



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?*

Wednesday, February 21, 2024

5:00 PM

Virtual

The City of Madison is holding the Economic Development Committee meeting virtually to help protect our community from the Coronavirus (COVID-19) pandemic.

1. **Written Comments:** You can send comments on agenda items to edc@cityofmadison.com

2. **Register for Public Comment:**

- Register to speak at the meeting.
- Register to answer questions.
- Register in support or opposition of an agenda item (without speaking).

If you want to speak at this meeting you must register. You can register at <https://www.cityofmadison.com/MeetingRegistration>. When you register to speak, you will be sent an email with the information you will need to join the virtual meeting.

3. **Watch the Meeting:** If you would like to join the meeting as an observer, please visit <https://www.cityofmadison.com/watchmeetings>.

4. **Listen by Phone:**

(877) 853-5257 (Toll Free)

Webinar ID: 864 8125 5544

CALL TO ORDER / ROLL CALL

Economic Development Committee meeting was called to order at 5:01pm.
Chaired by Harris.

Others present: Makinen, Mikolajewski, Rohlich, Ouk, Miller

Present: 10 - Nasra Wehelie; Jeffrey J. Liggon; Afra S. Smith; Susan M. Bulgrin; Wayne R. Harris; Nicholas J.C. Paris; Seth W. Lentz; Kabah Bah; John W. Duncan and Sabrina V. Madison

Absent: 1 - Melissa Gombar

APPROVAL OF MINUTES

A motion was made by Bulgrin and seconded by Liggon to approve the minutes from January 17, 2024 meeting. The motion passed by voice vote.

PUBLIC COMMENT

1. [82125](#) Public Comment - EDC 2/21/24

Attachments: [RegistrantsReport-2-21-24.xlsx](#)

This Discussion Item was Discuss and Finalize

DISCLOSURES AND RECUSALS

Duncan recused from voting on item #3 having a contract with the business.
Lentz recused from voting on item #4 being on the MadREP board.
Smith recused from voting on item #4 having sat on the panel.

NEW BUSINESS

2. [81656](#) Amending the Land Banking Fund Policy to add urban agriculture as an appropriate secondary use for properties acquired through the fund.

Attachments: [MFPC Land Banking Policy amendment memo 1-10-24.pdf](#)
[Part 1 Comprehensive Plan.pdf](#)
[Part 2 Comprehensive Plan.pdf](#)
[Part 3 Comprehensive Plan\(1\).pdf](#)
[City of Madison Land Banking Fund Policy Adopted 6 1 21.pdf](#)

Mikolajewski gave an overview of the amendment followed by questions from members. A motion was made by Bulgrin and seconded by Paris to recommend approval. The motion passed unanimously by voice vote.

3. [81906](#) Providing Golden Vibes Counseling Center or its assigns a \$200,000 loan to purchase a commercial property at 825 Williamson Street through the Commercial Ownership Assistance program under the Small Business Equity and Recovery Program (SBER) using the American Rescue Plan Act of 2021 (ARPA) aid Local Fiscal Recovery funds and authorizing the Mayor and City Clerk to sign an agreement with Golden Vibes Counseling Center or its assigns for that purpose. (District 6)

Attachments: [825 Williamson St Madison Golden Vibes - Concurrence Memo.pdf](#)
[Golden Vibes COA Application Oct 2023.pdf](#)

Miller gave an overview of Golden Vibes followed by questions from members. A motion was made by Liggon and seconded by Madison to recommend approval. The motion passed unanimously by voice vote, with Duncan recusing.

4. [82124](#) Selection of the Madison Region Economic Partnership (MadREP) to administer the City of Madison's BizReady Program

Attachments: [12051 Evaluation Report.pdf](#)
[RFP #12051-0-2023-BP- Madison Region Economic Partnership Inc Propose](#)
[12051 BizReady RFP.pdf](#)
[12051 Addendum 2.pdf](#)
[12051 Addendum 1.pdf](#)

Ouk presented information about the selection of MadREP followed by questions and comments from members. A motion was made by Duncan and seconded by Madison to re-refer this item to a future EDC meeting. The motion passed unanimously by voice vote, with Smith and Lentz recusing.

DISCUSSION ITEMS

5. [82123](#) Discussion Regarding the 2025 City Budget

Attachments: [2024 Economic Development Division Capital Budget.pdf](#)

Mikolajewski opened further discussion of the 2025 City of Madison budget followed by comments and questions from members.

6. [82118](#) City of Madison Economic Development Plan Update

Attachments: [Connect Madison 12 19 16.pdf](#)
[Comprehensive Plan Economy and Opportunity Chapter.pdf](#)

Mikolajewski gave overview of the plan followed by questions from members.

7. [81529](#) Economic Development Division Financial Assistance Dashboard

Attachments: [2023 EDD Financial Assistance Dashboard 1-17-24.pdf](#)
[February 2024 EDD Financial Assistance Dashboard.pdf](#)

Rohlich presented the dashboard followed by suggestions and questions from members.

8. [78859](#) Announcements and Future EDC Agenda Items

In person meeting with the mayor in May.

ADJOURNMENT

A motion was made by Wehelie and seconded by Duncan to adjourn at 7:04pm. The motion passed by voice vote.