



City of Madison

City of Madison
Madison, WI 53703
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Meeting Minutes - Approved ECONOMIC DEVELOPMENT COMMITTEE

Wednesday, December 17, 2014

5:00 PM

215 Martin Luther King, Jr. Blvd.
Room 260 MMB (Madison Municipal Building)

CALL TO ORDER / ROLL CALL

The meeting was called to order at 5:02 p.m..

Present: 8 - Mark Clear; Craig P. Stanley; Eric E. Steege; M. Meghan Blake-Horst; Mark R. Greene; Edward G. Clarke; Matthew C. Younkle and John Strasser

Excused: 4 - Peng Her; Julia Stone; Patricia (Pat) A. Schramm and Scott J. Resnick

Also Present: Matthew Mikolajewski, Office of Business Resources Manager; Peggy Yessa, Office of Business Resources; Dan Kennelly, Office of Business Resources; Steve Cover, Director of DPCED; David Trowbridge, Transportation Planner; Anne Monks, Assistant to the Mayor

APPROVAL OF MINUTES

A motion was made by Clarke, seconded by Clear, to Approve the Minutes of the December 8, 2015, meeting. The motion passed by voice vote.

PUBLIC COMMENT

None at this time.

DISCLOSURES AND RECUSALS

Ms. Blake-Horst will recuse herself from agenda item 3. #35797 Public Market Update.

DISCUSSION ITEMS

1. [36429](#) **Annual Statement of Interests**
Chairperson Greene reminded committee members to file their Statement of Interest by January 6, 2015.
2. [35852](#) Accepting the South Capitol Transit-Oriented Development (TOD) District Planning Study Final Report, Executive Summary (Report of the South Capitol District Planning Committee) and the recommendations contained within.
A motion was made by Clear, seconded by Greene, to Return to Lead with the Following Recommendation(s) to the PEDESTRIAN/BICYCLE/MOTOR VEHICLE COMMISSION: recommend acceptance of the report and encourage the Council to look at bigger ideas and consider the potential economic

development in this area to make it unique.

The motion passed by voice vote.

Presentation:

Mr. Trowbridge is the manager of this project. He explained the report is the result of a 16-month effort. It is a conceptual planning study, not a plan. Mr. Trowbridge's presentation had examples of intermodal terminals and paths from other cities and sketches and plans of various intersection, street and bridge designs.

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Alder Resnick arrived at 5:12 p.m..

Present: 9 - Mark Clear; Craig P. Stanley; Eric E. Steege; M. Meghan Blake-Horst; Mark R. Greene; Edward G. Clarke; Matthew C. Younkle; Scott J. Resnick and John Strasser

Excused: 3 - Peng Her; Julia Stone and Patricia (Pat) A. Schramm

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Mr. Trowbridge asked, would better lakeshore access increase the value of the properties along Wilson Street? He said the report presents the pros and cons of each alternative and does not make a recommendation. In addition to the design concepts he also showed concepts created by the Downtown Design Professionals, Kenton Peters, and Ken Saki.

Mr. Stanley asked if there were any directional preferences for the streets and intersections.

Mr. Trowbridge said there are no great solutions; to fix these problems will be expensive.

Mr. Clarke asked if John Nolen Drive is a Federal Highway, if economic development is a criteria when selecting a site and if opportunity for new development in any of the options was considered.

Mr. Trowbridge said John Nolen is a federal highway and the State DOT can use Federal funds for these streets. The final designs are checked for compatibility with neighborhood plans. He will check the air rights on the Lake Street Garage to see if development could occur on top of it.

Mr. Younkle asked about the timeframe of these projects?

Mr. Trowbridge said the Lakeshore Path is scheduled for next year. The Blair and John Nolen intersection is scheduled for 2019.

Mr. Younkle said grand projects are cool. Look at Millennium Park in Chicago. It cost \$1b and has re-energized that area. He sees opportunities for gateways to the lake. He encourages a broader vision.

Mr. Stanley asked, in the future, if a project could be ranked high, medium and low economic impact.

Mr. Clarke encourages the Council to reject the "do not touch the lakes" box. The Downtown Plan calls for access to the lakes. Filling in part of the lake is not the end of the world.

Megan Blake-Horst is worried about the intersection alternative to close off access to Williamson Street from John Nolen Drive. From her experience as a business owner on Atwood Avenue, she said people will not turn off of E. Washington Avenue to get to Williamson or Atwood Avenue businesses.

Alder Clear agreed that adding to the lakeshore should not be taken off the table. The Council did take this out of the Downtown Plan.

Mr. Steege said to be clear as to what problem is being solved.

A motion was made by Alder Clear, seconded by Chairperson Greene, to accept the report.

Mr. Trowbridge said this is a planning study, accepting it does not mean there is a clear path forward.

Mr. Clarke made a friendly amendment to the motion to read as: Recommend to Council to accept the report and encourage the Council to look at bigger ideas and consider potential economic development in this area to make it unique.

The amendment was accepted.

The motion is to recommend acceptance of the report and encourage the Council to look at bigger ideas and consider the potential economic development in this area to make it unique.

Ms. Blake-Horst suggested any plans be taken to the neighborhood associations and also to the business associations.

Mr. Steege suggested looking at Duluth's project of burying the Interstate for economic impact.

Mr. Trowbridge does not know of any studies on this project.

Chairperson Greene suggested:

- Looking at the numbers and the opportunity costs lost for not doing something.
- Time is money and what is the time saved by faster transit?
- What is the capability of businesses to accommodate people near the bus terminals? Hotels?
- Consider the time associated with construction, the impact on businesses
- Do a comparative analysis of parking on one side and both sides of a street.

Mr. Trowbridge said it is important to know how the EDC judges projects as things move forward.

The motion passed by voice vote.

3. [35797](#)

Public Market District

Mr. Kennelly said the consultant is now working on Phase 3 of their contract. Phase 1-Vendor outreach and Phase 2-Site selection are both completed. The Local Food Committee is now talking about the operating structure and seeing preliminary

designs. The consultant will have a draft business plan in January or February of 2015. This will go to the stakeholders for feedback. The final business plan will go to Council in the spring.

Mr. Younkle asked if the plan will have financial projections.

Mr. Kennelly said, yes, it will, and it will also include capitol costs and revenues. The capitol costs will be funded by the City. Fund raising and federal grants may also help. The City does not want to have the Public Market as an ongoing expenditure.

Mr. Stanley said having the details of the tenant mix will be useful.

Mr. Kennelly said it is important to get the mix of tenants and startup entrepreneurs right.

Alder Strasser asked if the Common Council will have a choice of business plans. Having a retail market is not what the District started out as. How will it be a city-wide asset? He suggests a business plan with choices or options to choose from. It is more than an Eastside Market. How to get people from the Westside to come to it?

4. [36534](#)

EDC Goals and Organization

Chairperson Greene said he would roll item #6-EDC Chairperson Report -into this item's discussion.

He said there are new faces on the EDC and he has spoken with most of the EDC members. It is a good idea to talk about expectations, what's missing and what is the blind spot.

Registered speaker Gillian Kitchen represents the Greater Madison Chamber of Commerce and is neither in support of or in opposition to this item. She is here to demonstrate the Chamber's support of this initiative.

Registered speaker Susan Schmitz, president of Downtown Madison Inc. (DMI), is neither in support of or in opposition to this item. DMI has its own economic development committee. DMI's 2015 civic agenda is economic development, jobs, and how to grow the tax base.

Registered speaker Gary Peterson, is neither in support of or in opposition to this item. He said the EDC is important and hopes it will find a greater role in the future. He would like the EDC to promote a "pay as you go" TIF policy.

Chairperson Greene said the EDC does not have a member from the manufacturing industry or the food service industry.

Ms. Monks said the vacant position on the EDC is to be filled by a person from the manufacturing sector.

Alder Clear said if the role of the EDC is in land use approval, some land use approvals could come to the EDC but the timing of the review and the project may hold things up. Or the EDC could recommend a process. An economic report could be added to the staff report. Staff reports are given to the Plan Commission on every project.

Chairperson Greene said at the next EDC meeting Mr. Mikolajewski will review the

Development Review Process Report and what has been implemented.

Alder Strasser asked to think about how to set aside land and parcels. Landbanking was successful in the past for the City at Union Corners and Capitol East District. He is looking at a way to do this privately by selling shares.

Mr. Clarke agreed with Alder Clear. What does the EDC need to comment on a project? Would the project:

- Create jobs?
- Improve the tax base?
- Eliminate poverty?
- Create new business?

When a project moves through the approval process this information should go with the project.

How can the EDC improve the decisions of all committees?

Alder Resnick was a Plan Commission member. The Plan Commission does a good job of weighing the consequences. A lot of City Hall policies do not get sent to the EDC. The EDC protested the Alcohol License Distract Ordinance (ALDO). The EDC did not want to deal with alcohol licensing.

How can the EDC enhance other committees and departments? How to creatively reach out to other committees?

Mr. Steege struggles with determining what teeth the EDC has. He would like to explore what other communities are doing.

Alder Strasser said the EDC could be reactive and proactive. It could be an idea generator.

Alder Strasser left at 6:18 p.m.. A quorum was maintained.

Present: 8 - Mark Clear; Craig P. Stanley; Eric E. Steege; M. Meghan Blake-Horst; Mark R. Greene; Edward G. Clarke; Matthew C. Younkle and Scott J. Resnick

Excused: 4 - Peng Her; Julia Stone; Patricia (Pat) A. Schramm and John Strasser

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Mr. Younkle suggested looking at these three topics:

- Impact on tax base and jobs
- Jobs and the workforce
- Attraction of a modern and diverse workforce

He would like to cast a broad net and get in front of issues and dive into data.

Mr. Stanley agrees with Mr. Younkle. He would like to change the culture of each department to think of the economic impact.

Alder Resnick said thinking outside the box has benefits. The EDC did well on their review of the Downtown Plan. Is there a policy or plan that does not have economic impact?

Mr. Steege asked what is the root cause of the lack of economic information?

Alder Resnick asked what the EDC would like referred to them? Neighborhood plans?

Mr. Clarke said we do not want to slow down the approval process. Does the EDC insist an economic impact report be required? The Council is the group to look at the economic impact and community impact. This is not the EDC's role. He is reluctant to have all projects come to the EDC for review.

Chairperson Green would like to discuss the process, the time of the process, and the opportunity costs. Looking at the economic impact and costs is important. Economics should be first. Can the process be fixed? Can a line be added to a form?

Mr. Cover said 98% of the projects get through review in 3-4 months. Bad projects take longer. Bad design should not be built. Bad projects struggle for a reason, not because of the process.

Alder Clear does not disagree with Mr. Cover. This is more true now than it was five years ago.

Mr. Clear said the EDC should highlight, explore, and make a case for economic development.

Alder Resnick asked if the EDC want to weigh in on topics such as, Uberlift and ALDO?

Alder Clear left at 6:34 p.m.. A quorum was maintained.

Present: 7 - Craig P. Stanley; Eric E. Steege; M. Meghan Blake-Horst; Mark R. Greene; Edward G. Clarke; Matthew C. Younkle and Scott J. Resnick
Excused: 5 - Peng Her; Mark Clear; Julia Stone; Patricia (Pat) A. Schramm and John Strasser

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Mr. Kennelly asked the EDC to keep in mind that we are working on the ED Strategy now.

Mr. Stanley wants to distribute tactical and strategic information to other committees and departments. Maybe the subcommittee will define this.

Chairperson Greene suggested the subcommittee meet twice a month. Alder Clear has agreed to be on the subcommittee.

Mr. Younkle asked if the document would have guidance for the EDC.

Chairperson Greene said it is important to have this because the EDC does have turnover.

Mr. Clarke volunteered to take the notes and Mr. Younkle's notes to draft what has been talked about at this meeting.

5. [21360](#)

EDD Director Report

Mr. Mikolajewski did not have any additional information to add.

Mr. Cover said the Mayor is interviewing the five final candidates fro the EDD Director position. The final candidates are Mr. Kennelly, Mr. Mikolajewski, Mr. Zimmerman, the

City of Fitchburg's Economic Developer and the Director of Planning from Oklahoma City.

6. [17637](#) **EDC Chairperson's Report**

7. [27862](#) **Introduction of New Items from the Floor**

Mr. Younkle would like a presentation by StartingBlock at a future meeting .

Mr. Stanley would like a project report showing what is finished and what is in review. He still hears frustration from the Real Estate Community.

Mr. Cover said the number of meetings with developers looking at Madison is non-stop.

Chairperson Greene would like to hear the good and the bad news.

Ms. Rohlich suggested hearing case studies from projects such as Zendesk.

Mr. Stanley asked how developers are vetted? How much time is spent on hare-brained ideas?

ADJOURNMENT

A motion was made by Clarke, seconded by Steege, to Adjourn. The motion passed by voice vote and the meeting adjourned at 6:54 p.m..