- Patrick Heck motions to support this resolution, Mark Bennett seconds.
  - Discussion: Bob Klebba feels it is too early, and Steve Wilke agrees. Richard Linster agrees that more options be considered for the Messner site before the neighborhood council supports this resolution.
  - MaryBeth Collins supports a motion to support this resolution, with the awareness that other options could exist, as this resolution is in an advanced state because the county already owns the land.
  - Patty Prime respects the desire to see more from the resolution and other options. Recommends waiting until neighborhood meeting, before providing council support for this resolution.
  - Support for resolution before submission to county in January may be beneficial.
  - Friendly amendment by Bob Klebba: generally supportive of Heidi's efforts to create affordable housing in the neighborhood. Patrick Heck declines.
  - ***Ayes (7), Nay (3), Abstention (2). Ayes have the majority vote, support for Heidi's resolution passes.***
  - Plan open communication regarding the process, and will plan neighborhood meeting.

## 5. Draft Budget

### Tim Stumm

- Draft budget with balance sheet and profit/loss statement shared as a starting point discussion.
- Will change to calendar year as budget year.
- Some items still need detail from 2016, following that up to finalize budget.
- Questions from treasurer: Should a cash-on-hand target be established? What is the best use of the balance?
- Proposed 2017 budget shows an expected increase in membership dues and newsletter, and this reflects a suppressed 2016 number when some other amounts are clarified.
- Revenues discussion
  - MaryBeth Collins shares concerns that membership dues create a pay-to-play voting access for neighbors. Instead recommends that dues and dues collection stay the same. How do we justify collecting dues? Could we consider a sliding scale membership dues? Richard Linster reminds the council that the current membership dues and fees were set by a previous council, to increase from \$2 to \$10 fee.
  - Patty Prime clarifies that voting by paying members is in the bylaws, and needs to be addressed in a separate conversation.
  - Bob Klebba supports the exclusion of grants and donations from the 2017 revenue budget.
- Expenses discussion

- Patty notes that 2017 events are expected to be similar to 2016 events. Requests that a similar budget item size exist for 2017.
- Will the prize be the same size (\$250) for the photo contest? Previous meeting discussed lowering this prize size. MaryBeth Collins suggests that we keep the photo contest prize remain the same, as it was new last year.
- Bob Klebba requests to see separation of donation amounts from TLNA and PITP donation amounts for future planning.
- Patrick Heck recommends that we keep a “total donation” amount a goal, or guideline, for future requests for funding. Recommend an additional \$500 item in expenses budget for future possible requests to the council.
- Bob Klebba recommends maintaining a \$1000 budget instead of \$500 for neighborhood development, such as the afterschool arts program at Lapham and the \$300 donation for a public art mural. This is generally agreed upon.
- Bob Klebba would like to see itemization of events from 2016. Patrick Heck recommends rounding up on all expenses.
- Patrick Heck recommends creating a budget item for mailing newsletters to locked buildings. Neighbors in locked buildings are not receiving newsletters.

***Patrick Heck recommends that changes recommended are sufficient to allow treasurer to revise and reintroduce budget at next month’s meeting.***

## **6. President Comments**

### **Patty Prime**

- Maria's at 1444 E. Washington will have a soft opening, Saturday, January 14, 5pm-11pm. There will be neon artwork as well as live body painting.
- Sledding and tobogganing (snow permitting) at CPC this Saturday, 2pm-5pm.
- CPC is planning a playground on the Castle Place side of the church grounds.
- Patty Prime was contacted about a possible jazz walk on Johnson St. in May.
- Winter potluck at Lapham School, Wednesday, January 25, 6:00pm.
- New playground at Tenney Park, meeting Wednesday, January 18, 6:00 pm.

## **8. Council Chair Reports**

### **Patrick Heck/Development Chair**

- See Appendix B for Development Report
- Announced meeting for RPG steering committee, Tuesday at 6 or 7 pm, for the development at the Caribou site.

**Motion to Adjourn by Patty Prime, and seconded by Steve Wilke, Bob Klebba.**

**Adjourned at 9:16 pm.**

## **Appendix A -- Breese Stevens Field Documents**

### **2017 Breese Stevens Responsible Alcohol Consumption Action Plan**

Big Top Events, as part of their management of Breese Stevens Field, will execute the following Responsible Alcohol Consumption Action Plan. This plan is based on a similar plan that the Madison Mallards have had in place since 2008 at the Duck Pond at Warner Park and is the result of working with Madison Parks, the Madison Police Department and receiving input from various other sources. Big Top is committed to working with the TLNA and Alder on any issues that arise related to alcohol consumption.

General event alcohol related policies and practices:

1. Stringent ID checking program by Big Top Events staff including incentives for finding false ID's.
2. Mandatory pre-event training for all beer pourers by Big Top Events management staff, and/or external experts.
3. All bartenders are 18 or older.
4. Licensed bartender on staff overseeing each beer pouring location at each event.
5. No more than 2 beers per person, per trip at any beer stand at each event.
6. Secret shoppers looking for problems with ID checking, and whether or not Big Top Events beer servers are serving more beers per trip than limit.
7. All beer pourers wear "WE ID" pins.
8. Everyone that appears under 30 will be required to show identification and they will receive a wristband if they want to purchase beer.
9. Have state ID books on hand for all people checking ID's.
10. No under-age person will ever be allowed to consume alcohol at the event whether or not they are accompanied by a parent or guardian. State law does allow under-age persons, accompanied by parents or guardians, to drink under their supervision, but the law also allows license holders to make a policy decision not to serve those individuals and Big Top Events will not serve these individuals under any circumstance.
11. For the safety of attendees, Big Top Events reserves the right to refuse alcohol to anyone it determines has had too much to drink.
12. The Big Top Events organization also reserves the right to refuse service to anyone who is found to be in violation of these rules at any time.
13. Big Top Events will work with the Madison Police Department to staff events with officers to provide additional security when requested by MPD.
14. Big Top Events plans on serving liquor at select events, but will only serve liquor to private parties (i.e. weddings and corporate functions) and will not serve intoxicating liquor to the general public at events at the facility.
15. Big Top Events will have an approved ID scanner on site and in use for all events that offer alcohol.
16. Alcohol incident record, if there ever is an occurrence of dealing with minor or intoxicated guest. These records will be kept on file at all times.

Breese Stevens policies and practices

The following conduct rules are posted prominently at each bar area at Breese Stevens:

Conduct Rules

- Do NOT use inappropriate language
- Do NOT disrupt other attendees
- Do NOT throw any objects/items
- Always obey instructions of event staff and security personnel
- NO drinking games or card games
- Be able to safely control your behavior and physical movement at all times
- NO smoking
- Public safety is a primary objective
- No minor consumption, even if accompanied by parents/guardians

Offenses punishable by ARREST as determined by local law enforcement authorities:

- Underage Drinking
- False identification – attempting to use fake ID's
- Disorderly Conduct or unsafe conduct

Breese Stevens does NOT at any time or for any reason allow parents (or legal guardians) or any other person to supply, provide or permit consumption of alcoholic beverages to any person under the age of 21, at any time or for any reason.

## **2017 Breese Stevens Annual Neighborhood Impact Plan**

Big Top will work with the surrounding neighborhood to address any concerns regarding the facilities impact on the area surrounding the stadium. This document is an effort to formalize plans for 2017 and open a dialogue for future concerns that can be addressed on an annual basis.

### 1. Pedestrian Safety

- Big Top will meet with the Madison Central District Police Captain and get recommendations for security both in and out of the stadium for each larger event & event that will offer liquor at the facility. Big Top will plan to meet the staffing recommendations from the Captain for all events in 2017 and work with the Police Department to react to any additional input they may have.
  - Big Top will work with the Madison Police Department to attempt to eliminate car break-ins and vandalism during events and will continue to do so in future years.
- i. These efforts will be coupled with Breese Stevens providing usher staff working in the parking lots during larger scale events. This staff is on hand to help reduce any theft and answer fans questions.

### 2. Noise

- Big Top has agreed per lease, to maintain an amplified sound level of no greater than a sustained 100 dB (across all octave bandwidths) at the sound production stage for each concert event.
- For these concerts, speakers shall not be oriented to face East Mifflin Street. All amplified sound for concert events will end by 10 PM.
- All other events will be operated at a dB level under 85 at the perimeter of the stadium. For these events each music playlist is screened and deemed appropriate.

- Three sound measurement locations have been agreed upon by Park Rangers & Big Top Events. An average sound reading for non-concert events will be taken from the intersection of Mifflin & Paterson, Mifflin & Brearly & the mid-point of Mifflin to determine if a specific event is in compliance.
- Big Top will not allow any music to be played during practices of any sort at the facility. Big Top will also monitor DB levels at events and will ensure that no profane or offensive lyrics are ever played over the PA system.
- Big Top will work with the city of Madison to improve the existing PA system to better confine sound for athletic events inside the facility prior to the start of the 2017 event season.

### 3. Litter

- Big Top will clean the stadium every night after events and touch up in the morning, keeping the stadium, and surrounding areas, in top-notch shape all the time.
- Big Top has a strict NO carryout policy. Staff will be stationed at gates to enforce policies that prohibit the carryout of food and beverage containers from the stadium for all events.
- Big Top will also police the parking lot areas and the sidewalks around the perimeter of the facility for debris the day after every game and clean up any debris from fans from the festivities the night before.

### 4. Tenney Lapham Neighborhood Association

- a. Big Top will plan on attending two TLNA meetings one in the spring and one in the fall to discuss plans and review performance of events at the facility.

### 5. Parking

- a. Big Top has submitted a thorough fan access plan to the Parks Commission for review.

## **2017 Breese Stevens Field Fan Access Plan**

With continued excitement surrounding Breese Stevens Field (BSF) and limited parking, it is imperative for fans to understand options regarding safe and accessible ways to get to the events. Here is a listing of what the City, in partnership with Big Top Events, provide fans every year:

1. Vehicle parking in the surrounding area. Big Top is contractually obligated to provide 200 motorized vehicle parking spaces for each 1,000 anticipated attendees for each event. Big Top will provide the city a plan outlining specific spots prior to each event. Last year Big Top secured up to 2,351 spaces for events held at the facility (capacity is currently 9,000, which would require only 1,800 spots). Due to constant development in the area the exact location of each spot will change from event to event. Due to the construction occurring at the Veritas Village & the Cosmos in 2017, Big Top anticipates that attendees at BSF events may be required to walk further.

Furthermore, Big Top understands that if they are unable to secure sufficient parking for each event, that capacity may be reduced.

2. Big Top will provide highly visible parking attendants for all events of over 1,000 fans in anticipated attendance that will direct fans into the appropriate parking locations around the facility.

3. Parking plans will be shared via email to attendees of all ticketed events in advance of each event.

4. Breese Stevens will provide free bike parking for a minimum of 35 bike parking spaces per 1,000 attendees. Located immediately outside of the stadium (best spot to park in the neighborhood!). Big Top will continue to be sensitive to bike parking requirements & will work with the alder & TLNA to adjust the amount of spots required to meet demand.
5. East Washington is a major route for Madison Metro, having multiple stops within three (3) blocks of Breese, on East Washington Ave and East Johnson. Metro stops will be highlighted on the BSF parking map & encouraged as an alternate way to access the facility.
6. Located behind Breese is the East Mifflin Bike Boulevard, Pinckney St to Blair St (outer loop project.) Making travel more convenient. This bike boulevard will be kept open for all events at BSF.
7. Shuttles will be provided for events with anticipated attendance larger than 5,000.
8. For events of over 5,000 attendees Big Top will request that City Traffic Engineering manipulate the timing of the East Washington pedestrian crosswalks to allow for longer crossing times pre & post-event.

**Appendix B -- Development Report**

**TLNA Development Report**  
For TLNA 12 January 2017 Meeting

By Patrick Heck

See TLNA development website for more details.

**-- RPG (Blount/Johnson)**

RPG presented another proposal version to the TLNA Steering Committee on Dec. 13. See development website for the January 4, 2017, letter from the committee members who attended that meeting. The letter asked that RPG and the City provide more details on the proposed 8-unit apartment building and the proposed rezoning. There is likely to be a Committee meeting within the next two weeks to go over these details. Once verified, the meeting will be announced on the TLNA listserv. It now is likely that the Steering Committee will issue new findings on this proposal version prior to TLNA Council's February monthly meeting. Any materials that come from the Steering Committee should be distributed to the Council prior to any consideration request by the developer.

**-- Houden Properties (700 block E. Johnson, south side)**

On behalf of Chris Houden, his representatives presented concepts for the redevelopment of their 11 properties on this block to the neighborhood at a Jan. 10 neighborhood meeting. Houden owns all properties between the two RPG homes next to the Caribou building and the corner of N. Livingston. Meeting notes and slides from this meeting will be available on the TLNA website within a week. While currently in concept development stages, they anticipate that new structures will be 3 stories with parking underneath and that some existing homes will remain. The overall development will be a mixture of commercial and residential, hence a rezoning would be required. The number of existing homes proposed for demolition is TBD.

**-- Homeless Resource Center (615 E. Wash)**

It is now anticipated that the shelter, to be located across E. Washington from the Salvation Army in the Marquette neighborhood, will open in the fall of 2017. The project and its needed conditional uses were approved by Plan Commission.

**-- Salvation Army (630 E. Wash)**

The Steering Committee is expected to meet in about February after the developers have had time to further develop their plans for the exterior design of the building and the layout of the building. They still plan to start the City's approval process in the late winter/spring of 2017, but their financing for the affordable units will not be applied for until later in 2017/2018, hence construction would begin about in the summer of 2018.

**-- Stone House (1000 block E. Wash)**

Construction is underway. There is no word yet on plans for the eastern portion of the block that was earlier proposed for Summit Credit Union's headquarters.

**-- Veritas Village (Reynolds Crane Lot)**

Construction is underway.

**-- Galaxie (800 block E. Wash)**

Excavation for and construction of the 43 Starliner Condos along E. Mifflin is underway. Opening is expected in the summer of 2017. Note that all units will be condominiums and there will be no apartments.

**-- Gorman House (940 E. Dayton)**

This 5-bedroom building and 1-bedroom Accessory Dwelling Unit in the rear of the property is ongoing.

**-- Messner Site (1326 E. Washington)**

The County has not revealed plans for site, formerly proposed for the Day Resource Center for the homeless. Supervisor Heidi Wegleitner will attend the January TLNA Council Meeting and present her proposed legislation that would require the County to site affordable housing on the property.

