



City of Madison

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

Wednesday, January 9, 2008

5:00 PM

Room 101, Madison Municipal Bldg.
(Transportation)
215 Martin Luther King, Jr. Blvd.

CALL TO ORDER / ROLL CALL

The meeting was called to order at 5:15 pm.

Present: 6 -

Peng Her; Zachariah Brandon; Victoria S. Selkove; Susan M. Gleason;
Richard A. Slone and Edward G. Clarke

Excused: 3 -

Sandra J. Torkildson; Noel T. Radomski and Ralph Kauten

Also Present: Peggy Yessa, OBR Staff; Mathew B. Mikolajewski, Manager, Office of
Business Resources; Randy Whitehead, City Purchasing; Alder Judy Compton; Don
Marx, City Real Estate Manager

APPROVAL OF MINUTES

Ed Clarke moved and Vicky Selkove seconded to Approve the Minutes of the
December 6, 2007, meeting. The motion passed by voice vote.

PUBLIC COMMENT

None

- 1 [08316](#) SUBSTITUTE - Authorizing hiring of The Hiebing Group Inc./Vandewalle & Associates for consultation services to develop and implement a marketing plan for Southeast Madison Business Centers and the Wisconsin BioAg Gateway.

Attachments: [7873 Addendum 1 Final.pdf](#)
 [7873-0-2007-MM Final WI BioAg Gateway.pdf](#)
 [7873 Addendum 2 Final.pdf](#)
 [SE MadConsultantHire08316vers1.pdf](#)
 [Bio-Ag RFP from Vandewalle 10-18-2007](#)
 [Letter of Protest from NES.pdf](#)
 [M May NESmemo 010808.pdf](#)
 [Response to NES Protest 1-8-08.pdf](#)

Approve the hiring of Heibing Group et al, and to request the City to write a letter to NES to apologize for the mathematical error.

Richard Slone moved and Zach Brandon seconded to Return to Lead to the Board of Estimates with the following recommendations: to approve the hiring of Heibing Group et al, and to request the City to write a letter to NES to apologize for the mathematical error.

Mathew B. Mikolajewski, Manager of Office of Business Resources introduced Randy Whitehead from the Purchasing Department. Mr. Mikolajewski explained the score transposition error was discovered after the EDC had approved the hiring of NES at the Dec. 5 EDC meeting. The correct final total scores from the written submittal and the oral presentations came to 1720.95 for the local firm of Hiebing Group and Vandewalle Associates and 1719 for NES. The total scores from the interviews were not computed at the time the Review Team discussed the interviews.

Question: Why do the scores and reviewers preference not match? Is there a criterion that makes the numeric score the final determination?

Answer by Randy Whitehead: The scores were close and it is in the RFP. Mr. Mikolajewski added the review team discussed the interviews prior to the computation of the total final scores.

Question: How were the scores determined?

Answer: The written submittal counted as 50 % of the total score and the oral presentation was 50 % of the total. score.

Question: When was the 5% local preference purchasing points added to the scores?

Answer: The local purchasing preference points were added to the written scores and to the oral scores.

Question: The last paragraph on page one of the memo from Randy Whitehead is confusing.

Answer: Local preference purchasing points did not cause the change in selected vendor. The change of selected vendor was due to a transposition error.

Question: On the NES memo page 3, it states 7 out of 10 reviewers selected NES? Is this correct?

Answer: No, it was 6 out of 10 reviewers who scored NES higher.

The EDC discussed their options of accepting the substitute resolution to hire Hiebing/Vandewalle or to recommend starting the entire RFP process over. They discussed what would be the basis for starting over and the fairness to NES and to Hiebing/Vandewalle. The EDC wanted written guidelines for the RFP review procedure. Randy Whitehead noted that this was the first time local preference purchasing points made a difference in the awarding of a contract. The same process was used this time as in other RFP selections.

Mr. Mikolajewski read from the original Request for Proposal page 10, item 7d. Selection, "Consultant selection will be made based on the results of the evaluation of the proposals and the consultant interviews."

The Board of Estimates has not reviewed the original resolution to hire NES. The BOE will review this substitute resolution next week. Mr. Mikolajewski

said there would be a six-month waiting period if a decision was made to re-issue the RFP.

Alder Brandon mentioned this was the first use of the local purchasing preference points. He felt the alternative of waiting over six months to reissue the RFP is not practical.

The memo from Michael May states the legal grounds are solid for the selection of Hiebing/Vandewalle.

Mr. Her noted the selection process needs to be improved and agreed that the EDC needs to go with the Hiebing/Vandewalle selection.

Alder Judy Compton said she supports the selection process as it occurred and mentioned that Hiebing/Vandewalle were notified by the Purchasing Dept of their selections as consultant for this project.

Excused: 3 -

Sandra J. Torkildson; Noel T. Radomski and Ralph Kauten

Ayes: 4 -

Peng Her; Zachariah Brandon; Richard A. Slone and Edward G. Clarke

Noes: 1 -

Victoria S. Selkove

Non Voting: 1 -

Susan M. Gleason

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Workforce Development Subcommittee Report and Possible Appointment of New Subcommittee Members

Attachments: [Workforce Development Subcommittee Meeting Notes 12-6-2007](#)

Subcommittee Chairperson Ed Clarke handed out copies of Chicago's and Seattle's reports on their efforts to monitor their workforce. Mr. Clarke said the subcommittee has started work gathering data and looking at metrics used by other cities to determine if their policies are making a difference. The next meeting is Wednesday, January 16 at 5 pm.

Noel Radomski and Zach Brandon have resigned from the subcommittee and Mr. Clarke asked other EDC members to volunteer to serve on the subcommittee.

Ed Clarke moved and Vicky Selkove seconded to appoint Richard Slone to the Workforce Development subcommittee.

Mr. Slone said he would serve on the subcommittee.

The motion passed by voice vote.

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3-5 Year Strategic Economic Development Implementation Plan

Attachments: [EDC Memo 3-5 Plan 1-9-08.pdf](#)

Mr. Mikolajewski read from his memo that Mr. Ticknor will be back in Madison on January 15 and 16 to conduct meetings. Mr. Ticknor will present the draft plan to the

EDC at the February 6 meeting. The draft plan will be posted on the website. During February and early March, EDC members and OBR staff will attend meetings of business organizations to introduce the draft plan. In mid-March Mr. Ticknor will present the draft in public session(s).

The EDC asked staff to invite the entire Common Council to the February 6 EDC meeting to hear the draft plan presentation. The EDC also directed staff to send out an email to the attendees of all the listening sessions and the Retreat with the draft plan and to solicit comments on the plan.

Zach Brandon moved and Ed Clarke seconded to accept the \$1,000 donation from the Wisconsin REALTORS of South Central Wisconsin and to amend the contract with Mr. Ticknor to pay for presenting the draft plan to the EDC.

Mr. Mikolajewski updated the EDC that since he wrote the memo the Office of Corporate Relations notified him they would not be able to provide funding for the economic development plan at this time.

ADJOURNMENT

Zach Brandon moved and Vicky Selkove seconded to adjourn. The motion passed by voice vote, and the meeting was adjourned at 6:25 pm.