



City of Madison

Meeting Minutes - Final

ECONOMIC DEVELOPMENT COMMISSION

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

Wednesday, November 8, 2006

5:00 PM

215 Martin Luther King Jr. Blvd.
Room LL110

1 CALL TO ORDER / ROLL CALL

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

Present: Zachariah Brandon, Susan M. Gleason, Richard A. Slone, Mark Clear, Jeff C. Erlanger, Mark D. Bugher, Edward G. Clarke and Ralph Kauten

Excused: Patricia E. Jenkins, Michael E. Falk and Thomas W. Still

2 GREEN PURCHASING PRESENTATION

Sherri Gruder, Chairperson of the City's Sustainable Design & Energy Committee, and Sustainable Design Specialist with the UW-Extension, presented the following outline on Environmentally Preferable Purchasing (EPP)

[04938](#)

EPP Environmentally Protected Purchasing or Green Purchasing, presented to the Economic Development Commission by Sherrie Gruder, Chair, Sustainable Design & Energy Committee, Sustainable Design Specialist, UW-Extension

Attachments: Environmentally Protected Purchasing.pdf

Receive

Sherri explained the life cycle approach assessment from manufacture to end use to determine if a product is GREEN, buy local initiatives can incorporate GREEN products and how LEED building certification drives using GREEN certified products within it. She explained recent studies show the return on building a LEED certified building is tenfold and many financial institutions are now requiring LEED buildings to be built. See the Committee's website at http://webapp.cityofmadison.com/sustainable_design/index.html for more information and links to reports and studies.

3 MADISON PUBLIC MARKET

Richard Slone is the Public Market Project Manager for Commonwealth Dev. Corp and he recused himself from voting and discussion.

Mark Olinger presented the recent history of the public market.

See attached "Madison is Building a Public Market" handout.

[200611130922](#)

[02](#)

Attachments: Madison Is Building A Public Market.pdf

Receive

Marianne Morton, Executive Director of CommonWealth Development Corp and Jim Bower from Blue Planet Partners explained the public market is an economic engine creating businesses and jobs, a way of growing the regions food economy and a unique public space. Madison Community Foundation has pledged \$100,000 for the public market study and many funding sources are being looked at. A study is needed to solidify the market research, further define the size and tenant mix, and lock in a site. Ownership, construction and operating the public market are still to be determined.

EDC commissioners expressed concern about the public market competing with existing struggling privately owned groceries and buisness. In other cities with public markets this has not occurred and the public markets are the catalyst to additional development near them.

04892

Authorizing the Mayor and City Clerk to enter into an agreement with Common Wealth Development, Inc., to provide \$100,000 in matching funds for preparation of a detailed market, site analysis and other key pre-development and outreach tasks associated with the development of a Madison Public Market.

The EDC recommends to Lead to support funding for this study with the note that the legislative file be amended to strike "30" from the referral WHEREAS clause; and to change the phrase "can be recovered" to "may be recovered" to reflect the project does not have to be in a TIF district.

A motion was made by Brandon, seconded by Erlanger, to Return to Lead with the Following Recommendation(s) to the BOARD OF ESTIMATES. The motion passed by the following vote:

Excused: Jenkins, Falk and Still
Recused: Slone
Aye: Brandon, Clear, Erlanger, Bugher, Clarke and Kauten
No: Gleason

4 MINUTES OF OCTOBER 4, 2006, MEETING

A motion was made by Erlanger, seconded by Slone, to Approve the Minutes. The motion passed by acclamation.

5 PUBLIC COMMENTS

Rick Brooks, founder of the Dane County Buy Local Group, registered to speak about buy local initiatives. He explained there is a whole spectrum of options to define local businesses: where the business is located, where the business decisions are made, where the dollars go. He urged everyone, not just government and businesses, to buy locally. He mentioned the City of Santa Fe and its Locals Care Smart card program that gives 4% of purchases to local non-profits. See his website at: www.danebuylocal.com

6 LOCAL PREFERENCE PURCHASING POLICY SUBCOMMITTEE UPDATE

The joint EDC and BOE subcommittee did not meet as scheduled because of lack of a quorum.

7 3 - 5 YEAR ECONOMIC DEVELOPMENT STRATEGY IMPLEMENTATION PLAN

[04898](#)

3 - 5 Year Economic Development Strategy Implementation Plan

Attachments: EcoDevStrategyPlan100406.doc

Receive : The draft is a framework and a backdrop for a plan to be completed by a consultant. Alder Brandon reported the funding for a consultant is still in the budget for next year.

The Commissioners discussed their hope that the new plan be visionary like the 1983 plan. The EDC wants to work with the consultant to develop the new plan.

There was further discussion of defining "economic development": is it everything or job creation or business development or workforce development.? It is hoped the consultant can help with this.

Motion by Erlanger, seconded by Clarke for the EDC to send a letter to the Mayor and the Common Council in support of funding the consultant for this study and attach a "cleaned up" copy of the draft for review.

The motion passed by acclamation.

Mark Clear left at 6:34 p.m.. A quorum is still present

Present: Zachariah Brandon, Susan M. Gleason, Richard A. Slone, Jeff C. Erlanger, Mark D. Bugher, Edward G. Clarke and Ralph Kauten

Excused: Patricia E. Jenkins, Michael E. Falk, Mark Clear and Thomas W. Still

8 DEPT. OF PLANNING & DEVELOPMENT REORGANIZATION UPDATE

Mark Olinger, Director of the Department of Planning & Development, spoke about the 108-page memo from the Mayor that the EDC commissioners had not received. He explained the renaming of the department, the transfer of the City Architect and staff to the Engineering Department, and the creation of the Economic Development Unit, and clarified the reporting by the Economic Development Unit director to the Mayor and himself.

9 COMMON COUNCIL UPDATE

Alder Brandon explained that, as the budget currently is, it would raise taxes 5 %.

10 CHAIRPERSON'S UPDATE

Chairperson Bugher thanked the EDC Commissioners (Erlanger and Clear) who did show up for the canceled joint sub committee meeting.

The EDC is invited to a meeting with the architect for Allied Drive improvements on Dec. 7, 2006, at 5:00 p.m., in Room 260 of the Madison Municipal Building.

11 ADJOURNMENT

The meeting was adjourned at 6:47 p.m.