



City of Madison

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

Meeting Minutes TIF POLICY REVIEW AD HOC COMMITTEE

Monday, April 29, 2013

5:00 PM

215 Martin Luther King, Jr. Blvd.
Room 313
(Madison Municipal Building)

1. CALL TO ORDER / ROLL CALL

**Present – Clear, Ellingson, Bidar-Sielaff, Schmidt,
Absent – Verveer
Committee Staff – Gromacki, Rolfs,
Other Staff Present - Zellhoefer, Olver, Marx, Cover, Mikolajewski,
Meeting called to order at 5:03 PM**

Present: 4 -
Mark Clear; Sue Ellingson; Chris Schmidt and Shiva Bidar-Sielaff
Absent: 1 -
Michael E. Verveer

2. APPROVAL OF MINUTES

None.

3. ELECTION OF CHAIR AND CO-CHAIR

**Bidar-Sielaff nominated Schmidt to be chair, second by Ellingson. Motion carried. Schmidt took over as chair.
Bidar-Sielaff nominated Clear to be Vice-Chair, second by Ellingson. Motion carried.**

Present: 5 -
Michael E. Verveer; Mark Clear; Sue Ellingson; Chris Schmidt and Shiva Bidar-Sielaff

4. DISCLOSURES AND RECUSALS

None.

5. ESTABLISH GROUND RULES FOR OPERATION AND SCHEDULE

Verveer arrived at 5:06 PM.

Staff was asked to poll the Committee members to set future meeting dates. The public comment time was set at 3 minutes per speaker for anyone speaking at the public comment portion of the meeting. If members of the public provided handouts at a meeting, they would be considered at the next meeting. The Committee asked that any handouts be provided to them prior to the meeting. The committee approved these ground rules by acclamation.

6. REVIEW CHARGE, GOALS AND OBJECTIVES OF AD HOC COMMITTEE

Clear asked where the Committee should start with a framework. Schmidt suggested using the existing adopted policy as a starting point for Committee's work for making changes moving forward. Elingson indicated that she would like to use the EDC policy as a starting point. Bidar-Sielaff asked for a chart that compared the proposed EDC policy with the current adopted policy. Clear asked if Olver would make the updated presentation that he made to the EDC. It was noted that the Committee had received the presentation prior to the meeting today.

Committee Creation Resolution

<http://madison.legistar.com/LegislationDetail.aspx?ID=1344947&GUID=6368A621-D3BE-415A-8EB2-19D29A0B4A6D&Options=ID|Text|&Search=29733>

ADOPTED CITY TIF POLICY

<http://www.cityofmadison.com/planning/TIF.html>

7. PUBLIC COMMENT

Ed Clarke (Madison, WI) – Clarke noted that he was on the subcommittee from the EDC that put this together. He asked the Committee to dig into the data that was presented by Olver. He indicated that he felt the data indicated that the City should revise the current policy. He also noted that the EDC policy was flexible and would allow Staff to bring forward recommendations. Clarke said that the existing policy was set up to screen out projects, but that a new policy should be adopted that did not screen projects but encouraged further investment.

Kevin Little (Madison, WI on behalf of the Chamber of Commerce) – He noted that the Chamber was pleased with what the EDC had put forward. He indicated they would like to see more flexible policy moving forward. He noted that he felt that Madison had taken a more conservative approach to the use of TIF. He wondered if the City was missing opportunities to use TIF to its full potential. He also noted that regardless of what was adopted, there was still a process in place for the review of any development projects.

Gary Peterson (Madison, WI) – Peterson said that he felt that the City had been under using TIF. He also said there was no way to prove what projects had not been built under the current TIF policy. He felt that the proposed EDC policy would open up the use of TIF in the City of Madison.

8. NEW BUSINESS

[29485](#)

Accepting the revised TIF Policy approved by the Economic Development Committee on February 20, 2013 for Common Council consideration and adoption.

Attachments: [TIF Policy by EDC Feb 20 2013.pdf](#)
[Comparison Matrix of Existing TIF Policy to EDC Proposal](#)

This Resolution was Refer to the TIF POLICY REVIEW AD HOC COMMITTEE

9. ADJOURNMENT

Motion to adjourn by Clear, second by Bidar-Sielaff. Motion carried at 5:32 PM