



City of Madison

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

Meeting Minutes - Draft PUBLIC MARKET DEVELOPMENT COMMITTEE

Thursday, June 1, 2017

5:00 PM

210 Martin Luther King, Jr. Blvd.
Room 108 (City-County Building)

CALL TO ORDER / ROLL CALL

Present: 10 - Amanda Hall; Larry Palm; Lindsey Day Farnsworth; Tim Gruber; Barry M. Orton; Anne Reynolds; Topf Wells; Mayra Medrano; Sarah M. Larson and Ashley N. Robertson

Excused: 1 - Marsha A. Rummel

APPROVAL OF MINUTES

A motion was made by Wells, seconded by Hall, to Approve the Minutes. The motion passed by voice vote/other.

PUBLIC COMMENT

There was no public comment.

DISCLOSURES AND RECUSALS

There were no disclosures or recusals

NEW BUSINESS

27499

Public Market Discussion

- Site plan update

Mayor Soglin spoke about access to Burr Jones Field, parking, street scape and ownership of the market and property. He gave examples of projects the City has worked on with complicated real estate transactions. Examples included libraries and fire department.

Parking continues to be a topic of conversation. Concerns were raised about the amount of parking that will be used by residential tenants vs the amount of parking needed to have a healthy market.

- Recap of stakeholder meetings

There was positive feedback from stakeholder meetings. These individuals are interested in continuing to learn more about the project and the potential for their involvement.

- Governance

The Public Market Foundation is researching and interviewing fiscal sponsors and has applied for 501(c)(3) status.

- Fundraising

Carrie Sanders attended the New Market's Tax Credit conference recently and had positive feedback on the project. Three organizations have stepped forward for Madison Public Market to be a priority project and four in their extended pipeline. The allocation of funds will be announced in fall of 2017 having funds available in 2018.

The Madison Public Market website is live <http://madisonpublicmarket.org/> as of 6/12/17. There is a email marketing platform for communicating with those interested in the project. Amanda White is building a prospect list of donors. There is good progress on this front.

- MarketReady update

As of 6/1/17 there have been 40 applicants for the MarketReady Program and the goal is 50 with an application deadline of 7/1/17. There are two informational meetings scheduled for 6/6/17 at the Urban League and 6/25 at Warner Park.

Flyers have been posted in 60 locations around the Madison area.

The program just received \$48,000 in CDBG funds, through the Eken Park Planning fund.

Applicant demographics:

65% female
56% people of color
30% baked goods
26% art and craft vendors
23% value added (packaged) goods

The team is working on finalizing the curriculum for the training and planning potential field trips to other Public Markets in the Midwest.

- Outreach
6/24/17 event at 100 State
6/27/17 Dane Buy Local and WWBIC event

NEXT MEETING

July 6, 2017 at 5p
City County Building room 108

ADJOURNMENT

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