



City of Madison

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

Wednesday, September 30, 2009

5:00 PM

215 Martin Luther King, Jr. Blvd,
Room 260

SPECIAL MEETING

CALL TO ORDER / ROLL CALL

The meeting was called to order at 5:05 pm.

Present: 8 -

Mark Clear; Victoria S. Selkove; Julia Stone; Richard A. Slone; Sandra J. Torkildson; Gabriel A. Sanchez; Joseph W. Boucher and Douglas S. Nelson

Excused: 2 -

Peng Her and Edward G. Clarke

Also present: Mark Olinger, DPCED Director; Matthew Mikolajewski, OBR Manager.

PUBLIC COMMENT

None.

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Planning & Community & Economic Development: 2010 Capital Budget

Mr. Olinger gave a presentation on economic development items found within the Mayor's proposed 2010 Capital Budget. Mr. Olinger focused primarily on projects found within the Department of Planning & Community & Economic Development section of the budget. These included projects within various TIF districts, downtown plan completion, the Edgewater Hotel, Capitol Gateway Corridor, Central Park, BioAg Gateway and BioLink, Wingra BUILD and the Truman Olson BRAC process, Allied Drive, Villager, study of the future of the Government East parking structure, and studying a possible relocation of the E. Washington Madison Metro facilities. Within the City Engineering budget, Mr. Olinger recognized the work to be completed on Pleasant View Road next year to facilitate the development of University Research Park II. Mr. Olinger also discussed the continued work proposed for the ELAM permitting software and Capitol Square improvements.

Mr. Sanchez inquired about how flexible the budget is?

Mr. Olinger noted that each Department submits a Capital Budget every year. Once the budget is adopted, it can be amended if necessary.

Ms. Selkove questioned if the job creation that will result from these capital investments is ever tracked?

Mr. Olinger provided Allied Drive as an example of where the City proactively insured that area residents would receive employment opportunities as part of the construction of the new apartment buildings. The City was successful in securing employment for sixteen (16)

individuals.

In a similar manner, Mr. Olinger noted that there has been an attempt to track job creation as part of the Federal stimulus projects.

Ms. Torkildson noted that trade organizations may have great information of employment related to trades that are involved in construction projects.

Mr. Slone questioned if the City will track the future of the sixteen (16) individuals who were employed through the Allied Drive project? Mr. Olinger noted that there would likely be some follow-up interviews.

Mr. Nelson questioned what some of the implications of the proposed rail projects may be on the City?

Mr. Olinger gave a summary of the status of the rail projects and noted that it will likely be a little while before the City sees these projects.

Mr. Olinger will report back to the EDC with employment figures from capital budget funded projects.

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Adopting the 2010 Economic Development Division Work Plan.

A motion was made by Slone, seconded by Clear, to RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER. The motion was approved unanimously by voice vote.

Mr. Mikolajewski described the previous work completed by the EDC, Council, and City staff on the 2010 Economic Development Division Work Plan. Mr. Mikolajewski noted that this Work Plan was formally submitted to the Council on September 15th. It is now before the EDC for action.

Mr. Mikolajewski reminded the EDC that the Work Plan is for the entire Economic Development Division, which includes three offices: Office of Economic Revitalization, Office of Business Resources, and Office of Real Estate Services. At the request of Alder Clear, Mr. Mikolajewski provided additional information regarding the functions of the Office of Economic Revitalization.

Discussion:

Ms. Selkove made two recommendations for amending the Work Plan. First, Ms. Selkove noted that although Recommendation # 2 recognizes the need for quality job creation, the document does not define what constitutes a quality job. Ms. Selkove believes it should.

Second, Ms. Selkove suggested that the job creation, physical development linkage noted on Page 9 could easily be incorporated into Recommendation # 3.

Ms. Torkildson questioned how the jobs could be tracked, especially given that no funds have been allocated for this purpose. Mr. Nelson echoed this concern.

As a follow-up to Ms. Selkove's question about defining "quality jobs," Mr. Mikolajewski noted that the accepted *3-5 Year Strategic Economic Development Implementation Plan* provides a definition of quality jobs. Mr. Mikolajewski read the definition, which states that quality jobs are those that "pay at least a living wage, have competitive benefits, and have promotional and human growth opportunities."

Mr. Slone questioned how OBR would only focus on quality jobs?

Mr. Mikolajewski indicated that subconsciously, OBR staff already places a priority on those prospects that will create quality jobs; however, he agreed that it is something that should be

written into the Work Plan.

Mr. Slone asked for some clarification regarding the title of Recommendation # 2 and Mr. Mikolajewski furnished a reply.

Ms. Torkildson questioned how we track job creation today, and how we could in the future?

Mr. Mikolajewski indicated that it depends on the degree of interaction that the City has with a business. City staff sometimes is asked to simply provide some direction regarding available assistance or space. In this case, the City really doesn't have a lot of information about the business. In other cases; however, where the City is providing financial assistance through TIF for the Capital Revolving Fund, the City would likely have information about the types of jobs being retained/created.

Mr. Mikolajewski continued that there are software packages available that can also help the City calculate the jobs to be created/retained through various industry sectors. The Workforce Development Board of South Central Wisconsin uses one of these programs; however, it is something that the City may consider purchasing.

Ms. Selkove suggested adding broad language within Recommendation # 2 and # 3 to direct staff to identify quality jobs.

Ms. Stone expressed some concern about devoting too much time to tracking.

Mr. Mikolajewski noted that there are currently not requirement for applicants seeking City permits to furnish information about the types of jobs that will be generated within their proposed projects, and Mr. Mikolajewski advised against such a requirement. It is, however, often requested when applicants are seeking TIF or Capital Revolving Fund assistance. Mr. Mikolajewski noted the challenge of tracking now due to limited staff availability.

Mr. Slone recommended the following language: "City staff will encourage through available means development and tracking of quality jobs."

Alder Clear noted that contractors are already comfortable with providing some of this information because of some of the requirements for working with the City.

Ms. Stone asked about the definition of a living wage?

Mr. Mikolajewski noted that this is set by the City, and changes over time.

Ms. Selkove requests that a one- or two-sentence explanation of each of the City's programs be included for all of the tools found in Recommendation # 4.

Alder Clear asked whether items not included within next year's plan (those found on p. 8 and later in the document) would be included or dropped from this document?

Mr. Mikolajewski recommended keeping them in the document in case additional resources become available, and so that they are memorialized for consideration in future work plans.

Mr. Nelson requested Mr. Mikolajewski to review the suggested changes that had been made during the discussion. They include:

1. Add the definition of "quality jobs" noted above to the narrative of Recommendation # 2 and # 3.
2. Move the statement regarding job creation - physical development connection found on Page 9 to the narrative of Recommendation # 3.
3. Add Mr. Slone's proposed language regarding the tracking of quality jobs to the narrative of Recommendation # 2 and # 3.
4. Add a brief description statement for each economic development tool outlined in Recommendation # 4.

Mr. Nelson asked if there were any objections to considering these changes a friendly amendment to the motion made earlier by Mr. Slone and seconded by Alder Clear. There were no objections to considering these suggestions friendly.

Ms. Selkove requested a copy of the revised work plan. Alder Clear noted that it would be forwarded to the Council next Tuesday.

ADJOURNMENT

The meeting was adjourned at 6:19 pm.