



City of Madison

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

Wednesday, March 16, 2011

5:00 PM

215 Martin Luther King, Jr. Blvd

Room 260 MMB

Please use the Doty Street entrance.

CALL TO ORDER / ROLL CALL: 5:06 PM

- Present:** 9 -
Peng Her; Victoria S. Selkove; Sandra J. Torkildson; Gabriel A. Sanchez;
Joseph W. Boucher; Douglas S. Nelson; Edward G. Clarke; Ald. Chris
Schmidt and Ald. Joseph R. Clausius
- Absent:** 1 -
Mark Clear
- Excused:** 3 -
Julia Stone; Alfred L. Zimmerman and Matthew C. Younkle

APPROVAL OF MINUTES: February 16, 2011

A motion was made by Torkildson, seconded by Clarke, to Approve the Minutes. The motion passed by voice vote/other.

PUBLIC COMMENT: None

DISCLOSURES AND RECUSALS: None

ROLL CALL AT 5:08 PM

- Present:** 9 -
Mark Clear; Victoria S. Selkove; Sandra J. Torkildson; Gabriel A.
Sanchez; Joseph W. Boucher; Douglas S. Nelson; Edward G. Clarke; Ald.
Chris Schmidt and Ald. Joseph R. Clausius
- Excused:** 4 -
Peng Her; Julia Stone; Alfred L. Zimmerman and Matthew C. Younkle

2 [21650](#) Adopting the 2011 Economic Development Division Work Plan.

Mr. Olver noted the importance of the pro-active items in the work plan. For example, Page 8 identifies the E-Synchronist software system, which is used by all the economic development agencies when interviewing the businesses

in their communities.

Mr. Clarke said the work plan was approved December 15, 2010. Since that time new economic development staff have been added. Is there anything to be added to the work plan?

Alder Clear explained the Council requires a yearly ED work plan. Last year the plan did not make it to the Council in time for funding. He had this work plan referred back to the EDC for the opportunity to add or change it.

This Resolution was RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER

3 [21406](#)

2011 Topic Alignment for EDC Plan

Mr. Olver stated the importance of the EDC as a venue where economic development items can be discussed and the attention the EDC brings to economic development issues.

Ms. Yessa explained the 22 items on the chart originated at the EDC. EDC members were asked to rank their top ten items. Not all EDC members did the ranking and the results from the few rankings were mixed. Mr. Zimmerman took the list and grouped the 22 topics into four categories.

Alder Clear noted items # 7 and # 22 have since been addressed by the EDC.

Chairperson Nelson said these items merit discussion and asked what other topics could be worked on by the EDC after the Development Review Process Report is complete?

Ms. Selkove asked what do we want to do with these items after we hear a presentation about them? The EDC, as a body, does not know how to enable and follow-up on these topics. What will the EDC do with the new information?

Mr. Olver said the EDC had a presentation about Sector 67 and learned it needs to be relocated. This is a different type of entrepreneurship. It is helpful to have a sense of the topics most important to the EDC.

Mr. Clarke asked how do we reuse the information on Sector 67 and others? It is an important element of the future economy. Are there ways staff can keep working and come up with ways to report to the EDC? Number of locations? Number of members?

Mr. Boucher prefers to focus on job creation topics with metrics at the April meeting.

Chairperson Nelson asked what the EDC can do to help ED staff? He asked if Mr. Olver could better define the role of the EDC.

Mr. Olver said job creation and business development follows a different

path than the real estate development. The EDC is 1) important to have as a place for the Council to bring ideas or refer ideas for discussion or hearings, 2) as a source of what the business community is thinking.

Ms. Selkove requested an update of development projects in the works, what projects are out there? What does the City get from these projects such as jobs and other metrics?

Mr. Boucher said his clients are high tech businesses and there is no clear path, these are not linear projects.

ROLL CALL @ 5:25 PM Alder Schmidt leaves.

Excused: Matt Youngle, Julia Stone, Peng Her, Al Zimmerman, Alder Chris Schmidt, leaves at 5:25 PM

Present: Gabe Sanchez, Ed Clarke, Sandi Torkildson, Joe Boucher, Doug Nelson, Alder Joe Clausius, Alder Mark Clear @ 5:08, Vicky Selkove

Ms. Selkove suggested a broad entrepreneur discussion and invite speakers to talk on barriers and what does work for them to be successful?

Mr. Sanchez asked if the Council could send items to the EDC to be ranked or prioritized?

Alder Clear noted the work plan already directs ED staff. He appreciates the concept but does not know how to implement it.

Alder Clausius said more input to the Council is a good idea.
Alder Clear said he refers items to the EDC from the Council and development projects do not traditionally come to the EDC.

Alder Clausius referred to the list of 22 topics and explained how the Truax Redevelopment used CDA funding to remodel the apartments and provided minority job training. He would like the CDA to talk about its work.

Mr. Clarke said the EDC is a committee not a commission and the theme of the development process review is to empower staff. The EDC should support staff and staff should use the EDC to advocate for tools and they don't have. Therefore its backwards to ask the EDC what they should do. The EDC is made up of citizens not economic development professionals. Mr. Cover and Mr. Olver can come to the EDC with requests and the EDC can advocate for the requests. The EDC can be used to help shape ideas, get allies or gather resources. The EDC can be used by staff as a sounding board and advocate.

Ms. Torkildson said the EDC was set up to comment and review. Lots of legislation has economic impact that people do not think about. Examples of this are that start-up businesses need cheap space and maybe the E. Washington and Williamson Street Plans push out entrepreneurs. Signs on side streets in the downtown are needed to attract customers and the zoning

code does not permit these signs. Also the Alcohol Density Plan allows more bars in the Downtown. Bars can pay more for rent and this pushes out retail user who can afford as high rent as the bars.

Alder Clear gave two examples of economic development in the city. 1) the development of the land banking program and 2) the creation of a new staff person in the OBR.

Mr. Clarke noted the new OBR staff position did not come nor was it referred to the EDC for comment.

Ms. Selkove had asked for an EDC review of the budget last year and was told nothing was changing it was decreasing by 6%.

Mr. Clarke said the EDC did not play a role in either of these.

Ms. Selkove asked how does the EDC get to a place to be more pro-active? EDC topics should be relevant and current and be on topics the EDC can give useful input.

Ms. Torkildson would like the EDC to be an advocate to fill the new position in OBR. Looking at the big picture there are a lot of early retirements of people who have ability and resources to do something. A speaker could outline the elements of where entrepreneurs come from and what in Madison could make this happen.

Alder Clear does not want to discount the presentation by THRIVE but Madison is not Austin. THRIVE receives \$18,000 from the City of Madison. The relevance of THRIVE will probably be targeted in the 2012 budget. The EDC can be advocates.

Mr. Boucher said the number one impediment to projects is lack of money. What active role did the City have or not have in Truax. He wants to hear from people who have been through the development process, such as Gary Gorman.

Chairperson Nelson summarized the EDC is ready to help and would like relevant and current data on projects.

Mr. Olver said his number one takeaway is for staff to put things on the agenda to take advantage of the EDC's expertise. The mayor and Council make policy and the budget.

Mr. Boucher would like to know what is happening to Union Corners and the Don Miller site.

Ms. Selkove said staff can bring items to the EDC that are currently happening: partnerships, budget, ordinance changes, current projects.

Chairperson Nelson said the EDC has worked on the TIF policy, the Zoning Code rewrite and development process review. The EDC is an underutilized resource.

Mr. Olver said he is meeting with businesses and the business community is commenting on building heights and signage regulations. He said the Capitol East District is being developed and a cluster analysis could be done. Typically this type of analysis requires lots of data to be analyzed. As a sort cut the EDC could brainstorm items then get specific data to bring back to the EDC for refinement.

Ms. Torkildson asked what is happening with the plans that were made for the downtown train station?

Ms. Selkove asked Ms. Yessa what items from the work plan does staff spend the most time working on?

Ms. Yessa replied the Development Review Process.

Alder Clausius would like examples of items the EDC could recommend to the Council. He reviewed how the Marcus Theater Corporation backed out of a new theater project in his district and purchased land in Sun Prairie but still has not built on that land. He is talking with them and suggested the Marcus Theater expand on their existing Madison site and build a parking ramp. Could the EDC play a role in appropriating money for this?

Chairperson Nelson asked if this is a new budget or policy item?

Ms. Selkove said we are all over the map with ideas and suggested we start with an update on development projects. What are large barriers and opportunities for innovation? We should focus on examples of what is happening and the challenges to that.

Mr. Clarke likes Ms. Selkove' ideas but cautioned that if the EDC wants to see all projects then the EDC would hear only that and he would like to take a higher perspective at economic development.

Ms. Selkove suggested the EDC identify the two or three projects that be heard.

The Vilas Neighborhood Plan came to the EDC late and she wants to see projects before the EDC votes on them.

Mr. Clarke asked what is the EDC's role in neighborhood plans? Can the EDC develop a checklist of economic development items in neighborhood plans?

Mr. Boucher asked what happened to projects the EDC has reviewed such as the Royster Clark project?

Mr. Olver said staff would get an update for the EDC on projects.

4 [21454](#)

Accepting the Development Process Initiative Report dated January 31, 2011 as amended and approved by the Economic Development Committee on February 16, 2011; and, directing the City Attorney and responsible

department/division directors to begin immediate implementation of the recommendations contained therein, including the formulation of ordinance modifications and budget proposals where necessary.

Alder Clear noted the final action on the report would occur at the April 13th EDC meeting.

Mr. Olver said the report had been referred by the Council to other commissions and boards. This past Monday it went before the Landmarks Commission and they made a few recommendations on Goals F1 and F2. The Report is at the Urban Design Commission (UDC) tonight and at the Plan Commission next week.

Mr. Clarke reminded the EDC about the discrepancy on neighborhood plans on pages 12 and 38. Is the neighborhood plan a part of the Comprehensive plan or a supplement to it? He thinks the language on page 38 is correct and the EDC needs to address this.

Mr. Olver said he had spoken with Mr. Murphy, Planning Division Director, and has a suggested language change for this.

Mr. Cover gave a brief summary of what the UDC said about the report. He mentioned the UDC was not in favor of a staff only review of Façade Improvement Grant applications and suggested goals F1 and F7 be deleted.

Alder Clear asked about goal G7?

Mr. Cover said yes G7c was suggested to be deleted.

Ms. Selkove asked how the EDC would get these recommendations?

Mr. Olver said staff would collate all the recommendations for the EDC for the next meeting.

1 [21687](#) DPCED Director Steve Cover

All EDC members introduced themselves to Mr. Cover.

Mr. Cover is originally from the Baltimore Maryland area. He attended school in Atlanta and has a Master degree in both Architecture and City Planning. His work experience has been a fifty/fifty split between public and private sector work. He was Planning Director for the City of Atlanta and Fulton County Georgia. He was a managing principal in Atlanta for HOK Architects.

He said Madison has a great reputation and quality of life.

5 [21360](#) EDD Director Report

Mr. Olver said the Zoning Code is on the verge of being adopted by the Council.

Alder Clear added there are a series of amendments to the zoning code. The new zoning code will not go into effect until it is mapped later this summer.

Mr. Clarke asked if the zoning text is completely written?
Alder Clear said the downtown text is not complete and the maps are not done.

Ms. Selkove asked if there were the same concerns in the zoning code that are in the development process report?

Alder Clear could not think of any inconsistencies.

Mr. Olver said the Don Miller/Schappe properties are under contract for purchase and a request for proposal is being issued.
He said a request for proposal for the planning of the Public Market Square for blocks 88 and 105 will be a multi-part request to include planning for a hotel, parking ramp, and public market and bike station.

Mr. Cover added the proposals are due in March and a decision will be made in May.

Mr. Clarke asked if there is any word from the Marcus Corp on the hotel?

Mr. Olver said there continues to be interest from them.

Mr. Olver said there are two more developments:

1. The residents of the Green Bush Neighborhood will have the Healthy Neighborhoods Initiative program in addition to the Meriter Hospital program of \$10,000 for its employees to purchase homes in that area.
2. The Small Cap TIF funds will be able to be used in the James Madison and Mansion Hill Neighborhoods to encourage home ownership.

6 [17643](#) Upcoming Meetings

Ms. Yessa said the City's first Sustainability Plan was referred to the EDC for comment at the April 13th meeting.

7 [18860](#) Introduction of New Items from the Floor

ADJOURNMENT

The meeting adjourned at 6:35 PM.