



City of Madison

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

Wednesday, May 16, 2018

5:00 PM

City-County Building, 211 S. Carroll St.
Room GR27 (Police Dept. Community Room)

CALL TO ORDER / ROLL CALL

The meeting was Called to Order at 5:05 p.m. In the absence of the Chair and Vice-Chair, Ald. Kemble was designated Chair by unanimous acclamation.

Present: 7 - Rebecca Kemble; Craig P. Stanley; Susan M. Bulgrin; Wayne R. Harris; Patricia (Pat) A. Schramm; Marianne S. Morton and Denise DeMarb

Excused: 3 - Frank Staniszewski; Mark R. Greene and Steve King

Also present: Matt Mikolajewski, Matt Wachter, Dan Kennelly, Tom Otto, Brian Grady, Heather Allen

APPROVAL OF MINUTES

A motion was made by Bulgrin, seconded by Morton, to Approve the Minutes of the March 21, 2018, meeting. The motion passed by voice vote.

PUBLIC COMMENT

See under item # 1.

DISCLOSURES AND RECUSALS

Mr. Stanley recused himself from Item #2: Update: Jobs Project TIF Policy

DISCUSSION ITEMS

51349 - Adopting the City of Madison Comprehensive Plan.

Brian Grady of the Planning Division presented the Comprehensive Plan.

Staniszewski (5:08 p.m.) and King (5:15 p.m.) arrived during the presentation.

Martin Bailkey, Kyle Richmond, and Marcia Caton Campbell of Madison were present and interested in speaking about the plan.

DeMarb moved, seconded by Schramm, to suspend the rules to allow an informal engagement/discussion with these residents and anyone else interested in speaking about the plan. Roll call vote:

DeMarb	Aye
Schramm	Aye
Morton	Aye
Bulgrin	Aye

Harris	Aye
Stanley	Aye
Kemble	Aye
Staniszewski	Aye
King	Aye
Greene	Absent

Passed by a vote of 9 - 0.

EDC members began asking Mr. Grady questions about the plan.

Mr. Green arrived at 5:22 p.m. and took the Chair.

Present: 10 - Rebecca Kemble; Craig P. Stanley; Frank Staniszewski; Susan M. Bulgrin; Wayne R. Harris; Mark R. Greene; Patricia (Pat) A. Schramm; Marianne S. Morton; Steve King and Denise DeMarb

Discussion points included:

- Concern about the need for more parking downtown.
- Concern about supporting Madison College.
- A suggestion to add a statement, on p. 117, about adding fitness equipment to City parks.
- A suggestion to add Energy Services Inc. as an organization that can help residents pay for their utilities.
- A suggestion to engage artists through the implementation of the plan.
- A concern that greater recognition of the upcoming Town of Madison attachment is needed.
- A suggestion that greater emphasis be placed on Stoughton Road as an important transportation corridor within the City, deserving of greater attention in the plan.

Alder DeMarb left during the discussion, at 5:50 p.m.

Present: 9 - Rebecca Kemble; Craig P. Stanley; Frank Staniszewski; Susan M. Bulgrin; Wayne R. Harris; Mark R. Greene; Patricia (Pat) A. Schramm; Marianne S. Morton and Steve King

Excused: 1 - Denise DeMarb

- Kemble moved, seconded by Morton, that the Comprehensive Plan be amended to designate Packers Avenue as a regional corridor.

Approved by voice vote.

Mr. Bailkey, Mr. Richmond, and Ms. Caton Campbell added to the discussion by making the following points:

- With regard to fostering a Northside food innovation district, suggesting that the plan should note the importance of fostering food-related infrastructure across Madison.
- Adding a statement about leveraging public market and food related efforts to support diverse entrepreneurs.

Mr. Bailkey, Mr. Richmond, Ms. Caton Campbell, and members of the EDC discussed the best way to incorporate these concerns into the plan.

- Kemble moved, seconded by Staniszewski, to replace the current language identified in Effective Government #1c regarding regional food systems with the following: (see below)

Approved by voice vote.

- King moved, seconded by Morton, to replace the current language identified in Economy and Opportunity #7 regarding food innovation districts with the following: (see below)

Approved by voice vote.

- Morton moved, second by Harris, to switch 7B from Strategy 7 . . . (see below)

Approved by voice vote.

1. [51349](#)

Adopting the City of Madison Comprehensive Plan.

Staniszewski moved, seconded by Stanley, to Return to Lead to the Plan Commission with the Recommendation to adopt the Comprehensive Plan with the following Amendments:

- to designate Packers Avenue as a regional corridor.

- to replace the current language identified in Effective Government #1c regarding regional food systems with the following:

“c. Work with Dane County and other municipalities in the county/region to develop a regional food systems plan.”

“c. Our Regional Food System

Dane County has some of the most productive agricultural land in the world, as well as a strong food economy. The City should support Dane County and other entities in developing a regional food systems plan that would identify key components and prioritize development of the regional food supply chain. Strengthening our local supply chain will bring additional food security to our region, job opportunities for residents with a range of backgrounds, and support preservation of our agricultural land.”

- to replace the current language identified in Economy and Opportunity #7 regarding food innovation districts with the following:

“a. Foster food-related infrastructure across Madison

a. Food Innovation Districts

Madison is positioned to develop strong local and regional food-related infrastructure, and strengthen its economy. The City can progress with this vision by further clustering and incentivizing the growth of aggregation, processing and distribution facilities. The developing Public Market will anchor a food innovation district connected to the north side, linking the FEED Kitchens, Madison College’s culinary school and, importantly, the former Oscar Mayer plant site. There will be similar opportunities in south Madison, and elsewhere in the city. Having food-related businesses cluster in close proximity will provide benefits from sharing ideas, talent, vendors, and infrastructure. Food innovation districts in Madison, will, in turn, support growers, processors and buyers in Dane County and the region.”

- to switch 7B from Strategy 7 of the Economy and Opportunities section of the Plan and to

make it 6E within the Economy and Opportunities section of the Plan.

The motion passed by a vote of 9-0:

Schramm	Aye
Morton	Aye
Bulgrin	Aye
Harris	Aye
Stanley	Aye
Kemble	Aye
Staniszewski	Aye
King	Aye
Greene	Aye
DeMarb	Excused

A motion was made by Staniszewski, seconded by Stanley, to Return to Lead with the Following Recommendation(s) to the PLAN COMMISSION: to adopt the Comprehensive Plan with the following Amendments:

The motion passed by the following vote:

Ayes: 9 - Rebecca Kemble; Craig P. Stanley; Frank Staniszewski; Susan M. Bulgrin; Wayne R. Harris; Mark R. Greene; Patricia (Pat) A. Schramm; Marianne S. Morton and Steve King

Excused: 1 - Denise DeMarb

2. [51575](#) Update: Jobs Project TIF Policy - Matt Mikolajewski, Economic Development Division Director & Staff
A motion was made by King, seconded by Staniszewski, to Refer to the June 20 EDC meeting. The motion passed by voice vote..
3. [50951](#) Economic Development Division 2017 Year-End Review
A motion was made by King, seconded by Staniszewski, to Refer to the June 20 EDC meeting. The motion passed by voice vote.
4. [46081](#) Connect Madison Economic Development Strategy Implementation
A motion was made by King, seconded by Staniszewski, to Refer to the June 20 EDC meeting. The motion passed by voice vote.
5. [45698](#) Economic Development Committee Chair Updates
No report.
6. [45699](#) Economic Development Division Director Updates
No report.
7. [27862](#) Introduction of New Items from the Floor

EDC members requested a future discussion of the Town of Madison attaching to the City of Madison.

8. [45135](#) Next Meeting

Harris noted that he was going to miss the June meeting.

ADJOURNMENT