



City of Madison

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

Wednesday, December 15, 2010

5:00 PM

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

CALL TO ORDER / ROLL CALL

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

Present: 8 -

Peng Her; Sandra J. Torkildson; Joseph W. Boucher; Douglas S. Nelson;
Edward G. Clarke; Matthew C. Younkle; Ald. Chris Schmidt and Ald.
Joseph R. Clausius

Excused: 5 -

Mark Clear; Victoria S. Selkove; Julia Stone; Alfred L. Zimmerman and
Gabriel A. Sanchez

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

APPROVAL OF MINUTES

A motion was made by Clarke, seconded by Boucher, to Approve the Minutes
of the November 29, 2010 meeting . The motion passed by voice vote.

PUBLIC COMMENT

There was none.

DISCLOSURES AND RECUSALS

Chairperson Nelson asked for any disclosures or recusals. There were none.

DISCUSSION ITEMS

1 [17643](#) Upcoming Meetings

Mr. Cooley asked the EDC to review and prioritize their top ten suggestions from the
list of EDC Future Topic Suggestions. He asked the EDC to send their priority list to
Ms. Yessa by end of the second week in January. Ms. Yessa will compile the lists
and bring it back for discussion at the January EDC meeting.

2 [17641](#) 2011 Economic Development Work Plan

Mr. Mikolajewski referred to the Oct 20th draft of the work plan and handed out an amendment reflecting the addition of the Small Business Development Specialist position. The Small Business Development Specialist duties will include business contacts, attending road construction meetings, developing an economic gardening program as recommended in the 3-5 Year Strategic Economic Development Implementation Plan, and tracking/reporting business contacts.

Alder Clausius asked about the recruitment of the Small Business Development Specialist?

Mr. Mikolajewski said it would be nationwide and he hoped to hire this person in March, April or May of 2011.

Mr. Clarke said in general he is fine with the work plan, however as the EDC has asked for in other plans and reports, could metrics be added in the future to track job growth, and the dollar amount City assistance given out? Perhaps this could be tied to the Economic Dashboard documents.

Mr. Cooley said staff will look at each item. There might not be a metric for some items.

Mr. Younkle said the Capital Entrepreneurs group is compiling year end data, such as state tax credits received and angel investments.

Mr. Cooley said the City of Madison does not require a business license and the State does not provide us with any data. If a business license was considered for the City of Madison it could be a source of data and produce a revenue stream that could be used for funding business initiatives. Maybe the EDC would like to discuss this further?

Mr. Clarke asked staff to look at the job creation of the incubators.

Chairperson Nelson suggested looking at the top 50 or 100 employers in the City of Madison.

A motion was made by Mr. Boucher, seconded by Mr. Clarke to approve the amended 2011 ED Work Plan and forward it to the Common Council. The motion passed by voice voice.

3 [18121](#)

Development Review Process

Mr. Cooley said two dates in January have been set for the subcommittee to meet and report back to the EDC at the February meeting. He has recently spoken with the editorial boards of the Wisconsin State Journal and the Capital Times.

Mr. Clarke also attended these meetings. He noted that the perception of this report has changed over time.

Ms. Torkildson asked when the meetings are scheduled?

Ms. Yessa said January 11th and 25th at 5:00 PM.

Mr. Cooley said the entire EDC is welcome to attend these meetings.

4 [20680](#)

High Speed Rail

Mr. Cooley said the project is over with but there are rumblings about a phase two round of funding. This is affecting the City planning efforts for the Public Market Square project.

Alder Clausius asked about the efforts to attract a second hotel downtown?

Mr. Cooley said no substantial proposals have come in. The Marcus Corporation has first rights for a hotel behind the Madison Municipal Building. Mr. George Austin has been hired to move the project forward and is working on this.

Mr. Clarke said a long term view needs to be taken on a train from Chicago to Minneapolis. This is a 50 - 100 year investment.

5 [18492](#)

EDD Director Report

Mr. Cooley said there are qualified interested parties looking at the Don Miller site that was purchased with the Land Bank funds.

Mr. Boucher asked if there is any activity on the Union Corners site?

Mr. Cooley said the City has some planning funds to look at what could go on the site. The original plan is not supported by the current economy.

Mr. Boucher asked about the Royster Clark property?

Mr. Cooley said the City's negotiations with the owner of the site did not go well and now a developer is dealing with the owner. It could possibly become a TID district in 2011 or 2012.

Alder Clausius asked about the plans for a Hy Vee store at Westgate Mall?

Mr. Cooley said in the last few weeks Hy-Vee has been negotiating the purchase of the entire Westgate Mall not just a portion of it.

Alder Clausius asked about the fence around the bricks at Union Corners?

Mr. Cooley said it was cost prohibitive to move the bricks and a fence was installed.

Mr. Cooley said an offer to hire was made to Steve Cover to become the Director of the Department of Planning and Community and Economic Development. He will come to Madison to meet with staff and the Alders with a possible start date of mid-February.

Mr. Clarke asked if the new director could attend the next EDC meeting?

Mr. Cooley said possibly in March.

6 [18860](#)

Introduction of New Items from the Floor

Mr. Cooley asked if any other EDC members would like to join the subcommittee?

No one responded.

ADJOURNMENT

The meeting adjourned at 5:34 pm.