



City of Madison

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

Wednesday, April 13, 2011

5:00 PM

215 Martin Luther King, Jr. Blvd
Room 260

CALL TO ORDER / ROLL CALL

The meeting was called to order at 5:03 PM by Vicky Selkove, acting Chair for this meeting.

- Present:** 9 -
Mark Clear; Victoria S. Selkove; Julia Stone; Sandra J. Torkildson;
Gabriel A. Sanchez; Edward G. Clarke; Matthew C. Younkle; Ald. Chris Schmidt and Ald. Joseph R. Clausius
- Absent:** 1 -
Alfred L. Zimmerman
- Excused:** 3 -
Peng Her; Joseph W. Boucher and Douglas S. Nelson

Also Present:

Aaron Olver, EDD Director; Peggy Yessa, Michael Gay and Matt Mikolajewski, Office of Business Resources; Bradley Murphy, Planning Division Director; Paul Muench, City Sustainability Plan Subcommittee; Peter Ostlind, Capitol Neighborhoods Inc. (CNI).

APPROVAL OF MINUTES

A motion was made by Sanchez, seconded by Clarke, to Approve the Minutes of March 16, 2011, meeting. The motion passed by voice vote.

PUBLIC COMMENT

None at this time. Speakers are identified in the discussion notes for the appropriate item.

DISCLOSURES AND RECUSALS

None

NEW BUSINESS

- 1 [21481](#) To approve the Madison Sustainability Plan.

A motion was made by Ald. Schmidt, seconded by Clear, to Return to Lead with the Following Recommendation(s):

Recommend adoption of the Madison Sustainability Plan, with the following changes, as noted in the April 7th BID memo;

- Delete the TDM plan requirement for events over 200 people (page 22)
- Delete the downtown toll zones (page 28)

and incorporate into the plan the following changes from the March 11th memo from Matthew B. Mikolajewski, Office of Business Resources Manager:

- Goal 4 - Add Mr. Mikolajewski's comment on the second page of his memo about connecting the City in the surrounding agricultural economy.
- Goal 7 - Delete the action calling for City ED staff to monitor and promote informal economic activities.
- Address the other concerns and questions outlined in the memo.

Sent to the SUSTAINABLE DESIGN AND ENERGY COMMITTEE. The motion passed by the following vote:

Absent: 1 -

Zimmerman

Excused: 3 -

Her; Boucher and Nelson

Ayes: 6 -

Clear; Selkowe; Stone; Sanchez; Ald. Schmidt and Ald. Clausius

Noes: 3 -

Torkildson; Clarke and Younkle

Paul Muench, a member of the Sustainability Plan Subcommittee, said the City's first sustainability plan was written in 2004 and titled *Building a Green Capitol City*. He explained the drafting of the *Madison Sustainability Plan: Fostering Environmental, Economic and Social Resilience* has been underway for a year. This plan utilized The Natural Step framework (TNS). Each section has a vision, goals, and action items.

Ms. Torkildson said the comment memo from the BID needs to be noted. The requirement for a Transportation Demand Management Plan (TDM) for events over 200 people is a burden for the non-profit groups putting on events. Many events are on weekends when there is limited bus service. Requiring a TDM is only creating a job for the consultant. She said businesses are against the downtown toll fees. This does not encourage people to come downtown.

Mr. Sanchez noted there is no Latino Business Association, it is the Latino Chamber of Commerce.

Ms. Selkowe questioned if this is a draft or a final report?

Mr. Muench said it is a draft and will come back to the EDC.

Alder Clear said given the number of comments, a 45-day return to Council for approval is not possible. He does not know why in the Legistar System, the Landmarks Commission is the lead agency for this.

Mr. Murphy said the Council added the Landmarks Commission at their last meeting.

Mr. Clarke supports the BID comments and the comments from Mr. Mikolajewski. He encourages the EDC to support the comments from Mr. Mikolajewski.

The plan is so big it dilutes the really good stuff. Affordable housing and K-12 education are notable but distract from the rest of the report.

A motion was made by Alder Schmidt, seconded by Alder Clear, for the EDC to recommend consideration of the comments outlined in the memo submitted by Mr. Mikolajewski.

Alder Clausius made a friendly amendment to include the BID memo in this motion. Alders Schmidt and Clear accepted the amendment.

Ms. Selkove asked if there was any other discussion? She asked how do the questions or concerns in the memos give the Sustainability Committee direction for change to the report?

Alder Schmidt suggested restating the motion to approve the plan and consider the items in the memo.

Mr. Younkle asked to go through the memos bullet by bullet item.

Alder Schmidt suggested adding specific changes in the motion.

Mr. Clarke wants assurances the changes will happen and cannot support the motion as it is.

Alder Clear said we cannot tell the committee what to do.

Mr. Younkle said the EDC should recommend the parts that are stated.

Alders Schmidt and Clear withdrew the motion.

2 [22007](#)

Madison Public Market Update

Mr. Olver explained that at the last EDC meeting the EDC requested to hear updates on real estate projects in the City. Staff selected the Madison Public Market for this meeting's update.

Michael Gay, Office of Business Resources, explained the Madison Public Market is an economic development project to support dynamic local entrepreneurs and promote the urban-rural agriculture connection.

The webpage for the Madison Public Market is
www.cityofmadison.com/planning/madisonpublicmarket
<<http://www.cityofmadison.com/planning/madisonpublicmarket>>

Mr. Clarke asked if a hotel is included in the Public Market?

6:10 PM: Alder Clausius leaves, a quorum is still present.

- Present:** 8 -
Mark Clear; Victoria S. Selkove; Julia Stone; Sandra J. Torkildson;
Gabriel A. Sanchez; Edward G. Clarke; Matthew C. Younkle and Ald. Chris Schmidt
- Absent:** 1 -
Alfred L. Zimmerman

Excused: 4 -

Peng Her; Joseph W. Boucher; Douglas S. Nelson and Ald. Joseph R. Clausius

Mr. Olver said the Marcus Group and ULI are still looking at downtown hotel sites.

Alder Schmidt asked how many total floors will be in this project?

Mr. Gay said there will be eight or nine stories and the possibility of two towers for offices. The private sector could develop the towers as offices or condominiums.

Ms. Torkildson asked if Northstar Economics data included the high-speed rail station?

Mr. Gay said their analysis was done before the rail station was selected to be located downtown.

Ms. Torkildson asked if other cities the size of Madison have public markets? Can a public market be supported by Madison's population density?

Mr. Gay responded the software used by Northstar Economics is used by all economic development consultants. Downtown Madison is continuing to have construction. More tourism means more hotel rooms and more conferences and conventions Downtown.

Ms. Selkove asked if the EDC can help with any obstacles or connections on this project?

Mr. Gay said this is the last large area of the downtown to be rebuilt, the Public Market business plan will come back to the EDC and this area is not in the BID and it needs to be.

Ms. Stone noted the goal is to get "good tenants" and provide opportunities for entrepreneurship? These might not be the same group of businesses and how do we leverage these two groups?

Mr. Gay said Madison Development Corporation, Wisconsin Woman's Business Initiative Corporation, the City Equal Opportunities Commission are all existing resources for the potential Public Market occupants to use. There might also be different rental rates for different types of businesses. He added that the Milwaukee Public Market is five years old and it has taken that long to refine their business plan.

3 [21454](#)

Accepting the Development Process Initiative Report dated January 31, 2011 as amended and approved by the Economic Development Committee on February 16, 2011; and, directing the City Attorney and responsible department/division directors to begin immediate implementation of the recommendations contained therein, including the formulation of ordinance modifications and budget proposals where necessary.

A motion was made by Alder Schmidt, seconded by Mr. Clarke, to re-refer the redlined version, the matrix, and the CNI letter recommendations for discussion at the May 18th EDC meeting. The motion passed by voice vote.

Registered speaker, Peter Ostlind, representing the Development Review Oversight Committee of Capitol Neighborhoods, Inc., 532 W. Main St., read from and

distributed copies of a CNI April 13th letter on the redlined version of the Feb. 16th copy of the report.

Alder Schmidt asked about goal G8e on the matrix?

Mr. Olver explained the three documents:

- 1. Redlined version of the report. He noted the Plan Commission had given comments on a page by page basis.*
- 2. The matrix was developed to show more complicated changes when committees suggested contrary changes to the report.*
- 3. The alternative introduction.*

He continued to say that the EDC's job is to review the changes and concur with them or use the original version.

Alder Clear said the Board of Estimates (BOE) is getting the report at their May 9th meeting and then it would go back to Council at their May 17th meeting for final action. If the EDC refers it to the next EDC meeting on May 18th it will not go to Council until June. The EDC may want to wait until the BOE and Mayor Elect Soglin have had a chance to review the report.

Ms. Stone asked if the BOE comments are currently on the matrix?

Mr. Olver replied ARC comments are from Alder Rhodes-Conway, who is a member of the BOE and would have raised these questions at the BOE had they seen the redlined version. These are not the official BOE comments.

Mr. Younkle asked when the BOE will see the redlined version?

Mr. Olver said the redlined version was created as a tool for the EDC to use for review. What does the EDC want to do?

Mr. Clarke said he likes the redlined version and wants to be sensitive to the new administration. He asked if the EDC could invite the new Mayor or his representative for his thoughts on the report?

Ms Selkove asked for any amendments to it be submitted in writing to the EDC before the next meeting.

Mr. Olver clarified this would also include the memo from Brad Murphy and the new introduction.

Alder Schmidt clarified there would be no more versions of the report at this point so all remaining reviewing bodies would be looking at the same redlined document.

Mr. Clarke thanked staff for all their work on the report.

4 [21360](#)

EDD Director Report

Mr. Olver noted there is a new Mayor.

Ms. Selkove leaves at 6:45 pm; a quorum is still present. Ms Torkilson becomes the Chairperson for the rest of the meeting.

- Present:** 7 -
Mark Clear; Julia Stone; Sandra J. Torkildson; Gabriel A. Sanchez;
Edward G. Clarke; Matthew C. Younkle and Ald. Chris Schmidt
- Absent:** 1 -
Alfred L. Zimmerman
- Excused:** 5 -
Peng Her; Victoria S. Selkove; Joseph W. Boucher; Douglas S. Nelson
and Ald. Joseph R. Clausius

- 5 [17643](#) Upcoming Meetings
- Ms. Yessa will poll EDC members for their availability for an EDC meeting on May 11th.
 - EDC members could attend the May 9th BOE meeting.

- 6 [18860](#) Introduction of New Items from the Floor
- None.

7 **ADJOURNMENT**

The meeting was adjourned at 6:50 pm.