



# City of Madison

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

## Meeting Minutes - Approved ECONOMIC DEVELOPMENT COMMITTEE

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Wednesday, May 6, 2009

5:00 PM

215 Martin Luther King, Jr. Blvd  
Room 313 MMB (Madison Municipal Building)

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### CALL TO ORDER / ROLL CALL

The meeting was called to order at 5:07 pm

**Present:** 6 -

Mark Clear; Victoria S. Selkove; Richard A. Slone; Sandra J. Torkildson;  
Gabriel A. Sanchez and Douglas S. Nelson

**Excused:** 3 -

Peng Her; Joseph W. Boucher and Edward G. Clarke

Also Present: Timothy Cooley, EDD Director; Matt Mikolajewski, OBR Manager;  
Peggy Yessa, OBR; Julia Stone, EDC member still to be confirmed.

### APPROVAL OF MINUTES

A motion was made by Clear, seconded by Slone, to Approve the Minutes of the April 1, 2009 meeting. The motion passed by voice vote.

### PUBLIC COMMENT

None.

### DISCUSSION ITEMS

Note: Agenda items were taken out of order.

#### 4 Economic Development Division Intern

[14568](#)

To authorize the Economic Development Division Director to hire an intern for the Division; and, authorizing the amendment of the 2009 Economic Development Division Operating Budget to reallocate \$9,000 in Purchased Services funding for business retention/expansion software to Hourly Employee Pay and Fringe Benefits for the provision of the intern.

Mr. Mikolajewski explained this item is a referral from the Common Council. He said the two main reasons for hiring an intern with these funds are to;

1. Have more staff and time to complete due diligence on researching the Business Retention and Expansion (BRE) software..
2. Have additional capacity to address the current economic challenge facing the City.

Mr. Mikolajewski also noted that MBA students are having difficulty finding employment and it is a good time to hire a qualified individual.

Ms. Selkove asked about the length of employment of the intern?

Mr. Cooley said there is not enough money for long-term employment, possibly summer and fall only.

Ms. Torkildson asked about the cost of BRE software?

Mr. Mikolajewski noted basic customer relations software is less expensive than specific BRE software, which costs \$25,000 and upward. He said there is need to do research on the various software packages available.

Mr. Cooley added some software collects confidential business information and it could become public record.

Alder Clear asked what other projects the intern would be working on?

Mr. Cooley explained the intern could work on a virtual networking, skill based portal to match people with businesses and entrepreneurs.

Mr. Slone asked about an annual maintenance fee for the BRE software and the use of Basecamp?

Mr. Cooley explained all City of Madison emails are subject to open records requests and are tracked.

Alder Clear said Information Technology wants control of all servers and records used by the City.

Ms. Stone explained Basecamp is a chatroom with internal email.

Chairperson Nelson said we knew going in to this year that \$9,000 was a placeholder and likely not enough to cover the full cost of software.

Mr. Mikolajewski agreed and noted specific quotes were not available when the budget was established last year.

Alder Clear asked if there are other items in the work plan that need to be worked on?

Mr. Cooley said considering the economic changes in the last few months, we are doing triage and can carry items over into next year.

Alder Clear said there is no guarantee that there will be money in the 2010 budget for software. He asked about what will happen when the money for the intern runs out and the work is not completed?

Alder Clear explained that to amend the budget, fifteen votes are needed of the Common Council.

**A motion was made by Mr. Slone, seconded by Mr. Sanchez to Return to Lead with the Recommendation for Approval to the Board of Estimates that the Common Council approve the resolution to authorize the Economic Development Division Director to hire an intern for the Division; and, authorizing the amendment of the 2009 Economic Development Division Operating Budget to reallocate \$9,000 in Purchase Services funding for business retention/expansion software to Hourly Employee Pay and Fringe Benefits for the provision of the intern.**

- 3      [13496](#)      Update on the Small Business Conference
- Mr. Mikolajewski reminded EDC members that the conference is on May 12th. Advance registration is \$10 per person by Friday, May 8th and \$15 per person on the day of the conference.
- 2      [14592](#)      Presentation of Road Construction Survival Guide
- Mr. Mikolajewski explained the guide is the result of a survey of businesses affected by road construction. It is produced by the Chamber of Commerce's Small Business Advisory Council and the City of Madison. He noted it is available on the City's website for road construction at  
<<http://www.cityofmadison.com/transportation/roadworks/index.cfm>>
- He also noted the City's "My Madison" email notification service that is offered to business and residents.
- 1      [14183](#)      Update on City of Madison Economic Stimulus Funds
- Mr. Mikolajewski explained there is a potential \$1.3 million for energy conservation and approximately \$600,000 for business. He said the City is developing guidelines for the use of these funds. The City will likely hear by September 11TH if these funds are available.

## ADJOURNMENT

Richard Slone left the meeting at 5:35 pm. As a quorum was no longer present, the meeting was adjourned.

- Present:** 5 -  
Mark Clear; Victoria S. Selkove; Sandra J. Torkildson; Gabriel A. Sanchez and Douglas S. Nelson
- Absent:** 1 -  
Richard A. Slone
- Excused:** 3 -  
Peng Her; Joseph W. Boucher and Edward G. Clarke
- Non Voting:** 1 -  
Julia Stone