



City of Madison

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

Meeting Minutes - Draft PUBLIC MARKET DEVELOPMENT COMMITTEE

Thursday, February 1, 2018

5:00 PM

210 Martin Luther King Jr. Blvd.
Conf Rm CCB GR27 PD
Central District Community Room

CALL TO ORDER / ROLL CALL

The meeting was called to order by the Chair at 5:01p with quorum present.

Present: 10 - Larry Palm; Lindsey Day Farnsworth; Tim Gruber; Barry M. Orton; Anne Reynolds; Donale J. Richards; Mayra Medrano; Sarah M. Larson; Jeffrey M. Glazer and Adam J. Haen

Excused: 4 - Marsha A. Rummel; Amanda Hall; Carrie A. Sedlak and Julie A. Winzenried

APPROVAL OF MINUTES

A motion was made by Palm and seconded by Medrano to approve the January 4, 2018 minutes. The motion was approved by a voice vote/other.

PUBLIC COMMENT

There were no public comments.

DISCLOSURES AND RECUSALS

Anne Reynolds, Larry Palm, and Mayra Medrano are members of the Public Market Foundation and will be discussing the progress of the Foundation during the meeting. There are no financial interest in this project for Reynolds, Palm or Medrano.

NEW BUSINESS

[27499](#)

Public Market Discussion

- MarketReady Program Update

591 hours of educational programming

\$2k out of the \$15k

158 hours of business consultation (per person hours)

Partnership building and outreach for the MarketReady Program:

Meadowridge Library

Cooking classes and demonstrations

“Chef’s of the Madison Public Market”

Free

Businesses are paid to teach the class

Promo and cross city connections

Bilingual

Central Library

Small business development

Business plans

Design work

Dane County

Loan and grant program available through CDBG (Community Development Block Grant) Funds

Up to \$8,000 and can be forgiven after two years.

Way to assist people that are not in Madison, Non Madison residents only

Bus tour moving forward (50 people, 30 participating businesses)

Recruiting business mentors

- Operations and Governance

Subcommittee met 1/22/18 to review RFQ

RFQ due 2/26/18

- Foundation Update

Foundation has two new board Members

Starting application process for 501c3 – how to move forward

Taste of Public Market March 20th site TBD/Date in downtown area

- Fundraising Updates

No updates at this time

- New Market Tax Credits Update

Tax credit pricing decreased

Awards announced Feb of 2018

Feedback positive (two Community Development Entities are targeting this project)

- Project design and development agreement discussion 3 handouts

Reviewed MPM Building Program Refinement and Prioritization handout

What is the niche of the event space? That will determine what types of events and income can bring in.

Next steps:

Development Agreement

RFQ

Market analysis on event space, storage space and other items on list

ADJOURNMENT

A motion was made by Orton and seconded by Medrano to adjourn the meeting. The motion was passed by a voice vote/other. The meeting was adjourned at 6:45p