



City of Madison

City of Madison
Madison, WI 53703
www.cityofmadison.com

Meeting Minutes - Approved ECONOMIC DEVELOPMENT COMMITTEE

Wednesday, November 7, 2007

5:00 PM

215 Martin Luther King, Jr. Blvd
Room 120 (Madison Municipal Building)

CALL TO ORDER / ROLL CALL

The meeting was called to order at 5:10 pm.

Present: 7 -
Zachariah Brandon; Victoria S. Selkove; Susan M. Gleason; Sandra J. Torkildson; Noel T. Radomski; Edward G. Clarke and Ralph Kauten

Absent: 1 -
Peng Her

Excused: 1 -
Richard A. Slone

APPROVAL OF MINUTES OF THE OCTOBER 24, 2007, MEETING

A motion was made by Vicky Selkove and seconded by Zach Brandon to APPROVE THE MINUTES OF THE OCTOBER 24, 2007, EDC MEETING. The motion passed by voice vote.

PUBLIC COMMENT

There was none.

DISCUSSION ITEMS

1. [07874](#) 3 - 5 Year Economic Development Strategic Implementation Plan Report

Attachments: [November 7 EDC Update Memo.pdf](#)
[EDC Handouts 110707.pdf](#)

Matthew B Mikolajewski, OBR Manager, distributed and discussed his memo to the EDC dated 11/7/2007.

The EDC thanked Madison Gas and Electric Company for donating \$5,000 for additional public listening sessions and draft plan review.

THE EDC MEETING SCHEDULED FOR JANUARY 2, 2008 WAS MOVED TO JANUARY 9, 2008. Tom Ticknor will have a PowerPoint presentation at the January meeting.

Noel Radomski stated the Kaufman Foundation and the UW Office of Corporate Relations(OCR) might be willing to fund an additional listening session geared to young entrepreneurs, start-up businesses and students from the UW, MATC and Edgewood College. Mr. Mikolajewski will follow-up with Mr. Radomski on the cost and scheduling of this session.

A motion was made by Ed Clarke, seconded by Alder Brandon, to ACCEPT FUNDS TO PROVIDE ANOTHER LISTENING SESSION SPONSORED THROUGH OCR. The motion passed by voice vote.

A motion was made by Ed Clarke, seconded by Noel Radomski, to DIRECT MARK OLINGER, DIRECTOR OF DPCED, TO AMEND THE CONTRACT WITH TICKNOR & ASSOCIATES TO ACCEPT THE CONTRIBUTION MADE BY MADISON GAS AND ELECTRIC, AND TO UTILIZE THE ADDITIONAL FUNDING FOR LISTENING SESSIONS AND DRAFT PLAN REVIEW SESSIONS. The motion passed by voice vote.

EDC members suggested adding planning councils, neighborhood organizations and non-profit businesses to the list of organizations to receive an email of the listening sessions announcement.

The EDC suggested changing the title of the sessions from "workshops" to "listening sessions." The EDC would also like non-profit organizations to be included in the targeted groups for the sessions. The text in the right column should be changed to read "The plan can only be as good as the ideas provided."

Mr. Ticknor explained the format of his proposed listening sessions as starting with a 10-15 minute PowerPoint presentation in which he would pose questions that are geared toward the particular audience. The attendees would then have a set amount of time to share their answers to the specific questions posed. If time allows, the attendees would have an opportunity to provide open comments to Mr. Ticknor.

If attendees would rather submit written responses to questions, a drop box will be provided as well as an email address where they can send comments.

Having a local web based survey was discussed as an option for public input, and Mr. Mikolajewski explained the lack of funding and outside assistance may prevent the City from moving forward with this idea. Noel Radomski offered the services of the UW Office of Corporate Research to develop and host a web short survey. Mr. Mikolajewski will follow-up. The survey would need to be concluded in time to use the results for the December 12 Retreat.

Mr. Ticknor presented the survey he developed for external communities as the base he will use for his phone interviews with economic development officials in comparable cities. The EDC would like to add a workforce development statement in question # 7 and again as part of question # 15.

Mr. Ticknor further explained the results of this external survey will not have pie charts; rather, it will be a report of what other communities do well and what works for them.

Mr. Ticknor continued with his EDC Discussion Issues handout, mentioning Madison's twenty-year supply of land; the threat that technology companies can be bought and moved elsewhere; and having a proactive policy as the safest and best way a community can ensure continued vitality.

EDC members brought up the following points for Mr. Ticknor to become aware of:

- * Concern about different education and employment attainment by class or race (creating a split between the haves and have-nots)
- * Perception that Madison does not want to be proactive in terms of economic development
- * There is no community consensus that growth is good
- * Madison faces cutbacks in employment at the UW and the State
- * Madison has an aging workforce and there is a trend of retired people moving into Madison
- * There is a perception that Madison is hostile to businesses, as seen in long permitting approval times.
- * "De-funding" of education at all levels
- * Lack of vision for our future; resistance to change

In his research and interviews Mr. Ticknor has found many successes that the City has funded. The City's funding of business incubators, and business parks is not well known.

EDC members mentioned a disconnect with the average citizen as to the economic benefits to them from the City investing in incubators and business parks. Mr. Ticknor will follow-up and check on permit approval times.

Mr. Ticknor gave these definitions to the EDC:

- * Economic development is growing the pie.
- * Community development is allocating the pie.
- * Planning is making sure the community has all the ingredients to make the pie.
- * Basic sector businesses bring wealth to a community. Madison examples of these basic businesses are the UW, insurance companies, and tourism.
- * Non-basic businesses are dry cleaners, coffee shops, which provide a service to residents.

He said many cities generate wealth through the fostering of basic sector businesses.

Mr. Ticknor stated the EDC needs to decide where its priorities are, and where it must focus its outreach efforts. He added that quality jobs are often not found in the retail and non-basic sectors.

Alder Brandon noted this is a current topic of discussion in the TIF policy subcommittee.

ROLL CALL

Ed Clarke left at 6:15 pm. A quorum was still present.

Present: 6 -

Zachariah Brandon; Victoria S. Selkove; Susan M. Gleason; Sandra J. Torkildson; Noel T. Radomski and Ralph Kauten

Absent: 1 -

Peng Her

Excused: 2 -

Richard A. Slone and Edward G. Clarke

Mr. Ticknor mentioned the following observations based on his preliminary research:

- * The City lacks an economic development culture
- * The EDC does not have a pro-active mandate
- * A fractionalized City approach makes it hard for people to know where to go for help
- * The City is largely a reactionary economic ally

Mr. Ticknor encourages the EDC to think outside of the box and perhaps consider recommending public/private leadership to get things done. For example, he questioned who is the leader to get more hotel rooms built for the convention industry in Madison?

REPORTS

2. [07937](#) **ALDER'S REPORT**

Alder Zach Brandon explained since Mr. Clingan withdrew his application for Economic and Community Development Director. a resolution with 19 sponsors is calling for two director positions; one for Economic Development and one for Community Development. Both would be within the Department of Planning and Community and Economic Development. He supports this solution.

3. [07939](#) **CHAIRPERSON'S REPORT**

Susan Gleason had no report.

4. [07940](#) **OFFICE OF BUSINESS RESOURCES REPORT**

Mr. Mikolajewski had no report.

ADJOURNMENT

A motion was made by Alder Brandon and seconded by Vicky Selkove, to ADJOURN THE MEETING. The motion passed by voice vote and the meeting was adjourned at 6:32 pm.