



City of Madison

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

Meeting Minutes - Approved VENDING OVERSIGHT COMMITTEE

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

Wednesday, June 25, 2025

5:00 PM

Virtual meeting via Zoom

The City of Madison is holding the Vending Oversight Committee (VOC) meeting virtually to help protect our community from the Coronavirus (COVID-19) pandemic.

1. **Written Comments:** You can send comments on agenda items to vendingoversight@cityofmadison.com

2. **Register for Public Comment:**

- Register to speak at the meeting.
- Register to answer questions.
- Register in support or opposition of an agenda item (without speaking).

If you want to speak at this meeting you must register. You can register at <https://www.cityofmadison.com/MeetingRegistration>. When you register to speak, you will be sent an email with the information you will need to join the virtual meeting.

3. **Watch the Meeting:** If you would like to join the meeting as an observer, please visit <https://www.cityofmadison.com/watchmeetings>.

4. **Listen by Phone:**

(877) 853-5257 (Toll Free)

Webinar ID: 895 6571 2586

CALL TO ORDER / ROLL CALL

The meeting was called to order at 5:30 with quorum present.

Present: 6 - Michael E. Verveer; Sabrina V. Madison; Ashleigh M. Hacker; Andrea B. Hughes; Michelle L. Quigley and Jack T. Thurnblad

Excused: 1 - Aaron D. Collins

APPROVAL OF MINUTES

Hughes made a motion and a second by Alder Verveer to approve the minutes from the 4/2/25 special meeting. The motion was approved by a voice vote/other.

PUBLIC COMMENT

1. [88782](#) Public Comment

Three members of the public Registered for the meeting.

Tori Gerding - Agenda item 2

Marvin Artley - Agenda item 3 (registered two times)

James Decker Slowey - Agenda Item 3

DISCLOSURES AND RECUSALS

NEW BUSINESS

2. [88784](#) Discussion regarding the start date for Roadway Cafe licenses.

The committee reviewed the start date of Street Vending licenses. Staff stated that Street Vending licenses, including sidewalk cafe and roadway cafes, run April 15 - April 14 annually. Roadway cafes are an exception. The roadway cafe permit runs from April 15 - November 15 annually to align with snow removal and other parking restrictions. The newly approved outdoor overnight storage is also allowed on the same schedule as roadway cafe permits.

Operators have requested that the start of the season for roadway cafes and outdoor overnight storage align with the first outdoor Dane County Farmers' Market (DCFM). This event typically starts the second Saturday in April and ends the second Saturday in November. DCFM is run on state property and not operated under a Street Use Permit from the City of Madison.

Alder Verveer suggested the start date of the season, for all street vending license types, be changed from April 15 - April 14 annually to April 1 - March 31 annually with winter operations for roadway cafes and outdoor overnight storage ending on November 1 annually.

Staff stated this change would require other agencies to review and determine how this would affect their services and staffing. This change would required ample staff time related to the update to the application portal, education to current and existing license holders, date changes for late application and payment deadlines, shorting the processing time for licenses and site assignments, as well as, other work not yet identified. Staff will connect with other affected agencies and report back to the VOC at the next meeting.

3. [88785](#) Merchant Vending - Days of operation and policy review.

This agenda item was added to review the days of operation for Merchant Vending. Before the start of the meeting staff reviewed the language and determined that Merchant Vending is allowed 7 days a week during the normal operating hours for the business. Staff then reviewed the status of Merchant Vending including the business make-up for license holders. Staff also reviewed a few complaints regarding observed Merchant Vending set-ups. Staff have been in contact with the operator and they are currently operating in compliance.

REPORTS

4. [86858](#) Street Vending Staff Report

The Street Vending Staff Report was reviewed. Staff discussed recent enforcement activities and the growth across all license types.

Alder Madison requested a meeting with Staff to review how staff extend support to prospective vendors reaching out regarding vending opportunities and how to start operating.

With the increased in vacancy on State St. staff was asked to review the vending site map and when changes are made to accommodate new brick and mortar businesses. Staff explained that the map is changed annually, leading into the next vending season. Site assignment for food and art & craft vendors are done once a year and are issued for the full season. If new businesses open during the vending season staff work with the business to determine a plan for the remainder of the season and will make adjustments to the vending map for the following season.

Staff explained the number of THC/CDB businesses are requesting Street Vending, Sidewalk Cafe and Merchant Vending licenses based on their location and business goals. This is a new product line that is requiring staff to review local, state and federal rules to ensure there are not other rules that need to be considered prior to licensing.

ADJOURNMENT

A motion was made by Hughes and a second by Verveer to adjourn the meeting. The motion was passed by a voice vote/other. The meeting was adjourned at 6:48 pm.