



# City of Madison

City of Madison  
Madison, WI 53703  
www.cityofmadison.com

## Meeting Minutes - Approved STREET USE STAFF COMMISSION

*Consider: Who benefits? Who is burdened?  
Who does not have a voice at the table?  
How can policymakers mitigate unintended consequences?*

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Wednesday, August 7, 2024

10:00 AM

Virtual

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### CALL TO ORDER / ROLL CALL

A virtual meeting of the Street Use Staff Commission was held at 10:00 AM on Wednesday, January 24, 2024. Chairperson Post called the meeting to order at 10:00 AM. A quorum was present and the meeting was properly noticed.

Members Present: Kelly Post, Katelynn Updike, Jeremy Nash, Mark Kiesow, Eric Veum, Amy O'Rourke, John Fahrney, Scott Strassburg, Mat Scamardo, Lt. Jen Hannah, Tim Sobota

Members Excused: Meghan Blake-Horst

Additional City Staff Present: Taylor Dietzman, Michael Ott, Ashley Moseberry

### APPROVAL OF MINUTES

Motion made by Updike, seconded by Blake-Horst to Approve the Minutes.  
Motion passed by voice vote/other.

1. [84635](#) PUBLIC COMMENT

No members of the public registered to speak regarding items not on the agenda.

### DISCLOSURES AND RECUSALS

There were no disclosures or recusals by members of the commission for any item on the agenda.

### STREET USE PERMITS FOR CONSIDERATION AND VOTE

2. [84654](#) TUNES ON THE TRIANGLE  
Sunday, August 25, 2024 / 3pm-7:30pm  
Street Closure: 3500 Tulane Ave / 9am-10pm  
Event on adjacent Community Center/Church/School properties  
Annual Community Event  
Eastmorland Community Center / Staci Marrese-Wheeler

Registered speaker Staci Marrese-Wheeler registered in support, not to speak, but available for questions.

A motion was made by Updike, seconded by Scamardo to approve pending receipt of required documents & with the following conditions:

THE APPLICANT FOR A STREET USE PERMIT SHALL AGREE TO INDEMNIFY, DEFEND, AND HOLD THE CITY AND ITS EMPLOYEES AND AGENTS HARMLESS AGAINST ALL CLAIMS, LIABILITY, LOSS, DAMAGE, OR EXPENSE INCURRED BY THE CITY ON ACCOUNT OF ANY INJURY TO OR DEATH OF ANY PERSON OR ANY DAMAGE TO PROPERTY CAUSED BY OR RESULTING FROM THE ACTIVITIES FOR WHICH THE PERMIT IS GRANTED.

BEFORE EVENT Certificate of insurance is required: "Organizer shall provide evidence of a \$1,000,000 per occurrence Commercial General Liability policy with the City of Madison, its officers, officials, agents and employees listed as additional insureds."

Notification: Organizer must notify area alder(s) prior to the event. Provide the alder with event information,

including: day of contact information, location, date, schedule, activities, etc. Dina Nina Martinez-Rutherford - district15@cityofmadison.com

Contact Madison Fire, Jen Blair, jblair@cityofmadison.com to discuss the event and arrange for the area fire inspector to review the event setup, if needed.

Call the Sayle Street Garage, 608-266-4767, 1120 Sayle St, to make arrangements to pick up and return barricades required for event. There may be charges for this equipment.

Call Parking Utility at 608-267-8756 to arrange for "No Parking" signs. Remove signs when event has ended. There are charges for this equipment.

Vending: There will be no vending in the street. Organizer must check in with Zoning about any required Temporary Use permits for food carts on school property.

#### DURING EVENT

Noise must be kept to a reasonable level at all times.

ADA accessible pathway must be maintained on sidewalks throughout event area.

No inflatables on City right-of-way.

No permanent markings (including spray chalk or stickers) on streets, sidewalks, paths or city landscaping.

#### AFTER EVENT

Event organizer/sponsor is responsible for cleanup of event area. Charges will be assessed for any City staff time or resources required for clean up.

Motion passed by voice vote/other.

3. [84669](#)

#### FETCH 5K DOG JOG AND FUN RUN

Saturday, September 21, 2024 / 11am-12pm

No Street Closure: Event on private property

Routes: see attached

Jo Marie Minton

Registered speaker Jerry Kempfer registered in support, not to speak, but available for questions.

Registered speaker Josie Minton registered in support, not to speak, but available for questions.

A motion was made by Updike, seconded by Nash to approve pending receipt of required documents & with the following conditions:

THE "EVENT ORGANIZER/SPONSOR" LISTED ABOVE AGREES TO INDEMNIFY, DEFEND, AND HOLD THE CITY AND ITS OFFICERS, OFFICIALS, EMPLOYEES AND AGENTS HARMLESS AGAINST ALL CLAIMS, LIABILITY, LOSS, DAMAGE, OR EXPENSE INCURRED BY THE CITY ON ACCOUNT OF ANY INJURY TO OR DEATH OF ANY PERSON OR ANY DAMAGE TO PROPERTY CAUSED BY OR RESULTING FROM THE ACTIVITIES FOR WHICH THE PERMIT IS GRANTED.

BEFORE EVENT

Certificate of insurance is required: "Organizer shall provide evidence of a \$1,000,000 per occurrence Commercial General Liability policy with the City of Madison, its officers, officials, agents and employees listed as additional insureds."

Notification: Organizer must notify area alder(s) at least 30 days prior to the event. Provide the alder with event information, including: day of contact information, location, date, schedule, activities, etc. Derek Field - district3@cityofmadison.com & Sabrina Madison - district17@cityofmadison.com

Notify area businesses and residents. Provide them with event information, including: day of contact information, location, date, schedule, activities, etc. Call Parking Utility at 608-267-8756 to arrange for "No Parking" signs. Remove signs when event has ended. There are charges for this equipment.

No street closure, request for parking/sidewalk space only.

If requesting Special duty officer(s), call 608-267-8676 to arrange. There are charges for these services.

Approved contractor will barricade and cone the race route.

#### EVENT DAY(S)

Maintain access to Metro stops.

Noise must be kept to a reasonable level at all times.

20' emergency access lane must be maintained throughout event area.

8' pedestrian pathway must be maintained on sidewalks throughout event area.

No inflatables on City right-of-way.

No permanent markings (including spray chalk or stickers) on streets, sidewalks, paths or city landscaping.

#### AFTER EVENT

City staff will review the event for compliance to the established conditions and determine what remediation (if any) is needed and/or establish considerations for future events.

Motion passed by voice vote/other.

#### 4. [84672](#)

##### BADGER CHALLENGE

Saturday, September 22, 2024 / 7am-6pm

Street Closure: 6000 American Parkway

5K, Half Marathon, Bike routes: see attached

Annual UW fundraiser for Carbone Cancer Center

UW Badger Challenge / Andrea Vendeberg

Registered speaker Andrea VandeBerg registered in support, not to speak, but available for questions.

A motion was made by Updike, seconded by Scamardo to approve pending receipt of required documents & with the following conditions:

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#### BEFORE EVENT

Notification: Organizer must notify area alder(s) at least 30 days prior to the event. Provide the alder with event information, including: day of contact information, location, date, schedule, activities,

etc.district3@cityofmadison.com & district17@cityofmadison.com

Organizer must notify hotels, businesses and residents along approved bike

route. Include estimated time periods when athletics will "block" access and provide day-off contact information.  
Special Event MPD staffing is required. Contact Lt Hannah, [jhannah@cityofmadison.com](mailto:jhannah@cityofmadison.com) to arrange for MPD staffing. There are charges for these services. Organizer will pay all costs of the City of Madison Police and Madison Fire staff assigned to the event. Per MGO 10.056(7) (c), applicant agrees to pay such actual costs for services within 20 days of billing.  
Traffic Management plan and equipment to be implemented/provided by approved contractor as per plan on file with Traffic Engineering (TE) and MPD. Call Parking Utility at 608-267-8756 to arrange for "No Parking" signs. Remove signs when event has ended. There are charges for this equipment.

**EVENT DAY(S)**

Maintain access to Metro stops.

Bike participants will follow traffic signs and laws.

Maintain public access to bike path throughout event route.

20' emergency access lane must be maintained throughout event area.

ADA accessible pathway must be maintained on sidewalks and bike paths throughout event area.

No inflatables on City right-of-way.

No permanent markings (including spray chalk or stickers) on streets, sidewalks, paths or city landscaping.

**AFTER EVENT**

City staff will review the event for compliance to the established conditions and determine what remediation (if any) is needed and/or establish considerations for future events.

Motion passed by voice vote/other.

**5. [84673](#)****WILLY STREET FAIR**

Saturday, September 21, 2024 / 1pm-10pm

Sunday, September 22, 2024 / 11am-6:30pm

Street Closures: 800-1000 Williamson Street, 300 S Brearly, 300 S Paterson

Parade Sunday @ 11am: start 900 Williamson to S Paterson to Spaight to Ingersoll to Williamson

Annual fair/festival

Wil-Mar Neighborhood Center / Gary Kallas

Registered speaker Gary Kallas registered in support, not to speak, but available for questions.

A motion was made by Updike, seconded by O'Rourke to approve pending receipt of required documents & with the following conditions:

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**BEFORE EVENT**

Certificate of insurance is required: "Organizer shall provide evidence of a \$1,000,000 per occurrence Commercial General Liability policy with the City of Madison, its officers, officials, agents and employees listed as additional insureds." (If beer will be sold, this certificate must include liquor liability.)-ON FILE.

Notification: Organizer must notify area alder(s) prior to the event. Provide the alder with event information, including: location, date, schedule, activities, etc. The alder(s) to notify for this event is: Marsha Rummel –

[district6@cityofmadison.com](mailto:district6@cityofmadison.com)

Special duty officer(s) required for event. Call Emily Hardiman at 608-267-8676 to arrange. There are charges for these services.

Call 608-267-8756 to arrange for "No Parking" signs. Remove signs when event has ended. There are charges for this equipment.

Contact area inspector Amanda Hornung, at [ALHornung@cityofmadison.com](mailto:ALHornung@cityofmadison.com) for inspection of setup.

Traffic Engineering will deliver barricades. There are charges for this service and the equipment.

#### **DURING EVENT**

Barricade placement as per plan on file with Traffic Engineering (TE).

Metro will not detour from Jennifer Street during the parade. Event volunteers must stop the parade at any intersections if Metro is driving through at the same time.

Amplification must be kept to a reasonable level at all times.

Staff/signage at event perimeter stating: "NO ALCOHOL BEYOND THIS POINT" 20' emergency access lane must be maintained throughout event area.

ADA accessible pathway must be maintained on sidewalks throughout event area.

No inflatables on City right-of-way.

No permanent markings (including spray chalk or stickers) on streets, sidewalks, paths or city landscaping.

#### **AFTER EVENT**

Event organizer/sponsor is responsible for cleanup of event area. Charges will be assessed for any City staff time or resources required for clean up.

City staff will review the event for compliance to the established conditions and determine what remediation (if any) is needed and/or establish considerations for future events.

Motion passed by voice vote/other.

#### **6. [84677](#)**

##### **CHEESE FAIR OFF THE SQUARE**

Saturday, September 28, 2024 / 8am-1pm

Street Closure: 100 MLK Jr Blvd / Friday, Sept. 27 @ 5pm - Saturday, Sept. 28 @ 9pm

Annual cheese festival during WI Dairy Week

Discuss new location, overnight setup, site map

Dairy Farmers of Wisconsin / Meghan Bykowski

Registered speaker Megan Giese registered in support, not to speak, but available for questions.

Registered speaker Jessie Zenz registered in support, not to speak, but available for questions.

Registered speaker Sarah Curry registered in support, not to speak, but available for questions.

A motion was made by Updike, seconded by O'Rourke to approve pending receipt of required documents & with the following conditions:

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#### **BEFORE EVENT**

Certificate of insurance is required: "Organizer shall provide evidence of a \$1,000,000 per occurrence Commercial General Liability policy with the City of

Madison, its officers, officials, agents and employees listed as additional insureds.”

Notification: Organizer must notify area alder(s) at least 30 days prior to the event. Provide the alder with event information, including: day of contact information, location, date, schedule, activities, etc. The alder(s) to notify for this event is: Michael Verveer - [district4@cityofmadison.com](mailto:district4@cityofmadison.com)

Coordinate activities and schedule with the Street Vending Coordinator, [mblake-horst@cityofmadison.com](mailto:mblake-horst@cityofmadison.com) or 608-261-9171.

Coordinate activities and schedule with the Dane County Farmers’ Market manager, [info@dcmf.org](mailto:info@dcmf.org) or 608-455-1999. Notify of the closure times and location. Work with the manager to accommodate farmer load-in and load-out. Notify the Madison Central Business Improvement District’s Operations Director at [tjenquin@visitdowntownmadison.com](mailto:tjenquin@visitdowntownmadison.com) or 608-512-1341. Provide event information, including: day-of-contact, location, date, schedule, activities, etc.

Notification: Communicate with the businesses on the 100 block of MLK regarding closure times and access to the loading dock. Include communication to:

- Darrin Smith, [Darrin.smith@wisconsin.gov](mailto:Darrin.smith@wisconsin.gov) , Building & Grounds Supervisor of the Risser Justice Center

- ULI (loading dock on 100 MLK Jr Blvd), [maintenance@uli.com](mailto:maintenance@uli.com).

- BMO Harris

Call the Sayle Street Garage, 608-266-4767, 1120 Sayle St, to make arrangements to pick up and return barricades required for event. There may be charges for this equipment.

Call Parking at 608-267-8756 to arrange for meter signs. Remove meter signs when event has ended. There are charges for this equipment.

Vending: Organizer will furnish the Parks Office with a complete list of vendors prior to the event. You must provide each vendors name as well as their WI State Seller’s Permit #.

Food Vendors: Food carts must have their Mobile Food Establishment License. Other food vendors must have a Transient Food Stand License. Both these licenses can be found at: PHMDC.

#### **DURING EVENT**

Barricade placement must be on the outside of the crosswalks to incorporate pedestrian crossings within the event perimeter.

Special Event Resolution suspends vending restrictions and authorize sponsor to select event vendors and performers. City licensed vendors may be relocated within the event area if requested by the sponsor. (licensed sidewalk cafes are exempt.)

Noise must be kept to a reasonable level at all times.

20’ emergency access lane must be maintained throughout event area.

ADA accessible pathway must be maintained on sidewalks throughout event area.

No inflatables on City right-of-way.

No permanent markings (including spray chalk or stickers) on streets, sidewalks, paths or city landscaping.

#### **AFTER EVENT**

Event organizer/sponsor is responsible for cleanup of event area. Charges will be assessed for any City staff time or resources required for clean up.

City staff will review the event for compliance to the established conditions and determine what remediation (if any) is needed and/or establish considerations for future events.

Motion passed by voice vote/other.

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**STREET USE PERMITS - CONSENT AGENDA**

Updike made a motion, O'Rourke seconded the motion to approve the permits on the consent agenda with the recommended action, pending receipt of required documents and with the conditions as outlined for each event.  
Motion passed by voice vote/other.

7. [84636](#)

**KOHL CENTER EVENTS****2024-2025 SEASON**

Street Closure: 100 N Frances , East Campus Mall (see attached addendum)

Parking Posted: see attached addendum

UW events and athletics in Kohl Center

Annual request for traffic management

UW Athletics / Shane Burgess

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**BEFORE EVENT**

Addendum and/or contract providing additional event details and conditions is attached.

Traffic management plan as approved by Transportation Management Committee.

Annual work order for traffic management, signage and parking requirements determined by Traffic Engineering or an approved delegated authority.

**EVENT DAY(S)**

20' emergency access lane must be maintained throughout event area.

8' pedestrian pathway must be maintained on sidewalks throughout event area.

No inflatables on City right-of-way.

No permanent markings (including spray chalk or stickers) on streets, sidewalks, paths or city landscaping.

**AFTER EVENT**

Event organizer/sponsor is responsible for cleanup of event area. Charges will be assessed for any City staff time or resources required for clean-up.

City staff will review the event for compliance to the established conditions and determine what remediation (if any) is needed and/or establish considerations for future events.

8. [84638](#)

**CAMP RANDALL STADIUM EVENTS****2024-2025 SEASON**

Street Closures: see attached addendum

Parking Posted: see attached addendum

UW Football Games and other stadium events

UW Athletics / Shane Burgess

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**ACTIVITIES FOR WHICH THE PERMIT IS GRANTED.****BEFORE EVENT**

Addendum and/or contract providing additional event details and conditions is on file with Street Use Staff Commission.

Traffic management plan as approved by Transportation Management Committee.

Annual work order for traffic management, signage and parking requirements determined by Traffic Engineering.

There may be charges for these services.

**EVENT DAY(S)**

20' emergency access lane must be maintained throughout event area..

ADA accessible pathway must be maintained on sidewalks throughout event area.

No inflatables on City right-of-way.

No permanent markings (including spray chalk or stickers) on streets, sidewalks, paths or city landscaping.

**AFTER EVENT**

Event organizer/sponsor is responsible for cleanup of event area. Charges will be assessed for any City staff time or resources required for clean-up.

City staff will review the event for compliance to the established conditions and determine what remediation (if any) is needed and/or establish considerations for future events.

**9. [84657](#)****BROWNIE'S PUPPY PARADE AND AUTHOR EVENT**

Thursday, August 22, 2024 / 6pm-7:30pm

No Street Closure

Use of Peace Park and parade, obeying traffic, staying on sidewalks around 400 State St.

Madison Central Business Improvement District / Kris Gabert

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**BEFORE EVENT**

No street closure, request for parking/sidewalk space only or within the State Street Pedestrian Experiment.

Notification: Organizer must notify area alder(s) at least 30 days prior to the event. Provide the alder with event information, including: day of contact information, location, date, schedule, activities, etc. Michael Verveer - [district4@cityofmadison.com](mailto:district4@cityofmadison.com)

Notify Mall Crew, 608-266-6031, [mkiesow@cityofmadison.com](mailto:mkiesow@cityofmadison.com), of electrical needs for activities.

**EVENT DAY(S)**

Noise must be kept to a reasonable level at all times.

No permanent markings (including spray chalk or stickers) on streets, sidewalks, paths or city landscaping.

No inflatables on City right-of-way.

**AFTER EVENT**

Event organizer/sponsor is responsible for cleanup of event area. Charges will be assessed for any City staff time or resources required for clean-up.

City staff will review the event for compliance to the established conditions and determine what remediation (if any) is needed and/or establish



considerations for future events.

10. [84639](#)

LARK AT RANDALL MOVE-IN DAY

Friday, August 16, 2024 / 7am-7pm

No Street Closure

Parking requested on 1400 Monroe street side adjacent to Lark at Randall apartments

Annual move in day

Lark at Randall - Scion Group / Valeria G Leyva Jaimes

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**BEFORE EVENT**

No street closure, request for parking/sidewalk space only.

Call Parking Utility at 608-267-8756 to arrange for "No Parking" signs. Remove signs when event has ended. There are charges for this equipment.

**EVENT DAY(S)**

Maintain access to Metro stops.

Resident loading and unloading areas must be monitored at all times by staff wearing fluorescent traffic vests to insure that double parking and other parking violations do not occur.

No permanent markings (including spray chalk or stickers) on streets, sidewalks, paths or city landscaping.

**AFTER EVENT**

Event organizer/sponsor is responsible for cleanup of event area. Charges will be assessed for any City staff time or resources required for clean-up.

11. [84655](#)

LET'S TAKE THE BUS WITH MADISON METRO

Saturday, August 24, 2024 / 10am-12pm

No Street Closure

Parking request: 100 N Hamilton (loading zone and 2 metered stalls near entrance to MCM) / 9:30am-12:30pm

Metro demo at MCM

Madison Children's Museum / Kia Karlen

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**BEFORE EVENT**

No street closure, request for parking/sidewalk space only.

Call Parking Utility at 608-267-8756 to arrange for "No Parking" signs. Remove signs when event has ended. There are charges for this equipment.

**EVENT DAY(S)**

ADA accessible pathway must be maintained on sidewalks throughout event area.

No inflatables on City right-of-way.

No permanent markings (including spray chalk or stickers) on streets, sidewalks, paths or city landscaping.

**AFTER EVENT**

Event organizer/sponsor is responsible for cleanup of event area. Charges will be assessed for any City staff time or resources required for clean-up. City staff will review the event for compliance to the established conditions and determine what remediation (if any) is needed and/or establish considerations for future events.

12. [84656](#)

**LZ MANAGEMENT ICE CREAM SOCIAL**

Thursday, September 12, 2024 / 3pm-6pm

No Street Closure

Parking Requested: 300 N Mills (meter # 3113, 3112, 3111) & 300 N Brooks (meter # 3247, 3246) / 12pm-7pm

Parking for catered ice cream truck(s)

Grand Central / Evan Grobarchik

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**BEFORE EVENT**

No street closure, request for parking/sidewalk space only.

Call Parking Utility at 608-267-8756 to arrange for "No Parking" signs. Remove signs when event has ended. There are charges for this equipment.

**EVENT DAY(S)**

Maintain access to Metro stops.

Noise must be kept to a reasonable level at all times.

There is no vending at this event. Ice cream vendor is catered and cannot sell to the public.

Must maintain ADA pedestrian pathway on sidewalks throughout the event area and provide public access and exit to open businesses.

No inflatables on City right-of-way.

No permanent markings (including spray chalk or stickers) on streets, sidewalks, paths or city landscaping.

**AFTER EVENT**

Event organizer/sponsor is responsible for cleanup of event area. Charges will be assessed for any City staff time or resources required for clean-up.

14. **ADJOURNMENT**

A motion was made by Updike, seconded by Scamardo to Adjourn. The motion passed by voice vote/other.