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2004-05 Officers & Board of Directors

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are provided, where recreational and educational opportunities are offered, and where the unique culture of the neighborhood is celebrated," Cieslewicz said. "I encourage neighborhood residents to come to this meeting to give us their vision of what the Villager could be."

While the City's consultants will share some initial observations, the main purpose of the workshop is to learn what area residents want for the future of the Villager. Participants will be asked to identify likes and dislikes of the current Villager Mall site and express ideas for future uses, activities, and other opportunities. Participants will also be asked to think about how the Villager should look in the future. The evening will include hands-on activities designed to engage the community in a meaningful way.

Alder Tim Bruer, who represents the 14th District, also supports this project.

"After decades of neglect and decay, the overwhelming community support for the City's Villager acquisition reflects a new era for the Villager and for South Madison. Surely, the groundswell of support will result in restoring the Villager's rightful place as South Madison's vibrant community and business destination center," said Alder Bruer.

NEXT MEETING! 4/21/05

When: Thursday, 4/21/05
Where: Coliseum Bar and Restaurant
Time: Noon - 1:15 p.m.
Format: 12:00 Noon Lunch
 12:15 - 1:15 Announcements &
 Open Discussion Meeting

RSVP to Jean Vogel @ 273-6300 x160 or jeanv@sergenians.com
 by Noon on Tues. 4/19

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This Month's Meeting ... Park Street Storybook Presentation

Celebrate Madison's Vibrant Gateway: *Park Street* provides a comprehensive overview of the many projects currently in progress within the Park Street Corridor, such as Villager Mall, Wingra BUILD, hospital expansions, and UW redevelopment, to name a few. In addition, it will provide a vision and framework for future projects. The document will be used to educate the community as well as the public and private sectors about the revitalization of Park Street and the surrounding neighborhoods in order to increase community engagement in the process, generate leadership and support, and seek funding for projects. Funding for the project was provided through a City of Madison Neighborhood Planning Grant with matching funds from SMBA, Dean Clinics, Meriter Hospital, Saint Mary's Hospital, Park Bank, PDQ, Cops Food Center, and MG&E.

Our Speaker

Melissa Huggins, AICP is an urban planner whose professional practice focuses on urban revitalization and community development. As a principal (formerly) at Vandewalle & Associates, she was one of the original consultants for the *Park Street Revitalization: Possibilities to Reality Plan*. She is currently a lecturer at the UW Department of Urban & Regional Planning and the coordinator for Park Street Partners.

Park Street Partners, a Wisconsin non-profit corporation, is an organization of organizations working towards the economic and physical revitalization of the Park Street Corridor. Monthly meetings are open to the public and are held from 5:30 to 7:30 pm, the third Wednesday of

every month. The meetings are held at the Community Campus Partnership Office at the Villager Mall (2300 South Park Street).

City to Hold Public Workshop on Future of Villager Mall

NEWS RELEASE: The City of Madison is hosting a public workshop to discuss the future of the Villager Mall, located on South Park Street in Madison, on Monday, April 25 from 6:30 p.m. to 9:00 p.m.

"This is an exciting time for the Villager Mall and Madison's South Side," said Madison Mayor Dave Cieslewicz. "Years of hard work are leading to major reinvestments on and near Park Street. As part of those investments, the City recently purchased the Villager Mall, and will host discussions on what the community wants the Villager to become."

The City is asking neighborhood residents and businesses to help determine the future of the Villager. The result will be the creation of a redevelopment master plan by early fall. This project builds off of efforts like the South Madison Neighborhood Plan, which suggested that the Villager be enhanced as the South Side's gathering place. The City has hired a group of architectural, planning, and engineering consultants to help with this project.

Public Workshop

April 25, 2005 6:30 p.m. to 9:00 p.m.
 South Madison Health and Family Center (Harambee)
 Villager Mall, 2202 S. Park Street

"I am very excited about the redevelopment possibilities for the Villager Mall. It is my hope that it will become an important meeting place where needed services

The City will offer transportation service to and from the workshop, and will provide child care services for participants. Participants are asked to call Makela Mangrich at Vandewalle & Associates, 255-3988, at least 3 days in advance of the meeting for transportation assistance. Spanish and Hmong translation services will be available.

Cieslewicz and Bruer stressed that this exciting project is just beginning. There will be a number of other important opportunities throughout the spring and summer for the public to provide input. At least one additional large public meeting will be arranged to discuss this project in more detail. In addition, a Master Plan Oversight Committee is being established and all meetings with this committee will include a public comment period. The City will provide regular updates on the project through print and online publications. Participants may also ask questions about the project by sending an e-mail to villagermall@yahoo.com.

North Park Street Streetscape Improvements

The city's engineering department has contracted with Short Elliot & Hendrickson, an engineering and design firm headquartered in Minneapolis, and ZD Studios, a Madison-based graphic design firm, to develop a plan for streetscape improvements to Park Street between West Washington and Haywood Streets. The plan will address pedestrian and way-finding improvements, lighting, street furniture, banners and other improvements to make Park Street a safer and more pleasant street. Elements of this plan will likely be used to guide streetscape improvements throughout the Park Street Corridor. While the plan will be completed this year, the improvements will be scheduled once funding is available through Tax Increment Finance District Number 26. For additional information on this project, please go to www.cityofmadison.com/engineering.

Facade Improvement Grant Program

The City of Madison is offering grants to assist in the exterior renovations of South Park Street properties. Attractive building facades support and encourage local businesses and can have a significant effect on

the marketability of a property and the surrounding area. This grant program is intended to assist projects that promote retail activities, create an attractive environment, encourage neighborhood character and architectural design, use quality material and incorporate good design concepts. Projects, which meet these objectives, are eligible for grants of one half the cost of facade improvements up to a maximum of \$10,000 per street facing facade. The owner/tenant must use private, non-city funds to match the city's grant. Grant money may be used for restoring or substantially beautifying or enhancing the entire facade or elevation of a commercial building. Eligible items include uncovering and restoring historical facades, replacing existing facades with more attractive designs and materials and other detailing, which leads to a substantially enhanced appearance.

To learn more about this opportunity please contact: Percy Brown, Community and Economic Development Unit (CED), Phone 266-6558, Email: pbrown@cityofmadison.com. Website: <http://www.ci.madison.wi.us/planning/Facade.html>

Board of Directors Call for Nominations

Four SMBA Board Seats will expire this summer. We are seeking candidates for the SMBA Board. If you are a SMBA member in good standing, and you regularly attend SMBA lunch meetings, you are encouraged to give us your name for consideration and nomination. Any member may submit their name or nominate another member.

The responsibilities of SMBA Board Members are: to attend and actively participate in the monthly lunch Board Meetings (1st Thursday of each month) in addition to the monthly lunch Member Programs (3rd Thursday of each month).

If you are interested in being considered, submit your name to Mike Flynn at 223-5148 or Jim Garner at 663-2520. New board members will be elected at the SMBA Annual Meeting on June 16, 2005.

Reminder: All members are welcome to attend our Monthly Board Meetings (held at Sergenian's on Fish Hatchery Road), please RSVP to Mike Flynn if you wish to attend a board meeting.

Message from the Board

As we strive to improve the quality of the benefits to members, we would like the group to consider a few different options for the July and August meetings this year. One option would be to do a business card exchange where members bring brochures, displays, samples, business cards etc. to share with the other members - A great way to showcase your services to the other members. The other option would be to have an open forum for members to get up and talk about their business for 5, 10, 15 minutes - whatever amount of time you would like to take to share information about your business. This is more than the 30-second introduction each member does at the beginning of a meeting. It is your opportunity to shine. Let us know what you think about these ideas. Call Jean at 663-2560 or e-mail your thoughts to jeanv@sergenians.com.

REMINDER

We will be listing up to 5 member businesses each month in our newsletter. The business will be listed with their name and a 5-7-word description of their business - it could be a list of services you have to offer or a short statement about why members should consider doing business with you. It is up to you!

Send your business name and description to Jean Vogel via fax to (608) 663-1396 or via e-mail at jeanv@sergenians.com. We do the member listing rotation on First Come, First Served basis, so send your info now!



P.O. Box 259893
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www.SMBA-Madison.org

Mark Your Calendar

S.M.B.A. MONTHLY MEETING SCHEDULE

When: April 21, 2005
Where: Coliseum Bar and Restaurant
Time: Noon - 1:15 p.m.
Speaker: StoryBook Presentation by Park Street Partners

SMBA meetings are held on the **third Thursday of every month at The Coliseum Bar, from 12:00 Noon to 1:15 pm** unless otherwise indicated in the newsletter. Following is the meeting schedule for 2005:

May 19, 2005
Darrel Bazell, 100 Black Men of Madison

June 16, 2005
Annual Meeting

July 21, 2005

August 18, 2005
September 15, 2005
October 20, 2005
November 17, 2005
December 15, 2005