



# City of Madison

City of Madison  
Madison, WI 53703  
www.cityofmadison.com

## Meeting Minutes - Approved ECONOMIC DEVELOPMENT COMMITTEE

*Consider: Who benefits? Who is burdened?  
Who does not have a voice at the table?  
How can policymakers mitigate unintended consequences?*

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Wednesday, November 17, 2021

5:00 PM

Virtual Meeting

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### CALL TO ORDER / ROLL CALL

Due to Chair Madison's excused absence, Ald. Furman agreed to lead the meeting, there were no objections. He called the meeting to order at 5:0X pm with quorum present.

Staff Present: Matt Mikolajewski, Saran Ouk, Ruth Rohlich, Mike Miller, Tom Otto, Angela Puerta, Breanna Collins and Jeff Greger.

Present: 7 - Donna V. Moreland; Susan M. Bulgrin; Wayne R. Harris; Karina Mendoza; Seth W. Lentz; Kabah Bah and Keith Furman

Excused: 3 - Sabrina V. Madison; Nasra Wehelie and Lindsay Lemmer

### APPROVAL OF MINUTES

A motion was made by Harris, seconded by Bulgrin, to Approve the Minutes from the July 21, 2021 meeting. The motion passed with Moreland abstaining.

### PUBLIC COMMENT

1. [68339](#) Public Comment EDC 11-17-21

**Attachments:** [EDC 11-17-21 RegistrantsReport-PriorMeetings \(1\).pdf](#)

None.

### DISCLOSURES AND RECUSALS

None.

### NEW BUSINESS

2. [68084](#) Adopting the South Madison Plan as a supplement to the Comprehensive Plan and directing staff to implement the recommendations contained in the plan.

**Sponsors:** Sheri Carter and Tag Evers

**Attachments:** [South Madison Plan-Draft 11-02-21.pdf](#)  
[Public Comments-Draft Plan.pdf](#)  
[Public Comments 11-02-21.pdf](#)  
[SMP\\_CDA\\_memo.pdf](#)  
[SMP\\_TPPB\\_memo.pdf](#)  
[ED\\_memo\\_Nov17.pdf](#)  
[South Madison Plan MEMO-Housing Strategy Comm Nov 18 2021.pdf](#)  
[South Madison Plan PRESENTATION-Housing Strategy Comm Nov 18 2021](#)  
[SMP\\_UDC\\_memo.pdf](#)  
[SMP\\_draft\\_plan\\_TPPB.pdf](#)  
[SMP\\_CDA\\_draft\\_plan\\_presentation.pdf](#)  
[Public Comment FW 11 17 Agenda Item 2\\_South Madison Plan.pdf](#)  
[Public\\_Comments\\_UDC\\_11-17-21.pdf](#)  
[Emailed Public Comments-Housing Strategy Committee 11-18-2021.pdf](#)  
[MEMO South Madison Plan CDBG 12-2-2021.pdf](#)  
[South Madison Plan Draft BPC 12.8.21 Presentation.pdf](#)  
[South Madison Plan- Planning Div Memo.pdf](#)  
[SoMadPlanUDCReport111721.pdf](#)  
[SMP Parks Commission Public Comment Dec 2021.pdf](#)  
[SMP\\_Plan Commission Presentation 12-12-21.pdf](#)  
[Public\\_Comment\\_12-12-21.pdf](#)  
[SMP\\_Plan Commission Memo 12-13-21.pdf](#)  
[Public Comments 12-13-21.pdf](#)  
[Heck Amendment to SMP 12-13-21.pdf](#)  
[Evers Amendment to SMP 01-03-22.pdf](#)  
[SMP\\_draft\\_plan\\_Common\\_Council.pdf](#)

**A motion was made by Bulgrin, seconded by Harris, to Return to Lead with the Recommendation for Approval to the PLAN COMMISSION. The motion passed by voice vote. Moreland left the meeting after the vote, at 5:44pm. Quorum was maintained.**

## DISCUSSION ITEMS

3. [66487](#) Discussion Regarding Format of Future EDC Meetings

**Attachments:** [OBR Presentation for EDC 11.17.21.pdf](#)

**EDC members were polled regarding their preference to continue with meeting virtually via Zoom or meeting in person in 2022. All members in attendance indicated they would like to continue to meet virtually.**

4. [60990](#) Equitable Economic Response and Recovery

**Attachments:** [2022 EDD Work Plan Overview - EDC 1-19-22.pdf](#)

Office of Real Estate staff presented on programs that are being utilized to assist the business community, particularly BIPOC and historically underrepresented business owners.

5. [27862](#) Introduction of New Items from the Floor

None.

6. [45135](#) Next Meeting

Agenda items for future meetings:

- Adopted 2022 budget overview of EDC related items
- OBR's plans for 2022
- Workplan draft for 2022

#### ADJOURNMENT

A motion was made by Lentz, seconded by Harris, to Adjourn. The motion passed by voice vote.