



City of Madison

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

Wednesday, February 18, 2015

5:00 PM

215 Martin Luther King, Jr. Blvd.
Room 260 (Madison Municipal Building)

CALL TO ORDER / ROLL CALL

The meeting was called to order at 5:11 p.m.

Present: 9 - Mark Clear; Craig P. Stanley; Eric E. Steege; M. Meghan Blake-Horst; Mark R. Greene; Patricia (Pat) A. Schramm; Edward G. Clarke; Scott J. Resnick and John Strasser

Excused: 3 - Peng Her; Julia Stone and Matthew C. Younkle

Matt Younkle arrived at 5:17 pm,

Also Present: Matthew Mikolajewski, Economic Development Director; Peggy Yessa, Office of Business Resources; Dan Kennelly, Office of Business Resources; Ruth Rohlich, Office of Business Resources; Alder Anita Weier; Steve Cover, Director of DPCED; Anne Monks, Assistant to the Mayor; Natalie Erdman, Acting Director of DPCED

APPROVAL OF MINUTES

A motion was made by Schramm, seconded by Clarke, to Approve the Minutes of the December 17, 2014, meeting. The motion passed by voice vote/other.

PUBLIC COMMENT

None at this time.

DISCLOSURES AND RECUSALS

None.

1. [37312](#) Role of Economic Development Committee

Chairperson Greene said this is the start of discussion of the EDC's role. He asked for input at future meetings.

Mr. Younkle arrives at 5:17 p.m.

Present: 10 - Mark Clear; Craig P. Stanley; Eric E. Steege; M. Meghan Blake-Horst; Mark R. Greene; Patricia (Pat) A. Schramm; Edward G. Clarke; Matthew C. Younkle; Scott J. Resnick and John Strasser

Excused: 2 - Peng Her and Julia Stone

Chairperson Greene asked to consider what the EDC is supposed to review.

Mr. Clarke commented the EDC often looks at items in a vacuum.

6. [31880](#) Economic Development Strategy Plan

Mr. Clarke is Chairperson of the Economic Development Strategy Subcommittee. He briefly explained the eight (8) goals and the measures of each.

Chairperson Greene invited all EDC members to attend the Subcommittee meetings.

2. [37018](#) Amending Section 39.03 of the Madison General Ordinances to add homelessness as a protected class

A motion was made by Clear, seconded by Resnick, to Return to Lead with the Recommendation for Approval to the EQUAL OPPORTUNITIES COMMISSION. The motion passed by the following vote:

Ayes: 8 - Mark Clear; Eric E. Steege; M. Meghan Blake-Horst; Mark R. Greene; Patricia (Pat) A. Schramm; Edward G. Clarke; Matthew C. Younkle and Scott J. Resnick

Abstentions: 2 - Craig P. Stanley and John Strasser

Excused: 2 - Peng Her and Julia Stone

Discussion:

Alder Weier explained the Equal Opportunities Commission (EOC) has discussed this item for two years. The amendment adds homelessness as a protected class in employment and housing but not in public accommodations. There has been inappropriate behavior in Downtown Madison by homeless people.

Chairperson Greene said Bill Fetty, Chairperson of the EOC, is a registered speaker and available to answer questions.

Mr. Younkle asked why this was referred to the EDC. What is the economic impact?

Alder Weier referred it to the EDC because when unemployment was proposed as a protected class it was not referred to the EDC and she heard complaints. This item was also referred to the CDBG and the Housing Strategy Committee.

Lucia Nunez, Civil Rights Director, explained the Department of Civil Rights enforces all of the City's equal opportunity laws.

Mr. Younkle asked, in general, how this may affect Madison's growth.

Mr. Clarke asked if this amendment means the homeless get preference in hiring in Madison.

Ms. Nunez explained this language was drafted by the City Attorney, and means a protected class cannot be discriminated against but is not given preference in hiring. The majority of cases filed are for employment discrimination. Evidence of probable cause is looked for and most cases have no probable causes. This is an administrative

process and is cheaper than taking it to court.

Alder Strasser asked what the impetus is for adding homelessness as a protected class.

Mr. Fetty said the EOC has been working on this for two years. The EOC had lots of testimony from businesses on this.

Ms. Nunez said a discrimination complaint has to be:

- In the City of Madison
- Be in the area of housing, employment or public accommodations
- Be made by a protected class

The complainant has to provide the burden of proof. The City investigates the complaint and the hearing examiners make a decision.

Mr. Steege asked if other cities have a similar ordinance.

Ms. Nunez said no, Madison is in the forefront of this.

Alder Clear asked if this amendment passes, as it is, it does not include public accommodations.

Ms. Nunez said this is correct. Protected classes are not exempt from following existing rules.

Mr. Clarke asked if this would raise problems for employers.

Chairperson Greene said there is not a lot of data to quantify the impact of this ordinance change. How many people will be affected?

Alder Strasser said this gives the impression to developers to build elsewhere.

Ms. Nunez said there is data on the number of homeless people at the shelters and on the street and the school district has the number of homeless children attending schools.

Chairperson Greene said more data is needed.

Mr. Fetty said Madison has the opportunity to be a model with this ordinance.

Alder Resnick said we have to trust other committees when they come to the EDC with an issue.

3. [36697](#)

SUBSTITUTE-Directing the Department of Planning and Community and Economic Development to conduct a one or two year collaborative effort to implement many of the recommendations in the 2012 adopted Downtown Plan, and to take an expanded and more detailed look at a number of issues associated with State Street, the Capitol Square, and adjacent areas

A motion was made by Clear, seconded by Clarke, to Return to Lead with the Following Recommendation(s) to the DOWNTOWN COORDINATING COMMITTEE: adoption of the resolution with the addition of “sound and noise pollution.”

The motion passed by voice vote.

Discussion:

Susan Schmitz, registered speaker, is President of Downtown Madison, Inc. (DMI). DMI supports this recommendation and is anxious to move forward. She distributed DMI's ordinance in support of the growth and future of the Downtown.

Alder Strasser asked what does DMI consider the area of the Downtown.

Ms. Schmitz said Downtown is from the Yahara River to Camp Randall. State Street and the Square are the central commercial district and DMI hopes to expand this to include King Street. Retail development follows housing development.

Mr. William Fruhling, City of Madison Principal Planner, explained this resolution directs staff to begin a comprehensive one- to two-year planning effort to focus on the Downtown. Page two defines the topics that will be studied. This includes design, programming of streets and public spaces, rent affordability, marketing and branding, retail trends, consumer base, and transportation. The EDC formed a subcommittee for the Downtown Plan in 2012. Some things, such as, transportation and the Bus Rapid Transit (BRT) were not included in it. The bottom line is to make sure Downtown Madison is a strong retail and business environment. The EDC is the fifth of six committees reviewing this resolution.

Alder Clear noted housing was not included in this resolution. Also noise and amplified sound are missing from it.

Mr. Fruhling said housing is included in the last paragraph of the resolution.

Alder Strasser asked how big is this project? What is the impact on taking care of the needs of the rest of the City?

Mr. Fruhling said many City agencies, such as Traffic Engineering, the Parks Department, and the Economic Development Division, will work on this, not just Planning Division staff.

Ms. Schramm asked if this plays into the Economic Development Strategy.

Mr. Kennelly said the Economic Development Strategy, the Housing Study, the Transportation Plan and the Comprehensive Plan are all underway. The Economic Development Strategy will feed into the Comprehensive Plan.

Mr. Fruhling noted the Downtown Plan is part of the Comprehensive Plan.

Alder Strasser leaves @ 6:36 pm, a quorum is still present.

Present: 9 - Mark Clear; Craig P. Stanley; Eric E. Steege; M. Meghan Blake-Horst; Mark R. Greene; Patricia (Pat) A. Schramm; Edward G. Clarke; Matthew C. Younkle and Scott J. Resnick

Excused: 3 - Peng Her; Julia Stone and John Strasser

Mr. Stanley asked if this will be similar in scope to the Regent Street-South Campus Neighborhood Plan. The use of focus groups in this plan was nice. It captured the

retailers,' users,' developers' and owners' perspective.

Mr. Clarke is concerned about the usage of the term "retail". What is the best use and highest use of State Street?

Mr. Fruhling said the Downtown Plan talks about the future of State Street as shopping or entertainment.

Mr. Clarke said this is an economic issue; how does the market drive what is happening in a particular area?

Mr. Fruhling said this planning will help understand the market and the vision.

Mr. Stanley suggested looking at the ownership structure relative to State Street and compare it to other retail areas.

Alder Resnick said the emphasis is to listen to the users of State Street. The students have economic impact and a student representative was on the Downtown Plan Committee.

Mr. Stanley leaves at 6:40 p.m. A quorum is still present.

Present: 8 - Mark Clear; Eric E. Steege; M. Meghan Blake-Horst; Mark R. Greene; Patricia (Pat) A. Schramm; Edward G. Clarke; Matthew C. Younkle and Scott J. Resnick

Excused: 4 - Peng Her; Craig P. Stanley; Julia Stone and John Strasser

Mr. Fruhling said outreach to the students was tried in the redesign of the 700 and 800 blocks of State Street.

Alder Resnick said the chalkboards worked for student input. He thinks the young professionals will need different ways to give their input.

4. [36945](#)

SUBSTITUTE Resolution Approving the Entrepreneurship and Small Business Development Resource Fund RFP and Fund Release.

A motion was made by Younkle, seconded by Clarke, to Return to Lead with the Following Recommendation(s) to the BOARD OF ESTIMATES: with the recommendation for adoption of this resolution with the addition of language to keep the company receiving funds located in Madison.

The motion passed by voice vote.

Discussion:

Ms. Rohlich said the three Alders on the EDC are sponsors of this resolution to fund both women- and men-owned businesses but the focus is on women-owned technology businesses.

Mr. Steege asked if it is intended for only one organization or can it be divided

Ms. Rohlich said it could be split. The primary focus is on Madison tech companies.

The idea is for this to be a revolving loan program. It will have a 1:1 match.

Mr. Clarke asked about the focus of the fund.

Ms. Rohlich said broad language is needed; this is not just for IT companies.

Mr. Younkle asked who is responsible if the company does not repay its debt.

Mr. Mikolajewski said it is to be determined if the company or the lender is responsible.

Mr. Steege asked if the company receiving funding would be required to stay in Madison for a certain time period.

Ms. Rohlich said language addressing this would be added to the RFP.

5. [37014](#)

Authorizing the Mayor to issue a Request for Proposals ("RFP") for a full-service affordable grocery store located south of the Verona Road and Beltline Highway interchange with up to \$300,000 of financing assistance from the City of Madison in the form of a low-interest and/or forgivable loan.

A motion was made by Clear, seconded by Clarke, to Return to Lead with the Following Recommendation(s) to the BOARD OF ESTIMATES: recommend adoption of this resolution and adding language that the City would consider owning the property.

The motion passed by voice vote.

Discussion:

Ms. Rohlich explained the Allied area has had food purchasing issues for a long time . A \$15,000 Emergency Transportation Fund Request for Proposal (RFP) is now released to help Allied residents get to and from grocery stores . This grocery store RFP is to incentivize a full-service grocer to locate in this area. A business plan, letter of intent, and financial information will be required from the applicants to get to the needs of the business.

Alder Clear asked if there is evidence that grocery stores fail to locate in neighborhoods with high levels of shoplifting.

Ms. Rohlich said it is all anecdotal. None of the grocery stores have said this directly to her. A market study is a required part of the submittal for this RFP .

Mr. Younkle asked how this dollar amount was set.

Ms. Rohlich said it came from talking with grocers.

Alder Resnick cautioned using a specific dollar amount in the RFP instead of asking what amount would be needed.

Mr. Mikolajewski said the applicant's business plan would be reviewed.

Mr. Younkle likes the Land Banking program and suggested using it so the City has an asset if the business fails.

Ms. Schramm noted the high level of impact in this area because of the Verona Road construction. Other neighborhoods would shop here also.

Ms. Rohlich said a demonstrated commitment for ten years is the language in the RFP. Business plan projections for 3, 5 and 10 years are also asked for.

A motion was made by Alder Clear, seconded by Mr. Clarke, to recommend adoption of this resolution.

Mr. Younkle asked for a friendly amendment to add language "the City would consider owning the property."

Alder Clear and Mr. Clarke accepted the amendment.

The motion is now: A motion was made by Alder Clear, seconded by Mr. Clarke, to recommend adoption of this resolution and adding language that the City would consider owning the property.

Mr. Mikolajewski said there are no funds in the Land Banking program. This would be another option that may be costlier.

7. [21360](#)

EDD Director Report

Mr. Mikolajewski gave the following project updates:

- The Judge Doyle Square RFP is due May 1

Alder Resnick leaves @ 7:18 p.m. A quorum is still present.

Present: 7 - Mark Clear; Eric E. Steege; M. Meghan Blake-Horst; Mark R. Greene; Patricia (Pat) A. Schramm; Edward G. Clarke and Matthew C. Younkle

Excused: 5 - Peng Her; Craig P. Stanley; Julia Stone; Scott J. Resnick and John Strasser

- Otto Gebhardt and StartingBlock are working on their plan for the 800 south block of E. Washington Ave.
- The Anchor Bank TID is in the approval review process. It is in TID #45
- MadRep is working on obtaining WEDC Trade Venture Funds for area companies that export goods. (See handout). Does the EDC want to discuss this at future meetings?
- The Office of Business Resource Manager job opening will be posted in the next few weeks.

8. [17637](#)

EDC Chairperson's Report

Chairperson Greene did not have any items to report at this time.

9. [27862](#)

Introduction of New Items from the Floor

Mr. Clarke suggested future discussion on the Mayor's memo to the EDC and the role of the EDC as a topic.

ADJOURNMENT

A motion was made by Clarke, seconded by Clear, to Adjourn. The motion passed by voice vote.

The meeting adjourned at 7:25 p.m.