

TLNA Council Meeting Minutes
13 February 2014 7:00-9:00pm
Location: The Constellation, 10 N. Livingston St
(moved to Cargo Coffee due to door being locked)

Submitted 25 February 2014 by Patrick Heck, TLNA Secretary

Chair Person: Joe Lusson

Council members Present: Joe Lusson, Patty Prime, Emily Reynolds, Patrick Heck, Richard Linster, Tyler Lark, Keith Wessel, Jessi Mulhall, James Tye, David Panofsky, Richard Entenmann, Michael Ryanjoy,

Council members Absent: Bryan Post, David Waugh, Kevin Luecke

Guests: Ledell Zellers, Officer Lewis, Karen Crossley, John Imes, Krys Wachowiak, Janelle Engel

Next Scheduled Meeting: 13 March 2014

Agenda:	Actions/Discussion
1. Call to order	1. Convened at 7:10pm after an unplanned move to Cargo Coffee.
2. Approval of Jan. Minutes.	1. Jan. meeting minutes approved unanimously (motion by Richard Linster, seconded by Emily Reynolds).
3. Welcome	1. Introduction of TLNA Council members
Introduction of guests.	<ol style="list-style-type: none"> 1. Officer Lewis, MPD 2. Karen Crossley, WI Environmental Initiative 3. John Imes, WI Environmental Initiative 4. Krys Wachowiak, L'Etoile and Graze 5. Janelle Engel, L'Etoile and Graze 6. Ledell Zellers, District 2 Alder
4. Report of Neighborhood Officer -- Officer Lewis or Sgt. Kleinfeldt	<ol style="list-style-type: none"> 1. Officer Lewis reported. 2. On 2 Feb. there was a shift change, hence 3 new officer on the beat in the neighborhood: mornings it is Officer Caleb Keller, afternoons Officer Joe Engler and nights Officer Derek Huber. 3. Officer Lewis distributed information on a new synthetic form of LSD that is getting popular, 25I. He encouraged anyone who hears of it to let the police know. It can be a powder, tablets/tabs or liquid. IT has been tough to convict/prosecute because of its changing composition. 4. He took suggestions on where to have speed traps – some suggested all of

	<p>E. Gorham and E. Johnson. They already plan to monitor E. Johnson near Tenney Park. Monitoring will start in the springtime.</p> <p>5. Tyler Lark asked if the neighborhood officers cover the area 24/7. Officer Lewis said no, but they are the primary officers each day. He noted that Officer Sue Krause is no longer regularly in the neighborhood, but he thinks she is in the Langdon area.</p> <p>6. Patty Prime will resend an invitation to Officer Lewis to join the TLNA listserv.</p>
<p>5. New Business</p>	
<p>a. Main Street Green Program (Wisconsin Environmental Initiative) – Karen Crossley & John Imes</p>	<ol style="list-style-type: none"> 1. Karen Crossley, Sidney St. resident for 25years, introduced John Imes and the Main Street Green Program (MSGP). Karen works for the UW Mortridge Center managing Badger volunteers (UW juniors and seniors who give a 1-year commitment to work once per week on a project, particularly through the Sustainability Center.) Some have worked with the MSGP. 2. Karen believes that the MSGP could be appropriate for the E. Johnson businesses. John Imes will discuss MSGP. 3. John is the Director of the WI Environmental Initiative (WEI) and MSGP is one of their programs. MSGP works with businesses, often small, with a goal of reducing their environmental footprints and to help businesses promote those green features. 4. After 2010 the state has shown less interest in the WEI’s work. Prior to that, they has a successful program promoting green travel in WI, but decided to focus on a new program, MSGP, which was rolled out last year. 26 businesses on Monroe Street are participating. 5. MSG certifies businesses as green, but they also want to create a magnet to attract businesses to green business districts. 6. Businesses have to pass a 20-page checklist to qualify, which can be daunting, so a streamlined 2-page checklist has been developed. The 20-page checklist is still used internally. There are fees in order to qualify. Usually, a business with 1-5 FTEs is \$100 to \$200, but those fees help cover benefits such as marketing promotions, etc. The Monroe St. Business Association also signed on. 7. Karen Crossley asked if TLNA felt that MSGP could help with reconstruction issues. Most felt that the reconstruction project was already designed and soon to be underway, so it isn’t likely, but MSGP could still serve as an organizing tool. 8. Joe Lusson mentioned that E. Johnson businesses aren’t highly organized as a group and that one of TLNA’s goals this year is to help them through the reconstruction. He asked John Imes if he’s dealt with this situation before, i.e., a loosely organized business association. John said that it is too soon to tell if it could be successful. He noted that the State St business association declined to participate even though individual businesses are interested.

	<ol style="list-style-type: none"> 9. John said that small businesses, including E. Johnson businesses, are already green to a certain extent by buying local and having low transportation impact due to the walking/biking nature of the neighborhood. 10. Dirk Entenmann asked if a particular percentage of businesses must join in order to have MSGP. John said that there are several ways to get the designation as a green business district, e.g., 50+% of businesses or maybe a good mix of the business sectors. He asked if Karen’s Mortridge Center students would visit each business to educate them on the program. John indicated he would personally visit each one with accompanying students. If there is interest, the E. Johnson business group could promote MSGP on the business google group. Karen Crossley asked if the business group has an Orange Tree analog, i.e., a key business that if they joined might be a positive sign to others. Patrick Heck said Cork and Bottle could be such a business. 11. James Tye suggested we could use the green theme in promoting the business group, similar to the Willy Lives! campaign during their reconstruction project. We could promote that we walk/bike to our green businesses and use the idea that we turning brown (reconstruction) to green (sustainable). 12. David Panofsky asked why MSGP does not involve big box stores. John said it is a question of focus – MSGP wants to help Main Streets compete with big box stores. 13. Patty Prime suggested that a lot of education is needed if MSGP is to succeed on E. Johnson. MSGP could be adding a layer of complexity if we take it on during reconstruction, but we do want to build the capacity of the businesses. It may be that it could work, but could be down the pike rather than now. Question – do we invite the new E. Washington businesses too? No firm conclusion, but Patty is going to meeting with Lindsay Lee of Cargo Coffee concerning his involvement in the Willy Lives grant. 14. For information on the MSGP, contact John Imes at 608-280-0360 or jimes@weigogreener.org or www.weigogreener.org.
<p>b. Restaurant planned for Constellation – Krys Wachowiak (L’Etoile & Graze)</p>	<ol style="list-style-type: none"> 1. Krys Wachowiak, a partner in the L’Etoile and Graze businesses and a Tenney-Lapham resident, introduced their operation. He also introduced his co-worker, Janelle Engel. L’Etoile has been existence for 40 years and Graze for almost 4 years. They feature local, sustainable foods at all locations, about 90% at the high point of the local growing season, and plan to use the same model at the new restaurant in the Constellation. 2. Chef Tory Miller, who is of South Korean descent, plans an Asian theme, including noodle bowls, Korean BBQ, dim sum brunch. They plan to be open from lunch through late night. 3. Plans are still developing but they anticipate seating for 70-80 diners and a bar with 13-15 seats. The 70-80 seats include 13-18 at a noodle bar. There will be outside space for food and beverage. They want to expand

	<p>the outdoor space so there is more room between tables, hence will be asking the City to modify their Conditional Use Permit application. Their presentation to the ALRC is soon and they expect no issues.</p> <ol style="list-style-type: none"> 4. Patrick Heck asked about their anticipated price points. Krys said prices should be a bit less than Graze. The noodle bar should have maximum prices of about \$15 per person and BBQ will be about \$35 for 2 people. 5. Jessi Mulhall asked about the noise on E. Washington being a problem for the outdoor seating. Krys said they might explore some sort of partition and may try to have more seating on Livingston than E. Washington. 6. Joe Lusson asked if they needed an endorsement from TLNA. Krys said that since no ALRC issues are anticipated and it should be on their consent agenda, they may not need an endorsement, but would gladly accept it. Ledell Zellers agreed that it should be on the consent agenda, but recommended a letter of endorsement. 7. Krys mentioned that he doesn't think E. Washington will end up particularly "activated" as the Gebhardt group is hoping. Richard Linster said that Chris Gosch knows that it will be tough to activate and that it could become more probable after the grocery and other businesses open. 8. Richard Linster moved that TLNA draft a letter of support, James Tye seconded. Approved by unanimous voice vote. 9. Krys said that the restaurant could be open by July 1.
<p>c. Friends of James Madison and Reynolds Parks, call to city to create Master Plan Steering Committee (now to include Reynolds Park)</p>	<ol style="list-style-type: none"> 1. In December, James Tye of Friends of James Madison Park, Inc. (and TLNA) met with the Friends of Reynolds Park. Given that the two parks are only 2 blocks apart at one end, the groups agreed that it was wise to join forces. They will be able to do things in both parks at the same time, in particular the Master Planning process for each should be considered together. 2. James Tye said that the 2-park Master Plan concept has already received the endorsement of Capitol Neighborhoods. He presented a resolution to TLNA council asking for their endorsement. 3. Patrick Heck asked James if there were any negative aspects to combining the efforts in the two parks. James said that the only potential problem is that the effort is bigger, but that since both groups are activated and because so much development is going on in the neighborhood, improvements in both parks need to be addressed soon. Tyler Lark mentioned that the planning process is also a positive because it will bring attention to both parks. 4. David Panofsky asked how many people have been involved with the Reynolds Park improvement project. Tyler Lark estimated 3-5 core members with more than 10 involved total. Tyler mentioned that all were park users with children and that it was an outgrowth of the effort to improve the playground. Ledell mentioned that the bike polo group has also been active in park planning. 5. Dirk Entenmann asked if Tenney Park was too far away to be included.

	<p>James Tye said that Tenney Park is designated differently, has its own master plan and is part of the ongoing Yahara River Parkway planning. Both Reynolds and James Madison Parks have no master plan, hence the combination efforts.</p> <p>6. Jessi Muhall asked if Giddings Park can be included. James Tye said that it can be part of the discussion, but it won't be official. David Panofsky and Ledell Zellers agree that making it an unofficial part of the discussion is a better approach.</p> <p>7. Patty Prime moved that TLNA approve the resolution, Emily Reynolds seconded and the motion passed on unanimous voice vote.</p>
<p>6. Report of Elected Officials.</p>	<p>District 2 Alder Ledell Zellers reported:</p> <ol style="list-style-type: none"> 1. Yahara River Parkway planning group's next meeting is 12 March, location TBD. Their last meeting was very productive and included a large map generated by the city that included ideas/concepts from the previous meetings. Current planning is for the eastern side of the parkway to be more natural with the west side more structured. James Tye mentioned that the Planning Dept is doing an excellent job. Ledell agreed and said they should be thanked for gathering and processing so much data and doing excellent community outreach. 2. The 800 E. Washington block developers, Otto Gebhardt and team, recently received an extension from the city – this will give them and the City until 31 May (from 15 March) to come to a final agreement. The extension is likely longer than needed, but all wanted to make sure there was plenty of time. Tentatively, the UDC informational presentation will be 19 Feb. with a Common Council appearance on 25 Feb. These are mostly to deal with relatively minor changes, e.g., setback modulations, zoning issues, etc. Ledell will continue to send out notification of all future meetings via the District 2 and TLNA listserves. 3. The development proposed for the Reynolds crane lot will likely be before the Plan Commission on 24 Feb. They will be requesting rezoning and seeking a demolition permit. On 4 Feb. Ledell introduced a resolution to change the Tenney-Lapham neighborhood plan per the September 2013 TLNA vote in support of the required rezoning. Ledell stressed that all are welcome to attend any of these meetings. Patty Prime asked about the recent proposal changes and whether or not they conflict with the Sept. TLNA vote of endorsement. Ledell says it might need to go back to the TLNA Development Committee. Patty asked if the upcoming Plan Commission outcome would provide them with permission to start the project. Ledell said it does not. Richard Linster mentioned that the recent inclusion of the historic armory building in their proposal is a big change, so the Westwood group should revisit TLNA. Tyler Lark asked if we could rescind our approval. Joe Lusson asked Ledell if there is a particular time when they should come back to TLNA, based on the city timeline. Ledell will look into the process and timeline (more in #9 below).

	<ol style="list-style-type: none"> 4. Lamp House – the ad hoc committee submitted their report, which received great reviews. Landmarks, UDC and Plan Commission all accepted the report, which is going before the Common Council on 25 Feb. It is anticipated that the apartment building proposal will be presented 10 March. It is not yet known how that proposal will fold in the ad hoc committee’s recommendations. The proposal from North Central for a hotel on the site of the Pahl Tire building is moving along. David Panofsky asked if the hotel proposal included any recommendations from the report? Ledell said no, that it was a stand-alone project. 5. On 18 Feb. there will be a meeting at Lapham School to discuss the planned installation of artificial turf at Breese Stevens. 6. Cargo Coffee is hosting a grand opening on 19 Feb at 5:00pm. 7. The bridge renovation project for Tenney Park, approved at last month’s TLNA meeting, was thoroughly vetted by the Landmarks Commission. 8. Ledell circulated an issue of Madison Magazine with an article and photos featuring Johnson Public House. 9. Michael Ryanjoy asked if a small group could meet to summarize the discrepancies between the current Reynolds proposal and the version approved by TLNA. Since David Waugh is on vacation, he suggested we pull together a meeting. Richard Linster said that we simply should ask that the proposal be referred to a later Plan Commission meeting, i.e., until the developers meet with TLNA. Council members and Ledell agreed with Richard’s statement and will work on that.
<p>7. Planning Retreat Follow-Up</p>	<ol style="list-style-type: none"> 1. Patty Prime quickly summarized the Planning Retreat contents due to lack of time. 2. Patty showed the neighborhood map with all TLNA Council members’ domiciles represented by colored dots. The map also shows the four TLNA Area Representative districts. 3. The group’s development of issues and the pre-ranking of issues was recapped, as well as the four breakout groups that developed smartgoals. The larger group then developed action items for the smartgoal that was voted most important – the reconstruction of E. Johnson Street and how TLNA can help the local businesses. 4. Patty asked about follow-through. What can we do to assure that the good work at the planning retreat stays pertinent? One of the action items was increasing Facebook presence to help with the reconstruction effort, so Michael Ryanjoy said he will gladly accept suggestions for Facebook posts. Patrick Heck and David Panofsky both agreed to send Michael posting ideas. All agreed that additional council-members should be administrators of the Facebook page since Michael is the only current council-member with administrative privileges. 5. Patty gave a brief description of a grant proposal that she is working on for TLNA – a City of Madison Placemaking Grant. She is folding in some of the action items from the Planning Retreat into the proposal. She plans to model her proposal on the successful efforts of the Willy Lives!

	<p>campaign that was done during Willy Street reconstruction. She plans to use existing TLNA events as placemaking opportunities, which is the focus of this year's city grants. She hopes to find a great name for the project, similar to Willy Lives!, use that to publicize events and the businesses, to bring people to E. Johnson and to build the capacity of both TLNA and the business association. Dana Lytle of Planet Propoganda has offered some assistance with marketing, but it is TBD. The proposal will request that TLNA contribute matching funds too. Ledell noted that in-kind work and donations should be included in the proposal budget.</p>
Reports of Officers and Committees	<ol style="list-style-type: none"> 1. Emily Reynolds, Treasurer, reported that TLNA has ~\$12,552 in cash assets.
a. Social/Membership	<p>Richard Linster submitted his report in writing:</p> <ol style="list-style-type: none"> 1. This year Richard has collected \$910 in dues from 79 members. He will be sending emails and paying individual visits for additional renewals. 2. On 13 Jan. the Community Night at Baldwin Street Grille saw about 25 neighbors participating. Ryan Schultz, the proprietor, was happy with the results. 3. On 8 Feb. there was sledding party at Giddings Park/Christ Presbyterian Church (CPC). 25 participated – 5 from the church and 20 from the neighborhood. Results were satisfactory, but more could have attended. There was excellent publicity from the newsletter, Wisconsin State Journal and the listserv. 4. Ideas for March, April and May Community Nights - Cargo Coffee, cards at Mendota Lake House B&B, and The Spot. 5. CPC hasn't ordered a griddle for their new kitchen, so the prospect of holding a TLNA pancake supper is diminished. 6. A review meeting is planned with Tenney-Lapham residents Susan Baumann-Duren and Mark Fraire. They will review existing TLNA social events and consider revisions/additions. 7. Richard's hope is that council members will take the time to participate in these events.
b. Parks	<ol style="list-style-type: none"> 1. James Tye – no report (see 5c above)
c. Business	<ol style="list-style-type: none"> 1. Dirk Entenmann - no report (see 7 above)
d. Development	<ol style="list-style-type: none"> 1. David Waugh – no report (see discussion in 6 above)
e. Housing	<ol style="list-style-type: none"> 1. Keith Wessell - no report
f. Transportation/Safety	<ol style="list-style-type: none"> 1. Kevin Luecke - no report,

g. Publicity/Newletter	1. Jessi Mulhall – no report.
9. President’s comments	<ol style="list-style-type: none"> 1. Joe Lusson introduced the idea of each committee presenting a report every other month or so. 2. Committees could set some goals in these reports and report on them periodically. He recognizes that this will be a challenge given that committees have not done this in the past. He encouraged committees to voluntarily start this process and to send reports in advance via email whenever possible. 3. Joe said he had communication about the City’s Earth Day Challenge – a cleanup project for the parks. TLNA and Christ Presbyterian Church co-sponsored last year; it was a fun and successful event that also included lunch. The event organizers are asking for sponsorships, similar to last year when no financial commitment is required. Patrick Heck moved that TLNA sponsor the event again, Patty Prime seconded with the motion passing unanimously on a voice vote. 4. The event is Saturday, 19 April. More info can be found here: http://www.cityofmadison.com/parks/celebrate/earthdayChallenge.cfm
10. Adjournment	<ol style="list-style-type: none"> 1. Richard motioned to adjourn the meeting. 2. Motion passed unanimously. 3. Meeting adjourned at 8:55.