



City of Madison

City of Madison
Madison, WI 53703
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Meeting Minutes - Approved COMMON COUNCIL ORGANIZATIONAL COMMITTEE

Tuesday, February 4, 2014

4:00 PM

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

CALL TO ORDER / ROLL CALL

Present: 4 -
Chris Schmidt; David Ahrens; Anita Weier and Shiva Bidar-Sielaff

Absent: 3 -
Scott J. Resnick; Marsha A. Rummel and Matthew J. Phair

Excused: 1 -
Paul E. Skidmore

Others Present: Ald. Subeck, Ald. Zellers, Ald. Cnare, Ald. Cheeks, Ald. Strasser, Ald. DeMarb, Ald. Clear, Sally Miley, Anne Monks, Paul Kronberger, Rich Beadles, Scott Langer, Lorri Corrigan-Wendorf, Nancy Saiz, Kate Sellner, Susan Pastor, Delora Newton, Matt Kozlowski, Steve Cover, Natalie Erdman, Matt Wachter, Aaron Oliver, Joe Gromacki, Dan Rolfs and Brad Wirtz

Ald. Chris Schmidt, chair, called the meeting to order at 4:07 p.m.

APPROVAL OF MINUTES

A motion was made by Ald. Shiva Bidar-Sielaff, seconded by Ald. David Ahrens, to approve the minutes from the January 7, 2014 Common Council Organizational Committee meeting. The motion passed by voice vote/other.

PUBLIC COMMENT

Public Comment on Agenda Item No. 7
Lorri Wendorf-Corrigan, Spoke, Neither support/oppose, MPSEA 350
Nancy Saiz, Did not speak, Neither support/oppose, MPSEA 350
Kate Sellner, Did not speak, Neither support/oppose, MPSEA 350

Lorri Wendorf-Corrigan spoke on behalf of MPSEA 350. She made two points:

1. Regarding the residency restriction on page 2 (Table 1) for professional, supervisor and managerial and the number of employees 373. This needed to be clarified. Not all of the 373 employees are effected by the 1% longevity reduction.
2. On page 3 of the report the sentence, "...It does not eliminate the longevity incentive that the City has in place to encourage professional, supervisory and

managerial employees to reside in the City." MPSEA 350 did not see the 1% longevity education as an incentive but a penalty.
(for more comments please see attachment to Legislative File No. 32305)

Public Comment on Agenda Item No. 11

Susan Pastor, Spoke, Supported and Opposed

Delora Newton, Spoke, Support, Greater Madison Chamber of Commerce

Matt Kozlowski, Spoke, Oppose, Progressive Dane

Dave Branser, Spoke, Support, Building & Construction Trades Council of South Central WI

Sue Pastor referenced an email she sent to Council members with her suggestions for the TIF policy.

Delora Newton stated that the Chamber of Commerce was supportive of the TIF policy documents.

Dave Branson stated that the Building & Construction Trades supported the recommendations of the TIF Policy Review Ad Hoc Committee.

Ald. Shiva Bidar-Sielaff asked Mr. Branson if he was comfortable with the language relative to labor in the documents. Mr. Branson stated that he was.

Matt Kozlowski, Progressive Dane spoke about the need to include community benefits and that it was important to state this in the TIF Goals, Objectives and Process document. Progressive Dane also supported adding back the numerical scoring system.

Ald. Matt Phair arrived at 4:10 p.m. Ald. Paul Skidmore arrived at 4:17 p.m.

Present: 6 -

Chris Schmidt; Paul E. Skidmore; David Ahrens; Anita Weier; Matthew J. Phair and Shiva Bidar-Sielaff

Absent: 2 -

Scott J. Resnick and Marsha A. Rummel

DISCLOSURES AND RECUSALS

There were no disclosures or recusals from the members present.

Ald. Scott Resnick arrived at 4:30 p.m. Ald. Marsha Rummel arrived at 4:30 p.m.

Present: 8 -

Chris Schmidt; Scott J. Resnick; Paul E. Skidmore; Marsha A. Rummel; David Ahrens; Anita Weier; Matthew J. Phair and Shiva Bidar-Sielaff

UPDATE / REPORT

[32738](#) Report from National League of Cities 2013 Annual Conference (Seattle WA) - Ald. John Strasser

Attachments: [Strasser NLC Info Handout.pdf](#)

A motion was made by Ald. Matt Phair, seconded by Ald. Scott Resnick, to Re-refer to the COMMON COUNCIL ORGANIZATIONAL COMMITTEE and should be returned by 3/4/2014. The motion passed by voice vote/other.

[33000](#) Update: Public access to street right-of-way surveillance cameras - Rich Beadles, City IT

Rich Beadles, IT Technical Services Manager and Scott Langer, Traffic Engineering staff, provided the update on street right of way live cameras. Most cameras will be located at busy locations (e.g. Verona Road construction project). Feeds are publicly available. Mr. Langer noted that the city will be sensitive in the placement/position of the cameras as it relates to privacy (e.g. house on Old Sauk/High Point) and would be willing to adjust the camera.

Ald. Resnick asked if there was a charge to access camera feed. Mr. Langer stated that there is no charge. Ald. Subeck noted her concern with cameras being pointed at a residence or business but was happy that staff willing to reposition.

Ald. Mark Clear recommended the Digital Technology Committee develop an access policy for cameras.

Ald. Paul Skidmore left at 4:40 p.m.

Present: 7 -

Chris Schmidt; Scott J. Resnick; Marsha A. Rummel; David Ahrens; Anita Weier; Matthew J. Phair and Shiva Bidar-Sielaff

Absent: 1 -

Paul E. Skidmore

REFERRALS FROM COMMON COUNCIL

[32305](#) Resolution reporting Residency Options and Incentives for City of Madison Employees

Sponsors: Paul R. Soglin

Attachments: [Residency.pdf](#)
[MPSEA Residency Letter 1-30-2014.pdf](#)
[MPSEA Residency Survey Results 1-30-14.pdf](#)
[Residency Info Regarding MGO 3.38 \(1\) \(g\) & MGO 3.54 \(16\) \(a\).pdf](#)

A motion was made by Ald. Matt Phair, seconded by Ald. Scott Resnick, to Return to Lead with the Following Recommendation(s) to the BOARD OF ESTIMATES:

Recommend to ADOPT with a request that Human Resources provide information on the number of employees that would be grandfathered if residency restrictions were in place.

The motion passed by voice vote/other.

32626

CHARTER Amending Section 3.30(3) of the Madison General Ordinances to eliminate the Mayor's ability to waive the residency requirement for managers, and providing that the Mayor may grant a reasonable time to establish residency.

Sponsors: Paul R. Soglin

A motion was made by Ald. Scott Resnick, seconded by Ald. Marsha Rummel, to Return to Lead with the Recommendation for Approval to the BOARD OF ESTIMATES. The motion passed by voice vote/other.

32619

Amending Section 32.03(2)(a) of the Madison General Ordinances to decrease the size of the Landlord and Tenant Issues Committee to seven persons and permit either one or two alders to be appointed as members.

Sponsors: Paul R. Soglin

A motion was made by Ald. Scott Resnick, seconded by Ald. Anita Weier, to RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER.

Ald. Rummel requested that CCOC discuss at a future meeting the purpose and function of the Landlord/Tenant Issues Committee.

The motion passed by voice vote/other.

32690

Creating Section 33.01(8)(e) of the Madison General Ordinances to codify the rules when a Sub-unit loses quorum during a meeting.

Sponsors: Paul R. Soglin

A motion was made by Ald. Matt Phair, seconded by Ald. Scott Resnick, to RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER. The motion passed by voice vote/other.

Ald. Paul Skidmore returned to the meeting at 4:55 p.m.

Present: 8 -

Chris Schmidt; Scott J. Resnick; Paul E. Skidmore; Marsha A. Rummel;
David Ahrens; Anita Weier; Matthew J. Phair and Shiva Bidar-Sielaff

[29485](#)

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

Sponsors: Scott J. Resnick, Jill Johnson, Mark Clear, Paul R. Soglin, Shiva Bidar-Sielaff, Chris Schmidt, Sue Ellingson and Michael E. Verveer

Attachments: [TIF Underwriting Policy - ADOPTED.pdf](#)
[TIF Goals Objectives and Process - ADOPTED.pdf](#)
[TIF Underwriting Policy - Council President's TIF Policy Review Com.pdf](#)
[TIF Goals Objectives and Process - Council President's TIF Policy Review C Version 1.pdf](#)
[Version 2.pdf](#)

ADOPT as AMENDED - Documents: TIF Goals, Objectives & Process and TIF Loan Underwriting Policy

A motion was made by Ald. Scott Resnick, seconded by Ald. Shiva Bidar-Sielaff, to approve.

Amendments to City of Madison TIF Goals, Objectives, and Process Document

1st Amendment -SECTION 1: TIF GOALS

Add, "(not in priority order):

Madison's goals for the use of TIF include (not in priority order)

* Amendment APPROVED.

2nd Amendment - SECTION 1: TIF GOALS to Section 1 (B.)

Delete "family supporting" and add "living wage as defined by MGO 4.20":

Fostering the creation and retention of living wage as defined by MGO 4.20 jobs.

* Amendment FAILED. No: Schmidt, Resnick, Skidmore, Ahrens, Phair – Aye: Rummel, Weier

2nd Amendment -SECTION 1: TIF GOALS to Section 1 (E.)

Add, "or enhancement of historic districts especially landmarked and contributing building":

Assisting in the revitalization of historic or architecturally significant or deteriorated buildings or enhancement of historic districts especially landmarked and contributing buildings

* Amendment APPROVED.

3rd Amendment -SECTION 1: TIF GOALS to Section 1 (F.)

Delete, "options" and add "types"

Add, "Including housing that is for those earning 40% or less of the area median income."

Creating a range of housing types and specifically encouraging the development of workforce and affordable housing. Including housing that is for those earning 40% or less of the area median income.

* Amendment failed: No: Schmidt, Resnick, Skidmore, Ahrens, Phair, Weier – Aye: Rummel

After discussion the amendment was amended to read:

Delete "Including" and "40% of or"

Add, "much"

Creating a range of housing options types and specifically encouraging the

development of workforce and affordable housing. Including especially housing that is for those earning 40% or much less of the area median income.
* Amendment, as amended, APPROVED.

4th Amendment -SECTION 1: TIF GOALS to Section 1 (G.)

Add, "green":

Funding public improvements that enhance development potential, improve the City's green infrastructure, enhance transportation options, and improve the quality and livability of neighborhoods.

* Amendment FAILED. No: Schmidt, Resnick, Skidmore, Ahrens, Phair – Aye: Rummel, Weier

5th Amendment – SECTION 2: INELIGIBLE DEVELOPMENT

Add: 2.5 Development, which Include Tenants Who are Not Honoring Labor Agreements.

The City will seek to avoid providing TIF to developers or to projects with tenants which are not honoring labor agreements.

After discussion on the difficulties of enforcing the provision, the amendment was not considered.

* Amendment NOT CONSIDERED.

6th Amendment – SECTION 3: TIF PROCESS to Section 2 (8) (f):

Add: iii. Number of rehabbed contributing buildings in a historic district.

* Amendment APPROVED.

7th Amendment – SECTION 3: TIF PROCESS to Section 3.4 TIF Goals Policy Guidance.

Incorporate amendments from Section 1: TIF Goals and amend the following"

Add, "and has designed historic district to help achieve this goal":

3.45 (5)

Assisting in the revitalization of historic or architecturally significant or deteriorated building or enhancement of historic districts especially landmarked and contributing buildings. The goal of the Madison Landmarks Ordinance is to preserve, protect, enhance and perpetuate and improve historically and architecturally significant building and neighborhoods and has designed historic district to help achieve this goal.

After discussion the language was amended to read:

Delete ",and" and "has designed" and "to help achieve this goal."

3.45 (5)

Assisting in the revitalization of historic or architecturally significant or deteriorated building or enhancement of historic districts especially landmarked and contributing buildings. The goal of the Madison Landmarks Ordinance is to preserve, protect, enhance and perpetuate and improve historically and architecturally significant buildings, neighborhoods, and historic districts.

* Amendment, as amended, APPROVED.

Amendments to City of Madison TIF Loan Underwriting Policy Document

1st Amendment to SECTION 1: TIF LOAN UNDERWRITING to Section 1 (8)(a):

Add, "or accomplishes rehabilitation of contributing building in a designated historic district in a blighted TID."

a. (Re)Development Project. The construction, rehabilitation or expansion of a structure that creates property tax increment in a blighted area TID or accomplishes rehabilitation of contributing buildings in a designated historic district in a blighted TID. TIF assistance shall be determined by gap analysis conducted through a formal TIF Application submitted by Developer.

Amended to read:

Delete, 2nd "in a blighted TID."

a.(Re)Development Project. The construction, rehabilitation or expansion of a structure that creates property tax increment in a blighted area or accomplishes rehabilitation of contributing buildings in a designated historic district. TIF assistance shall be determined by gap analysis conducted through a formal TIF Application submitted by Developer.

* Amendment, as amended, APPROVED.

2nd Amendment to SECTION 1: TIF LOAN UNDERWRITING to Section 1 (8)(c) (4) and (8)(c)(4) b)

Add, "Substantiation of jobs so created must be provided in a manner similar to that done to substantiate compliance with affirmative action requirements"

Delete, "greater"

Add, "confidential"

4) Jobs Project – Gap Analysis Waiver. Gap analysis may be waived only if an eligible Employer proposes to retain and/or create at least 100 full-time, living wage jobs, and meets one or more of the following criteria and upon acceptance of the City's Jobs Project TIF Loan offer, provides a sufficient tax increment guaranty to repay the Jobs Project TIF Loan and a guaranty that living wage jobs, as defined by MGO 4.20, shall be created and/or retained over a period not to exceed five (5) years. Substantiation of jobs so created must be provided in a manner similar to that done to substantiate compliance with affirmative action requirements. A waiver may be granted under one or more of the following conditions:

b) The Employer is soliciting or has received financial incentive bids from other communities that do not require gap analysis. The City will give consideration to applicants that provide confidential documented proof of such bids.

After discussion, the amendment was not considered.

* Amendment NOT CONSIDERED.

3rd Amendment to SECTION 1: TIF LOAN UNDERWRITING to Section 1 (9)(h)(2)

Add 3) Number of rehabbed contributing building in a historic district to h.:

h. If applicable:

- 1) Quantity of living-wage jobs created and/or retained
- 2) Quantity of affordable housing units and level of affordability
- 3) Number of rehabbed contributing buildings in a historic district

* Amendment APPROVED.

4th Amendment - Economic Development Committee Amendment from 1/15/14:

To recommend approval of this ordinance with the following amendment:

• Change the text in TIF Loan Underwriting Policy, Section 1, subsection 14) a) to mirror the text in Section 1, subsection b) to allow corporate guaranty in both subsections.

* Amendment from EDC was not considered.

A motion was made by Ald. Marsha Rummel, seconded by Ald. Scott Resnick, to RECOMMEND TO COUNCIL WITH THE FOLLOWING RECOMMENDATIONS - REPORT OF OFFICER. The motion passed by voice vote/other.

FUTURE AGENDA ITEMS

- * Briefing: City's Progress on Employee Handbook - 3/4/14 CCOC Meeting
- * Update: City Placemaking Efforts - Ald. Scott Resnick
- * Economic Development Strategy Presentation - 3/4/14 CCOC Meeting
- * Landlord/Tenant Issues Committee - Purpose & Function of Committee
- * Landmarks Ordinance Changes - Ald. Marsha Rummel

ADJOURNMENT

A motion was made by Ald. Marsha Rummel, seconded by Ald. Scott Resnick, to adjourn. The motion passed by voice vote/other. The meeting adjourned at 6:24 p.m.