



# City of Madison

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

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Wednesday, July 21, 2010

5:00 PM

215 Martin Luther King, Jr. Blvd  
Room 260 (Madison Municipal Building)

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### CALL TO ORDER / ROLL CALL

The meeting was called to order at 5:07 pm.

**Present:** 8 -

Peng Her; Victoria S. Selkove; Julia Stone; Joseph W. Boucher; Douglas S. Nelson; Edward G. Clarke; Matthew C. Younkle and Chris Schmidt

**Excused:** 4 -

Mark Clear; Gabriel A. Sanchez; Joseph R. Clausius and Alfred L. Zimmerman

Also present: Timothy Cooley, EDD Division Director; Matt Mikolajewski, Office of Business Resources Manager; Peggy Yessa, EDD Division.

### APPROVAL OF MINUTES FROM JUNE 16

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

### PUBLIC COMMENT

None.

1      [18496](#)      Election of New Vice-Chairperson

A motion was made by Mr. Younkle, seconded by Mr. Clarke, for Mr. Boucher to serve as Vice-Chairperson.

Mr. Boucher said he would be happy to serve as Vice-Chairperson.

The motion was approved by voice vote.

2      [17638](#)      Downtown Plan Work Group

Ms. Stone said the Downtown Plan had been discussed at prior meetings. She asked about a focus to evaluate in terms of economic development?

Chairperson Nelson asked about the timetable for the DT Plan?

Mr. Clarke said September is the target date of the plan.

Ms. Selkove noted the short timeframe.

Ms. Stone asked what other cities have done?

Mr. Clarke suggested the discussion group go back to the Economic Development Plan to see what the goals are in place and what has emerged since the ED Plan was adopted and then look at the Downtown Plan.

**Alder Clear arrived at 5:12 pm**

**Present:** 9 -

Peng Her; Mark Clear; Victoria S. Selkove; Julia Stone; Joseph W. Boucher; Douglas S. Nelson; Edward G. Clarke; Matthew C. Younkle and Chris Schmidt

**Excused:** 3 -

Gabriel A. Sanchez; Joseph R. Clausius and Alfred L. Zimmerman

Mr. Cooley said financial feasibility, looking at plans from other cities, how to pay for development, fiscal sustainability, how to grow the tax base, are topics that could be included in the DT Plan.

Ms. Selkove noted this is a big task.

Mr. Cooley noted that there are many pictures but how to do the work is not in the plans.

Mr. Clarke said a vision is needed to work toward and we need grand, big ideas for the Downtown.

3      [18492](#)

**EDD Director Report**

Mr. Cooley listed the following projects that EDD staff are involved in:

- Reuse of blocks 88 and 105 for hotel, rail and public market,
- Capital East District
- Search for Department Director, three finalists did not make the cut
- 149 E Wilson St condos
- Tim Metcalfe and the John Nolen project
- Royster Clark
- BioAg Gateway/BioLink
- Truax Redevelopment
- Sprecher Road
- Villager Mall
- Morningstar Dairy
- Rimrock Hotel
- University Research Park II
- Erdman property
- Mullins Project on Old University Ave
- Business Retention
- Wehr Minerals
- Copps at Grandview commons
- Center for Industry and Commerce
- Business assistance
- Real estate transactions

- New BIDs
- Downtown Plan
- Land banking
- Next year's budget

Alder Clear asked for specifics on land banking?

Mr. Cooley said the Royster Clark property, and the East Washington area might benefit from land banking. A Sustainability Center modeled after one in Freiberg Germany and the need to be proactive to develop space in the district as possible uses of funds.

Chairperson Nelson asked if the \$5M for land banking is in the budget?

Mr. Cooley said yes it needs to be reauthorized for the next budget plus more is needed for new projects. The use criteria has clearly been developed.

Ms. Selkove asked if the criteria were finalized?

Mr. Cooley said no projects meets all the criteria, as the majority of projects do not have exit plan.

Chairperson Nelson asked how the money would be used?

Mr. Cooley said if a site is found where the fund could be used , the request would go to the Council for approval.

Chairperson Nelson asked for a timeline for the Erdman project?

Mr. Cooley said the Erdman project is moving forward. The Mullins Group is working with the Regent Neighborhood Association, looking what will work physically on the site next to a three story roadway. There is no neighborhood plan and the Mullins Group is anxious to move forward.

Mr. Clarke asked if the EDC will see new budget proposals?

Mr. Cooley said the EDC is advisory to the Mayor and Council.

Chairperson Nelson noted in the past the EDC has supported seeing capital expenditures.

Mr. Cooley said they are all rolled into the Department budget.

Mr. Mikolajewski said the Department budget request has been submitted to the Mayor and the Mayor will issue the Executive Budget.

Mr. Clarke said it is hard to believe there are no new City project budget requests.

Mr. Cooley said the biggest is the East Capitol District and the Public Market Square. The Downtown rail station requires 300 parking stalls to be put underground and preserve the air rights for development to add value. Dealing with temporary space needs for the area and deciding what goes above the parking all need to be done by 2013.

Ms. Selkove asked for a budget update from Tim and Mario at the September or October meeting of what is in the economic development realm.

Mr. Cooley said it would be added to the Aug. 18th EDC agenda.

Alder Schmidt asked for more information on the John Nolen /Metcalf project.

Mr. Cooley said it is a project being worked on by Vanderwall and the Metcalfe Family. It would open up the lakefront from Monona Terrace to the Beltline with plazas and green space. This is a philanthropic effort of the Metcalfe Family.

4      [18121](#)

#### Development Review Process

On June 30th , Mr. Cooley sent a memo to all Alders, neighborhood groups, business groups and planning councils. It asked for groups to get back with written comments by the end of July.

The Mayor's timeframe for this is aggressive. Some groups are working on their comments already. OBR staff are putting together a binder of all materials.

Mr. Cooley said there is some misinformation floating around and this is not an attempt to minimize neighborhood involvement in the process. Some Alders are holding a neighborhood meeting on July 31. He will attend.

He asked the EDC members to look at the process charts from Brad Murphy, Director of the Planning Division.

Mr. Cooley said the Chamber of Commerce is looking at presumptive approval in other cities. He said the Lafollette report looked at other cities. Madison is unique in the involvement of neighborhoods. State Statute defines land use review.

Mr. Cooley is available to speak to anyone about the rationale and goals of the development process review.

Alder Clear asked about a more realistic timeline?

Mr. Cooley said we are sticking with timeline in his June 30th memo.

Mr. Clarke said he thought we are looking at the review process from a high level and some people are afraid the EDC is going to tell others how to review developments.

Mr. Cooley agreed we are looking at this from a higher level. He said our purview is to put predictability in the process for the City, developers, businesses and financiers. He also noted 95% of the projects go through the review process just fine. The City should not give up on balancing short term wants and long term needs. He said the time needed for re-referrals has huge costs. The city does not have funds for cost/benefit analysis.

Alder Schmidt said from the neighborhood perspective there is a lack of clarity on procedures, where decisions are made and when to back off. The structure needs to be clarified as does the relationship of neighborhood plans to the Comprehensive Plan.

Mr. Cooley said a uniform framework is needed. As times change so does the economics of development and these are policy and process questions.

Alder Schmidt said knowing what recommendations mean are critical. His neighborhood plan was supplemental to the Comprehensive Plan.

Mr. Cooley said he is working with Mr. Murphy to show how the plans work together.

Chairperson Nelson said a good goal is to answer what is the right plan to use.

Ms. Stone asked where are examples of this from the public?

Mr. Cooley said to look at the Bugher report.

Alder Clear said much of the complaints are anecdotal and not documented.

Ms. Stone asked if there is a way to supplement research on other cities by doing it ourselves?

Mr. Cooley said the Chamber has asked Susan Gleason to look at presumptive approval in other Wisconsin cities. He said other cities that use the same state statutes could be looked at.

Chairperson Nelson hoped to look at similar cities for a more predictable model at least at a cursory level.

Mr. Clarke suggested looking at the cities that the THRIVE organization has already benchmarked.

Alder Clear said the statistical abstract of other cities does not give us development information.

Ms. Selkove asked for data from actual complaints; How many projects and their timeframes? Is there a sample of data that we can get through?

Chairperson Nelson asked about the missed opportunities that are not in the data?

Ms. Yessa noted Mr. Murphy is working on getting development review data for the EDC.

Alder Schmidt said data can be obtained from agendas but getting the missed opportunities data is difficult.

Ms. Stone would like to make the process more efficient and look at different processes.

Chairperson Nelson would like to know the number of projects approved each year.

Mr. Her asked about the customer feedback software that was mentioned in the Economic Development plan? Was it purchased?

Mr. Mikolajewski said to date no resources have been allocated for it.

Ms. Selkove said time is critical.

Mr. Cooley said if we do not get feedback the timeframe will slow down.

Mr. Clarke asked about the final recommendations.

Mr. Cooley said he expected to recommend options to the Council.

Mr. Clarke said it would be helpful to have staff recommendations included in the report.

Ms. Stone said she struggles with having no anecdotal data since the 2004 report. Would it be possible to do a survey?

Alder Clear asked what methodology would be used?

Ms. Stone said there is no data on the pre-application discussions.

Alder Clear said that data does not exist. The pre-application discussions are informal and may be between the developer and the alder or staff. He suggested we review the Development Assistance Team (DAT) agendas for the information only projects.

Mr. Mikolajewski explained that by the time a developer has a project for information only review at the DAT meeting it is ready to go and is past the pre-application stage.

Mr. Clarke suggested others read the public hearing testimony from 2004. It is part of the Bugher report.

Chairperson Nelson said the Edgewater projects show the points of concern.

Ms. Selkove asked the recommendations from the ED Plan be reviewed for connections with the development review process.

Alder Schmidt said at the last hearings there was little suggested. It is hard to quantify emotional and business actions.

Mr. Younkle suggested getting ideas for efficiency and predictability. Is the Parado principle, the 80/20 rule, in effect?

Mr. Cooley said we can gather issues from the stakeholders and see if they match the data or the anecdotal responses.

Ms. Selkove asked to clarify if the preliminary report would be done by August?

Mr. Cooley agreed that thirty days is a short timeframe and does not want to cutoff anyone's comments.

Alder Clear asked if the preliminary report would be finished before the hearings?

Mr. Cooley said the preliminary report would provide the EDC with as much information that comes in.

Chairperson Nelson said in theory the report could just be a compilation of everything that comes in.

Ms. Stone asked why two hearings?

Mr. Cooley said Mr. Murphy suggested the process be looked at in two segments: one is the pre-application phase out of City staff review and the second is the application phase that is the city process.

Ms. Stone agrees that this is efficient for the EDC and noted perhaps some people might be coming to both hearings.

Mr. Cooley said we want as much participation as possible.

He asked if the EDC wants to interview developers and investors to gather anecdotal evidence?

Mr. Clarke said this opens us up to too much variability.

Chairperson Nelson said hopefully the listening sessions will give us this input.

Ms. Selkove noted the City also gets praise for successful developments.

Mr. Cooley said if people want change they can show up at the hearings or submit written comments.

Mr. Her asked what if they are not willing to speak up for fear of repercussions?

Mr. Cooley said the Bugher Report has anecdotal evidence from the hearings.

5 [17643](#)

#### Upcoming Meetings

Ms Yessa noted that at the August meeting a topic will be information on the 2011 budget and economic development initiatives and information on THRIVE's Synchronist business survey by Michael Gay; in September Norman Davis will speak

about City Funded Projects and Job Creation and possibly Mark Olinger; in October the Regional transit Authority will do a presentation.

**6**      [18860](#)      Introduction of New Items from the Floor

Mr. Cooley mentioned the CNN Money Magazine Poll ranking Madison as 95th best small city.

**ADJOURNMENT**

**The meeting was adjourned at 6:40 pm**