



City of Madison

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

Meeting Minutes - Draft PUBLIC MARKET DEVELOPMENT COMMITTEE

Thursday, November 2, 2017

5:00 PM

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

CALL TO ORDER / ROLL CALL

Meeting was called to order by the Chair at 5p.

Present: 9 - Marsha A. Rummel; Larry Palm; Tim Gruber; Barry M. Orton; Anne Reynolds; Mayra Medrano; Sarah M. Larson; Jeffrey M. Glazer and Adam J. Haen

Excused: 4 - Amanda Hall; Lindsey Day Farnsworth; Carrie A. Sedlak and Julie A. Winzenried

APPROVAL OF MINUTES

A motion was made by Medrano and seconded by Orton to approve the minutes from the October 5, 2017 meeting. The motion was approved by voice vote/other.

PUBLIC COMMENT

There was one member of the public that registered to speak.

DISCLOSURES AND RECUSALS

There were no disclosures or recusals.

NEW BUSINESS

- 1 [49283](#) Identifying the Madison Public Market Foundation as the future operator of the Madison Public Market and directing City staff to work with the Madison Public Market Foundation Board on the terms of an Operating Agreement.

Amended version of Resolution where paragraph 6 states: "BE IT FURTHER RESOLVED, that the City will not finalize an Operating Agreement with the MPMF until final plans for the Public Market project (including, but not limited to, the total project costs, financial structure, operating plan, and architectural designs) have been approved; and"

Glazer made a motion to approve the amended Resolution and Palm seconded. Motion carried by voice vote/other.

DISCUSSION ITEMS

2 [27499](#) Public Market Discussion

Fundraising Update

- a. 10/11/17 Taste of the Public Market Event was very successful with >11K raised
- b. Capital Campaign group being formed
- c. Contracting with Annette Miller for a series of outreach/fundraising events
- d. Fundraising house party in Maple Bluff next week
- b. New Markets Tax Credits Update
 - a. In process; Continuing to build relationships
 - b. Carrie & Dan attended the 10/19 and 10/20 New Market Tax Credits Conference
 - c. Met with allocatees and the project had an excellent reception
 - d. Market Ready program is the exciting component
 - e. Funding announcement will likely be in Q1 2018 (March)

Market Ready Program

- a. Current focus is on program delivery
- b. First cohort meeting has happened
- c. Mentorships are available for participants

Design and Development

- a. Matt Mikolajewski provided an update. Multiple working meetings are occurring with City staff and the property owners.
- b. City staff is continuing to refine cost estimates for parking, building shell, and build-out.
- c. Next month should be able to provide some good options for the committee to consider.
- d. Continuing to refine Letter of Intent and the RFP
- e. Hiring a cost estimator to help further refine estimates.
- f. Discussion of parking allocation complexities.

NEXT MEETING

December 7, 2017 at 5p

ADJOURNMENT

Orton made a motion and it was seconded by Palm to adjourn the meeting at 6:20p. The motion passed with a voice vote/other.