



# City of Madison

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

## Meeting Minutes - Approved ECONOMIC DEVELOPMENT COMMITTEE

*Consider: Who benefits? Who is burdened?  
Who does not have a voice at the table?  
How can policymakers mitigate unintended consequences?*

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Wednesday, October 21, 2020

5:00 PM

Virtual Meeting

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### CALL TO ORDER / ROLL CALL

Sabrina Madison called the meeting to order at 5:01pm with quorum present.  
Staff Present: Matt Mikolajewski, Joe Gromacki, Ruth Rohlich, Tom Otto and  
Andrea Freedman.

**Present:** 8 - Sabrina V. Madison; Rebecca Kemble; Frank Staniszewski; Susan M.  
Bulgrin; Wayne R. Harris; Karina Mendoza; Seth W. Lentz and Michael J.  
Tierney

**Excused:** 1 - Christian A. Albouras

### PUBLIC COMMENT

None

### DISCLOSURES AND RECUSALS

Regarding Item # 1 (Legistar 62620), Staniszewski disclosed that he retired as  
Executive Director of the Madison Development Corporation and continues to  
do some work with the organization. He will recuse himself from Item # 1.

### APPROVAL OF MINUTES

A motion was made by Kemble, seconded by Bulgrin, to Approve the Minutes  
from the September 16, 2020 meeting. The motion passed by voice vote, with  
Ald. Tierney abstaining, as he was not in attendance at the meeting.

1. [62620](#) Amending the Economic Development Division's 2020 Adopted Capital Budget (TIF District #39) by \$500,000 and authorizing the \$500,000 to be used for a TID 39 Small Cap TIF loan program for small businesses and authorizing the Mayor and City Clerk to execute a sole source service contract with Madison Development Corp. ("MDC") to provide loan administration services. (16th A.D.)

**Sponsors:** Michael J. Tierney and Satya V. Rhodes-Conway

**Attachments:** [TID 39 2020 Half Mile Rule v2.pdf](#)  
[Madison Development Corporation - Non-Competitive Selection Request - C](#)

Mikolajewski provided background and overview of the proposed program. Mikolajewski and Joe Gromacki, the City's TIF Coordinator, discussed the program and addressed questions of the EDC members.

This discussion included:

- Background regarding how this TIF support is different from other aspects of the City's TIF program.
- The type of due diligence that will be completed when reviewing applications.
- Information regarding the TIF "Half-Mile" Rule.
- The collateral that the City will receive for loans.
- The ability to provide mentorship to applicants.
- How the program can be promoted to business owners of color.

A motion was made by Harris, seconded by Bulgrin, with the Recommendation for Approval to the FINANCE COMMITTEE and should be returned by 10/26/2020. The motion passed by voice vote (7-0) with Staniszewski recused.

2. [62708](#) Economy and Culture Recovery Plan

**Attachments:** [Economy and Culture Recovery Team Work Plan Version 10-6-20.pdf](#)

Mikolajewski provided an overview of the plan. Plan initiatives were then discussed among the EDC members, with the following notable points:

- There was general consensus around the need for better business databases/tracking.
- The City needs to play a greater lead role in developing this type of business directory.
- The EDC asked for quarterly status reports regarding the work of this internal staff team.

3. [60990](#) Equitable Economic Response and Recovery
  - Rohlich provided an update regarding the Small Business Equity and Recovery Program approved by the Common Council the night before.
  - The EDC discussed how the Common Council communicates with small business owners of color.
  - It was recommended to staff that staff use the email list developed through business walks of recent years to reach back out to small business owners in an effort to learn more about the state of their business today, as compared with a couple of years ago.
  
4. [27862](#) Introduction of New Items from the Floor

None.
  
5. [45135](#) Next Meeting

November 18, 2020.

#### ADJOURNMENT

A motion was made by Kemble, seconded by Staniszewski, to Adjourn at 6:30pm. The motion passed by unanimous (8-0) voice vote.