



# City of Madison

City of Madison  
Madison, WI 53703  
[www.cityofmadison.com](http://www.cityofmadison.com)

## Meeting Minutes - Approved ECONOMIC DEVELOPMENT COMMITTEE

Wednesday, June 16, 2010

4:45 PM 215 Martin Luther King, Jr. Blvd, Room 260 (Madison  
Municipal Building)

### CALL TO ORDER / ROLL CALL

The meeting was called to order at 4:47 pm.

**Present:** 10 -

Peng Her; Victoria S. Selkove; Julia Stone; Gabriel A. Sanchez; Douglas S. Nelson; Edward G. Clarke; Matthew C. Younkle; Chris Schmidt; Joseph R. Clausius and Alfred L. Zimmerman

**Excused:** 2 -

Mark Clear and Joseph W. Boucher

Also present: Timothy Cooley, EDD Division Director; Peggy Yessa, EDD Division; Michael Gay, EDD Division; David Cieslewicz, City of Madison Mayor; Mario Mendoza, Mayoral staff

### APPROVAL OF MINUTES

A motion was made by Mr. Schmidt, seconded by Mr. Sanchez to approve the minutes of April 21, 2010. Ms. Stone made a friendly amendment to correct the spelling of Mr. Boucher's name in item 9. The friendly amendment was accepted by Mr. Schmidt and Mr. Sanchez.

The motion to approve the amended April 21 minutes was approved by voice vote.

### PUBLIC COMMENT

None.

5 [17637](#)

Chairperson's Report

Chairperson Nelson read the following email from Sandra Torlkildson explaining her resignation:

"I am resigning from the EDC due to personal matters. Just so everyone knows, I am well, but have become the main caretaker for my younger brother Paul who has been diagnosed with dementia. With all the doctor appointments and his need for 24 care, I know that my ability to get to meetings would be greatly decreased, so I think it is best to step down at this time.

I have enjoyed serving with all of you on the EDC. I hope you can find another small business owner to serve on the board since their perspective adds to the mix. I know that other members of the EDC share my concern about small businesses so I

know that these concerns will be addressed. I am staying involved with the Greater State Street Business Assoc. and will be the president starting in July. If you ever need any input about downtown issues, I would be more than willing to attend a meeting.

Thank you all for the time you give to make Madison a great place to live and do business in.

Sandi Torkildson "

Chairperson Nelson thanked Ms. Torkildson for her service on the EDC. He also asked the EDC members to contact him or staff if they are interested in serving as EDC Vice-Chairperson.

6      [18496](#)      Election of New Vice-Chairperson

Chairperson Nelson asked that this item be placed on the July 21st agenda.

4      [18861](#)      EDC Committee and Subcommittee Rules of Order

Ms. Yessa explained the EDC follows Roberts Rules of Order for meeting protocol. These allow the Committee Chairperson to run the meeting and vote only in case of a tie. Approximately two years ago the EDC made a decision to change this and allow the Chairperson and the chairperson of any EDC subcommittees to fully participate in all discussions, make motions, second motions and vote on all motions. It is time to renew this motion if the EDC would like to continue this protocol.

**Mr. Clarke made a motion, seconded by Mr. Younkle, to allow the EDC chairperson and chairperson(s) of EDC subcommittees to make motions, second motions, participate in all discussions and vote on all motions.**

**The motion was approved by voice vote.**

8      [17638](#)      Downtown Plan Work Group

Mr. Cooley, EDD Division Director, said the work group of Ms. Stone, Mr. Boucher and Mr. Clarke has not met yet.

Chairperson Nelson inquired if the purpose of the work group is to keep the EDC apprised of the plan progress?

Mr. Cooley said yes and if possible go further with the plan. Perhaps the EDC could weigh in on the economic development aspects of the Downtown Plan.

9      [17643](#)      Upcoming Meetings

Chairperson Nelson read the September and October meeting topics from the agenda.

Ms. Yessa added that Michael Gay, Business Development Coordinator, requested to speak to the EDC in July on the Synchronistic Business Survey, which is scheduled to begin in August 2010. This is a statewide initiative of standardized interviews with businesses. There will be twenty-five interviews of the top private businesses in Madison this year.

Mr. Cooley added that Madison does not have its own Synchronist license and is doing

the initial surveys using THRIVE licenses.

Ms. Yessa added that updates on the Zoning Code rewrite and the Wisconsin Energy Grants will be added to future agendas.

10      [18860](#)

Introduction of New Items from the Floor

Ms. Selkove inquired if the September presentation by Norman Davis on City funded Projects and Job Creation could include a follow-up by Mr. Olinger from the planning perspective?

Mr. Clarke asked for an update on the hiring process of the new Director of DPCED.

Mr. Cooley said this is a critical hire and it is hoped to have six or seven candidates for interviews.

Mr. Clarke asked if an economic development background was being considered in the candidates?

Mr. Cooley said this is a good question for the Mayor.

Mr. Her asked that the October discussion of the RTA include updates on the Downtown Rail Station.

Mr. Younkle explained the need for co-working space for early stage software entrepreneurs. This space would ideally have monthly memberships and provide "hacker" space and prototype space in one facility.

7      [18492](#)

EDD Director Report

Mr. Cooley updated the EDC on the Council's approval of removing the 50% prelease stipulation on the BioLink facility. He mentioned the City accepting \$4.5m in federal funding for this project. He mentioned OBR staff will be going to Chicago to have a pre-construction conference and grant administration meeting with the EDA and they are moving ahead with the architectural plans and city review process for the facility.

Chairperson Nelson asked when the facility would be ready for occupancy?

Mr. Cooley said in one and a half years. They are already getting inquiries regarding the facility.

1      [18862](#)

Economic Development Discussion with Mayor Cieslewicz

Mayor Cieslewicz said he had given his annual State of the City report earlier in the day and it was focused on economic development. He explained the need to get the Edgewater and library projects in the ground. He noted the library demonstrates the City can move quickly to build a project that is greener, bigger and costs less than other alternatives, however the Edgewater project took too long and the process needs improvement.

He said we need to think about the high speed rail station and the re-engineering of the district on this side of the Square to include a new hotel, new underground parking, new bike parking and a public market. The public market square would have new activity and be a facility that also includes intermodal transportation for busses and bike rentals. He also mentioned rethinking Pinckney Street with the possibility of parking underneath it.

Mayor Cieslewicz spoke about the request for qualifications (RFQ) that is being written for master planning of all possibilities in this area.

He noted the BioAg Gateway is moving forward.

He said the Capitol East District needs a large scale development to create a spark for development in the area.

Mayor Cieslewicz asked the EDC to vet Bill White's report on the development review process over the summer. He asked the EDC to review Mark Bugher's report from several years ago and to also look at other cities development review processes. These other cities should be like minded communities with a progressive tradition, such as Portland, Denver, Seattle and Ann Arbor. The EDC should conclude with resolutions for the Council; and ask the Mayor to do internal, administrative changes. He would like this completed by September.

He wants the development process to be:

- Reliable
- Uniform
- Predictable
- Expeditious
- Not to lower development standards

The Mayor said he is open to all suggestions and wants specifics from the EDC.

Ms. Selkove asked who is the process to be predictable for?

The Mayor said everyone. He said Jeff Shear, the library architect, has worked all over and talks about a process that is "leaner", does not backtrack, and is more structured.

Mr. Clarke asked for a definition of neighbor, noting it is not the same in all neighborhoods?

Mr. Mendoza noted that Madison already has neighborhood associations.

Mr. Zimmerman questioned why look at only similar cities? We need to challenge the paradigm and look at other cultures and foreign cities.

Mayor Cieslewicz said he has an inkling that looking at similar cities' processes will be more acceptable to Madison.

Mr. Younkle asked if the new public library will be a modern public library?

Mayor Cieslewicz said he is impressed with the architect who has designed over 150 libraries. It will be cutting edge, state of the art library with rooms, computers and public access.

Mr. Zimmerman asked about the advantage of the RTA and high speed rail infrastructure to Madison?

Mayor Cieslewicz said this puts Madison on the map as the only community in the country with a project 100% funded by the Federal Government. There will be lots of jobs created to build the rail.

Mayor Cieslewicz referred to the book "Caught in the Middle" by Richard Longworth. It looks at the challenges of the Midwest to become a knowledge-based economy of ideas from the manufacturing-based economy it was. He spoke about the need for people to cross pollinate with new jobs and new ideas. The RTA will be workforce transportation and will erase municipal boundaries from metro transit service.

Mr. Clarke asked about the Overture Center?

Mayor Cieslewicz said once the debt on Overture is cleared the City can take over

the building and a 501(c)(3) entity can run the programming and fundraising for the Center. The workforce and ideas are mobile so the Overture Center is an important amenity to keep people in the community.

Ms. Selkove asked what can be done for small businesses?

Mayor Cieslewicz said the Chamber of Commerce and the City have developed a program to help businesses cope with road construction. He would like to hear from the SBAC (Small Business Advisory Council) and the EDC for more ideas about this.

Mr. Her noted St Paul, Minnesota invested in an area to create the spark for redevelopment in an industrial area. He encourages the Public Market planning to include the Capitol East District.

Mayor Cieslewicz agreed with Mr. Her. He noted over \$10 million was spent on the Villager Mall, and also in the Allied Drive area to create the sparks for redevelopment.

Ms. Stone explained she owns a small tech recruiting agency and sees a lack of business incubator space for start-up businesses in Madison. She does not see the software industry as being supported in Madison and asked for the Mayor's thoughts on this.

Mayor Cieslewicz responded that not all eggs are in the BioAg basket. He is interested in any tech start-up and said the East Rail Corridor is great for this.

Ms Stone responded that the out-of-town talent she hosts in Madison are concerned about lack of space.

Mr. Clarke would like to see strong involvement of the new director of DPCED in economic development, not just planning.

Mayor Cieslewicz said there will be a business person on the interview panel.

Mr. Mendoza recalled some applicants had economic development experience and some are from the Midwest.

Mr. Zimmerman asked what are they looking for in the master plan for high speed rail? A civic planner who has less public works experience than economic development experience?

Mayor Cieslewicz said at this time we do not know what we will get. We are still writing the RFQ. It will combine community/stakeholders and planning and market truthing.

Chairperson Nelson asked about the preliminary phase?

Mayor Cieslewicz said the station may be in the DOA building and we already had planned to rebuild the Gov. East parking ramp. The question is what is above the public market? A hotel? Offices?

Ms. Selkove asked what is the City's role in developing jobs?

The Mayor said there is not much we can do. We have projects such as Allied Drive reconstruction that hired local residents and was successful.

Alder Schmidt asked for the Mayor's thoughts on how the neighborhood plans fit within the development review process and the comprehensive plan?

Mayor Cieslewicz doesn't know and asked the EDC to look at this.

Chairperson Nelson thanked the Mayor for attending the meeting.

Mr. Cooley noted the short timeframe the Mayor had asked for. He suggested the EDD staff work with Planning Division staff to pull the reports from the various groups together and create a strawman report with recommendation and options for EDC review.

Mr. Clarke noted the EDC had a pre-final version of the economic development plan that was presented at a special meeting of the Council to get their ideas and it was a successful meeting. He suggested doing the same for this project. Mr. Clarke also noted there is a set of comparable cities already in the LaFollette report.

Mr. Cooley referred to the development process flow charts. The first part is the pre-application meeting with the neighborhood and the Alderperson and the second part is the actual city review process.

Mr. Zimmerman asked about the Urban Design Committee and the Planning Commission? He said some neighborhoods that are non-residential are easier to develop in than others.

Mr. Clarke would like the EDC to see all reports on the development process review.

Chairperson Nelson asked for all the reports in advance of the next EDC meeting to allow time for review. He said the July and August EDC meetings will deal primarily with the development process review.

Ms. Selkove wants to make sure the EDC gets all input on the development review process.

Chairperson Nelson asked that all reports be placed in the Legistar file.

Alder Schmidt said the neighborhood part tends to be challenging because of the differences in neighborhoods. Historically the City has let neighborhoods and developers work out their differences. He said the life of a neighborhood plan is ten years.

Mr. Clarke said there are many plans for the East Isthmus area and he was told the most recent plan has the greatest weight.

Chairperson Nelson said the process needs to be predictable and friendly.

Mr. Cooley said lots of money is spent by the developers and the City to review plans. The City needs to be more productive.

Chairperson Nelson asked how to take this forward?

Mr. Cooley said we need a comprehensive package to take to the Council.

Ms. Selkove asked about holding a public hearing?

Chairperson Nelson said public input is gathered by all groups and perhaps the EDC meeting would be enough.

Ms. Selkove said we need to hear directly from the people impacted.

Mr. Zimmerman agreed.

Mr. Her said the community input for the ED Plan was helpful.

Ms. Selkove said it would be nice to have separate listening sessions.

Ms. Stone said it would be more efficient if the listening session was separate from the EDC work session.

Mr. Cooley said a public hearing could occur after the draft document is written.

Mr. Clarke said a hearing needs to be a separate meeting.

Chairperson Nelson asked for a chart of all the meetings.

Mr. Clarke said if the EDC makes recommendations about the Plan Commission they will want to give feedback on them.

3      [18565](#)

SUBSTITUTE - Accepting the 2010 Madison Public Market (MPM) Site Analysis for locating a Madison Public Market and the Economic Contribution of the Proposed Madison Public Market to the Regional Economy Reports (collective "the Reports"), and the Recommendation that the Government East Parking Ramp be selected as the preferred site for the development of a Madison Public Market, and authorizing the Mayor and City Clerk to enter into an agreement with Common Wealth Development, Inc., to provide \$100,000 in funds to proceed with the preparation of documents and materials for the preliminary architectural and engineering services; management of budget, fundraising, and outreach; market operations; and updates to tenant leasing reports.

**A motion was made by Selkove, seconded by Sanchez, to Return to Lead with the Recommendation for Approval to the BOARD OF ESTIMATES. The motion passed by the following vote:**

**Excused:** 2 -

Mark Clear and Joseph W. Boucher

**Ayes:** 9 -

Peng Her; Victoria S. Selkove; Julia Stone; Gabriel A. Sanchez; Douglas S. Nelson; Edward G. Clarke; Matthew C. Younklee; Chris Schmidt and Joseph R. Clausius

**Noes:** 1 -

Alfred L. Zimmerman

Registered speakers: Alan J. Hart, 1245 E. Washington Ave., #207, representing Northstar Economics, Inc., Commonwealth Development, and Blue Planet Partners, speaking in support. Marianne Morton, 610 Schiller Court, representing Commonwealth Development, speaking in support. Jim Bower, 1411 Morrison St., representing Blue Planet Partners, speaking in support. David Ward, 1245 E. Washington Ave., #207, representing Northstar Economics, Inc., speaking in support.

Michael Gay, City of Madison Economic Development Specialist, said that in 2008 the Brayton Lot was selected for a public market. At that time a resolution to accept the plan and allocate \$100,000 in funding to study additional sites was approved by the Council.

Marianne Morton, Executive Director of Common Wealth Development Inc, said the purpose of the report was to look at three sites and compare them to the Brayton Lot. The report looked at sixty-five variables and the Downtown site rated as the most

viable for a public market. She directed people to look at page fifteen. She said the Government East site is a smaller site so the market is downsized to 44, 000 square feet. The time to build the public market is now to create construction jobs.

Jim Bower, Blue Planet Partners, said the report was done before the announcement of the downtown high speed rail station. The Government East site is first because of the availability of underground parking.

David Ward, CEO of North Star Economics, Inc, reviewed his handout of a twelve slide PowerPoint presentation. He continued a public market is different than a farmers market and is a quality of life destination for Madison.

Mr. Bower noted the report did not consider the impact on tourism of a public market.

Mr. Cooley asked about the multiplier used for the number of jobs created by a public market?

Mr. Ward said it is based on payroll and spending.

Mr. Clarke asked if the original business plan was based on a 60,000 square foot market?

Mr. Ward used a 48,200 square foot model for the report.

Mr. Clarke asked if this is the highest and best use of the Government East site?

Mr. Bower said this is a solid use for the first floor and a hotel or offices could go above it.

Mr. Olinger said the Governor did not make the high speed rail location announcement until April. The question is how to make a hotel and 1,200 car parking ramp fit. He is working on a request for proposal (RFP) for a consultant with marketing and engineering expertise.

Mr. Nelson asked if this is a three block area?

Mr. Olinger said the station will be at 1 W. Wilson or 101 E. Wilson St. and this would make a 3 block area of redevelopment.

Ms. Selkove asked how much will be put into the Capitol Budget for 2011 for this?

Mr. Olinger said some money for engineering and an architect, in 2011 money for Block 88 underground parking and in 2012 construction of the project.

Alder Schmidt asked if there are restraints in using Blocks 88 and 105?

Mr. Olinger said Pinckney Street might have a different use maybe access to the parking ramp.

Chairperson Nelson asked if the public market is 48,200 square feet?

Mr. Olinger said it could be 52,000 square feet including the ramps and loading areas.

Mr. Zimmerman said the market does not fit this site and needs to go on E. Washington Ave. It fits the Brayton Lot where it could be larger and encourage people in the E. Washington Corridor to use it. It is for the residents not the tourists.

Chairperson Nelson asked when people use a public market?

Mr. Bower said primary demand is late afternoons and evenings. The Brayton lot had too long of a development timeframe and this is being driven by financial feasibility. Once built the public market will be a major destination.

Mr. Olinger noted in Cleveland there are over one million visitors a year at their market.



Ms. Morton said they are looking at a different mix of tenants at the Government East site for the Brayton Lot.

Mr. Her asked about traffic flow?

Mr. Olinger said traffic will be looked at in the master planning of the area.

Mr. Zimmerman asked if this is the right time for this project?

Ms. Morton responded if not now when will it happen? If we wait we will lose the opportunity for a public market.

Mr. Cooley said the public market is a city amenity and is flexible and the business plan can be changed.

Ms. Selkove said this is an exciting project.

Mr. Younkle said the public market will attract the creative types and supports it

Chairperson Nelson asked about the next steps?

Mr. Bower said working out the traffic flow, getting some architectural schematics and identifying potential tenants are next. As well as securing more funding. This is a complex project.

Alder Clausius said this is good for the entire city.

Ms. Stone is concerned about parking and green space.

Mr. Olinger said it will probably be built up to the lot lines.

Ms. Stone asked if the multiplier assumed all workers will make \$12 per hour and the leakage?

Mr. Ward answered yes on the wages and said 25% leakage goes to taxes and 4 % for leakage. The regional multipliers are updated yearly.

Mr. Clarke expressed concern about the specificity of the location. This location is highly desirable and why limit other potential development?

Ms. Morton said the timing of the rail station is fast.

Mr. Zimmerman asked if other options were considered for this lucrative spot?

Chairperson Nelson noted the public market is the first floor anchor to a multi-story development.

Ms. Selkove said the perception of the Brayton Lot being too far is a real problem.

Mr. Younkle noted the availability of the Government East site now.

Mr. Zimmerman has seen public markets that have failed in Shang Hai, China, Osaka, Japan and Dallas Ft. Worth area.

Mr. Clarke is concerned that the development community has not weighed in on this.

Chairperson Nelson said the motion does not rule this out.

Alder Schmidt noted Pikes Place Market was created anew and was not a reuse of other markets.

Mr. Zimmerman said the Brayton lot has access to transportation and the

Government east lot is more of a retail setting.

**ADJOURNMENT**

The meeting adjourned at 7:21 pm.