



# 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, March 17, 2021

5:00 PM

Virtual Meeting

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### CALL TO ORDER / ROLL CALL

Sabrina Madison called the meeting to order at 5:02pm with quorum present.  
Staff Present: Matt Mikolajewski, Heather Stouder, Matt Tucker, Ben Zellers, Dan McCauliff, Saran Ouk, Ruth Rohlich, Tom Otto and Andrea Freedman.  
Saran Ouk, the City's new Office of Business Resources Manager, introduced herself to the Committee before leaving for a prior engagement.

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

**Excused:** 2 - Donna V. Moreland and Karina Mendoza

### PUBLIC COMMENT

1. [64638](#) Public Comment EDC 3/17/21

**Attachments:** [EDC 3-17-21 RegistrantsReport-PriorMeetings \(3\).pdf](#)

Registrant Bill Connor asked to speak after staff presentation of item 2, FILE 64250. Chair Madison asked, and the Committee was in agreement that this would be acceptable.

### DISCLOSURES AND RECUSALS

None.

### APPROVAL OF MINUTES

A motion was made by Bulgrin, seconded by Lentz, to Approve the Minutes from the January 20, 2021 meeting. The motion passed by voice vote.

### NEW BUSINESS

2. [64250](#) Amending portions of Madison General Ordinances Sections 28.063, 28.064, 28.065, 28.066, 28.067, 28.068, 28.074, 28.076, 28.084, 28.085, 28.087, 28.088, 28.089, and 28.097 to change the front yard setback, if it is less than 15 feet, from 0 feet to 5 feet to support a street tree canopy, and creating Madison General Ordinance 28.071(2)(e) to establish a Downtown Setback Exceptions Map.

**Sponsors:** Marsha A. Rummel, Patrick W. Heck, Keith Furman, Michael E. Verveer, Satya V. Rhodes-Conway and Syed Abbas

**Attachments:** [File No. 64250 Body Version 1.pdf](#)  
[Public Comments.pdf](#)  
[Zoning Text Memo 3-17-21.pdf](#)  
[Legistar 64250 - Economic Development Committee Public Comments - Cor 2021 Staff Presentation Setbacks.pdf](#)  
[Public Comments 03-22-21.pdf](#)  
[Public Comments 03-22-21 Post 3pm.pdf](#)  
[64250 Version 1.pdf](#)  
[64250 v2.pdf](#)  
[64250 Body Substitute.pdf](#)  
[210330 Common Council Registrants Report Final.pdf](#)

**Heather Stouder presented. Registrant Bill Connors spoke in opposition. A motion was made by Bulgrin, seconded by Staniszewski, to Return to Lead with the Recommendation for Approval to the PLAN COMMISSION and should be returned by 3/22/2021. The motion passed by voice vote.**

## DISCUSSION ITEMS

3. [64442](#) Planning Division update on the Odana Special Area Plan

**Attachments:** [OAP-Plan Comm Memo 03-08-21.pdf](#)  
[PC Presentation 03-08-21.pdf](#)  
[Link Odana Area Plan Website](#)  
[CBL Comments 03-08-21.pdf](#)  
[Park Towne Comments 03-08-21.pdf](#)  
[EDC Presentation 03-17-21.pdf](#)  
[EDC Memo 03-27-21.pdf](#)  
[Odana Letter from Tamarack Final 03-02-21.pdf](#)  
[BPC Memo 04-05-21.pdf](#)  
[Odana Special Area Plan Update Public Comment.pdf](#)  
[OAP-Plan Comm Memo 06-07-21.pdf](#)  
[OAP Draft Document PC 06-02-21.pdf](#)  
[Odana Area Plan Feedback.pdf](#)  
[OAP-Summit Credit Union Comments 06-02-21.pdf](#)  
[OAP\\_PC Presentation 06-07-21.pdf](#)  
[Public Comments 06-04-21 06-07-21.pdf](#)

**Ben Zellers presented.**

4. [63357](#) Economic Development Division Staff Update regarding Small Business Equity & Recovery Program (SBER)

**Attachments:** [SBER Grant Data 6-16-21.pdf](#)  
[SBER Grant Data 5-19-21.pdf](#)  
[SBER Budget Options 1-18-21.pdf](#)  
[SBER Grant Data 1-15-21.pdf](#)

**Ruth Rohlich presented.**

5. [60990](#) Equitable Economic Response and Recovery

**Matt Mikolajewski presented.**

6. [27862](#) Introduction of New Items from the Floor

**Chair Madison requested that leadership from the Black, Latino and Hmong Chambers be invited to speak to the Committee.**

7. [45135](#) Next Meeting

**Scheduled for 4/21/21.**

#### **ADJOURNMENT**

**A motion was made by Staniszewski, seconded by Lentz, to Adjourn at 6:49pm. The motion passed by voice vote.**