



City of Madison

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

Wednesday, May 15, 2013

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 5:04 pm by Chairperson Boucher.

Present: 9 -

Mark Clear; Alfred L. Zimmerman; Sandra J. Torkildson; Joseph W. Boucher; Patricia (Pat) A. Schramm; Edward G. Clarke; Matthew C. Younkle; Scott J. Resnick and John Strasser

Excused: 3 -

Peng Her; Victoria S. Selkove and Julia Stone

Non Voting: 1 -

Ken Opin

Alder Scott Resnick arrived at 5:15 pm.

Also Present: Ken Opin, former EDC member; Aaron Olver, Director of Economic Development Division; Matt Mikolajewski, Manager of the Office of Business Resources; Peggy Yessa, Office of Business Resources

1 APPROVAL OF MINUTES

A motion was made by Alder Clear, seconded by Ms. Torkildson, to approve the minutes of March 20, 2013 meeting. The motion was passed by voice vote.

2 PUBLIC COMMENT

None.

3 DISCLOSURES AND RECUSALS

None.

Chairperson Boucher asked to take agenda items out of order. The committee members did not object.

NEW BUSINESS

5 [17637](#) **EDC Chairperson's Report**

Chairperson Boucher introduced new EDC members, Pat Schramm and Alder John Strasser, District 14, to the EDC. He noted the Council's Ad Hoc TIF Committee will meet on July 9th and he will attend.

Last year the EDC had a tech company panel presentation and he would like to continue working on this topic.

Chairperson Boucher asked if EDC members have ideas for items for the EDC to work on. Please contact Joe or Peggy if you have ideas for future discussion.

The Judge Doyle Square Selection Committee will hear consultants on May 16th and May 29th. Ms. Torkildson is on the selection committee. Chairperson Boucher asked the Alders to refer the final selection to the EDC for review.

Mr. Clarke asked if the quantity and quality of consultants is a reflection on Mr. Olver's trip to Dallas to pitch the project.

Mr. Olver said it was \$1,000 well spent for him to attend the conference on public/private partnerships and one of the three submittals is a result of this trip.

4 [30084](#) **High Tech Manufacturing Trends**

Mr. Zimmerman originally asked for this discussion. He wants to know if the EDC is interested in studying this topic. If so he would like to study the EDC or a subcommittee or a group to study this topic in depth.

ROLL CALL @ 5:15 pm
Alder Scott Resnick arrives.

Excused: Peng Her, Vicky Selkove, Julia Stone

Present: Joseph Boucher, Alder Mark Clear, Alder Scott Resnick, Alder John Strasser, Matt Younkle, Pat Schramm, Sandy Torkildson, Al Zimmerman, Ed Clarke

Mr. Zimmerman was in the Asia Pacific recently and noted it is a free trade zone and does advertising on TV and in airline magazines. Singapore has new manufacturing spaces and zones. This manufacturing could happen here. The trend is for high tech companies to come back to the United States not because of cost but value.

Apple and biological manufacturers are doing this. We need to look at this from the global standpoint. A segment of Madison could be developed for this and have a pro-active marketing campaign. Many probiotic companies

make their products in the US because of intellectual property rights protection. There is also a trend in car technology for the mechanical and electric components to be made in the U.S.A.

Chairperson Boucher mentioned the book "Naked Economics" and explained that there are only five areas in the world where this is happening.

Ms. Schramm said she is interested in working on this item.

Mr. Olver distributed his handouts with data on local and national employment in manufacturing. This could be incorporated as a module of the new economic strategy work.

Chairperson Boucher asked when this would be.

Mr. Olver said Mr. Kennelly starts in June and could work on this. He explained the location quotient information he distributed. A location quotient of 1 matches the national average.

Mr. Clarke asked about the pay scale.

Mr. Olver said it is the industry average.

Alder Strasser asked where to go from here.

Ms. Schramm said she can take this data and bring it down to the zip code level.

Mr. Clarke asked if this would determine where we would like to grow and where the labor shed is.

Mr. Zimmerman said certain industry types might not develop in Madison; we can look at this as part of the study. What industry to target and how to target them.

Chairperson Boucher asked Mr. Olver if this could be a subcommittee.

Mr. Olver said when Mr. Kennelly comes on board they can come up with a scope for the economic plan project. We have money for a consultant to write the economic development plan. This can be a regular EDC item or a subcommittee.

Mr. Zimmermann said Ms. Schramm and he could work on this now.

Alder Resnick said entrepreneurs have been meeting monthly for nine months to figure out a future for Sector 67, Epic consultants and co-working in Madison. They will be announcing their project manager team leader and are simultaneously meeting in DC about federal resources. The entrepreneur community is a manufacturing culture.

Mr. Opín said it has been a pleasure serving on the EDC and he is hopeful

for Madison's future.

Mr. Zimmerman asked if a subcommittee can be three people.

Mr. Olver said if there are three people working on a topic a subcommittee needs to be created by the EDC.

Alder Resnick noted a subcommittee needs to have their meetings publicly noticed.

Mr. Olver said the City has industrial land on the west and north sides of the City. Two people can write a memo to the EDC with their findings.

Mr. Zimmerman noted the global CAGR rate was 7.1% for the last decade and the CAGR for Verona was higher than the global rate.

Mr. Clarke noted the Ingenuity Center houses the advanced manufacturing instruction at Madison College.

6 [21360](#)

EDD Director Report

Mr. Olver handed out a matrix of development projects. He explained the Cap East Project involves land banking and will come back to the EDC for review.

Mr. Zimmermann asked for the definition of jobs on the handout.

Mr. Olver said it is added jobs.

Chairperson Boucher asked if the EDC wanted a presentation by Mr. Cover on all projects in the City.

The EDC asked for the PowerPoint presentation to be sent to them and if more information is needed then they would ask for Mr. Cover to present it at a future meeting.

Mr. Olver said more industrial land, the CIC property could be coming back to the City for development. This is 26 acres.

Mr. Clarke asked about the BioAg Gateway.

Mr. Mikolajewski said 25 acres of land suitable for corporate headquarters or office buildings is available in the former World Dairy Campus plat. The adjacent test plot acreage is not included and is only suitable for wetlands.

The study for the Sustainability Center is completed and shows a financial gap. The next step is to work on cultivating tenants and fundraising.

Mr. Olver said the Public Market is moving along and the EDD is staffing the Madison Local Food Committee.

Mr. Zimmerman asked about the grocery store on Cottage Grove Road.

Alder Clear said it was approved by the Council in February.

Mr. Clarke asked to meet the new Planning Director at a future EDC meeting.

DISCUSSION ITEMS

7 [27862](#) **Introduction of New Items from the Floor**

8 [27863](#) **Upcoming Meetings**

Ms. Yessa explained the EDC will be asked to review the Gebhardt proposal for June 18th Council approval. This means the EDC will need to schedule a special meeting prior to the already scheduled June 19th meeting. Also the Council will refer the Hoyt Park Area Joint Plan to the EDC for June 19th. Does the EDC want two meetings in June or just one?

The EDC wants to meet just once in June and take up both items for approval. Ms. Yessa suggested June 5th or June 12th as possible meeting dates and will send an email to EDC members asking for their availability on these dates for a meeting.

9 **ADJOURNMENT**

A motion was made by Clear, seconded by Torkildson, to Adjourn. The motion passed by voice vote. The meeting adjourned at 6:13 p.m.