

DMI-Susan Schmitz-Registered speaker at Nov. 29, 2010 EDC-

The emphasis on the “customer” and making the city’s approval process one that is predictable, yet flexible (yes you can have both) is a great place to start.

After much discussion and thought, DMI first wants to applaud the efforts of everyone involved in this endeavor—Thank you. We have suggestions in three areas:

1. On page 20 (B1) **Inclusive, fair and uniform neighborhood input into development projects.** The city’s website includes businesses in the definition of “Neighborhood Associations”. The draft recommendations read “Encourage . . . inclusive membership . . . Given these two position, what happens if an existing neighborhood association refuses to be inclusive? If the city does not want to impose a standard format for neighborhood associations then we think it needs to do two things:
  - 1) Proactively seek the views of an “inclusive” representation of neighborhood stakeholders
  - 2) Receive as legitimate input, the views of those who are excluded from full membership in the existing neighborhood association, either as individuals or as additional associations or organizations.
2. **Committees/Commissions (page 25?)**
  - a) “Mission Creep” needs to be clearly addressed so that this is kept in check at committee/commission meetings.
  - b) “Additional information” requests: make sure the applicants have clarity in terms of what “additional informational” is needed and that asking for additional information is not used as a method of stalling.
  - c) Make sure the process stays linear vs. parallel—and not going backwards—keep it moving.
3. **Assessment (page 35)**
  - a) The entire proposal: How will we know if this is working? We suggest that staff recommend a series of metrics to measure whether these recommendations have made a difference
  - b) Personnel: Staff should give feedback from their customers which can be used to determine process improvements
  - c) Committees/Commissions: Their performance needs to be assessed to determine stakeholder satisfaction.

Make sure this does not go on a shelf—this is a great beginning and it needs to be a “working document” and DMI will be at the table to work with the City and this Committee to make sure our City approval process does not have a negative effect on the future growth of not just downtown Madison but Madison as a whole. Thank you all for your hard work on this.