



City of Madison

Meeting Minutes - Final

ECONOMIC DEVELOPMENT COMMISSION

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

Wednesday, August 15, 2007

5:00 PM

215 Martin Luther King, Jr. Blvd
Room LL110 (Madison Municipal Building)

CALL TO ORDER

The meeting was called to order at 5:02 pm.

1 ROLL CALL

Present: Zachariah Brandon, Victoria S. Selkove, Richard A. Slone, Sandra J. Torkildson, Noel T. Radomski, Thomas W. Still, Mark D. Bugher, Edward G. Clarke and Ralph Kauten

Excused: Susan M. Gleason

Also present: Dan Bohrod, City Comptroller's Office; Matthew B. Mikolajewski, Manager, City Office of Business Resources; Michael Bashford, 1917 Schlimgen Avenue, registered speaker:

2 Public Comment

There was none at this time.

3 Approval of Minutes of the JUNE 6, and JULY 30, 2007, meetings

A motion was made by Clarke, seconded by Slone, to Approve the Minutes of both the June 6 and July 30, 2007, meetings. The motion passed by acclamation.

4 Living Wage Calculation

06831

Creating Sec. 4.20(3)(d) of the Madison General Ordinances to prohibit proportional calculation of wages to employees performing both City and non-City work.

Dan Bohrod, Budget Analyst, explained how a former uniform rental/laundry contractor and a former carwash contractor calculated the living wage as proportional across their entire workforce because of the difficulty of segregating the work that they did for the City from their other clients' work. This resulted in a small, often 2 or 3 cent per hour raise for all their workers. The intent of the Living Wage Ordinance was for the entire workforce to get a living wage. Currently these 2 companies do not do work for the City and this ordinance change is thought to have no immediate impact on existing contracts.

Question: Who makes the call if a contractor is providing a living wage for City contracted work?

Answer: Enforcement is complaint driven.

Question: Since these two contractors do not currently do work for the City, why is this change proposed?

Answer: There is potential that this might arise again. Currently many non-profit contractors are paying a living wage for all employees in the "spirit" of the ordinance.

Several commissioners stated the proportional method of calculating the living wage seems easy to do and fair and disagree with the proposed ordinance change.

Further discussion covered 3 possible options to the proposed ordinance:

- 1) Allow for a waiver of complying with the ordinance
- 2) reconfigure the workforce to do City only work at a specific measurable time or
- 3) give all workers a living wage all the time.

Alder Brandon said we already know that companies paying a living wage can be competitive. Because of the limited impact of this proposed change he argued for the change to test it and see if, after a certain amount of time, any problems are encountered.

Question: Does the ordinance tell staff how to calculate the living wage, and is this "micro-managing" staff?

Answer: The ordinance does not say how to administer it. In the past the City Attorney said the proportional calculation approach was legal.

A motion was made by Still, seconded by Radomski, to Return to Lead with the Recommendation to Place on File to the BOARD OF ESTIMATES. The motion passed by the following vote:

Excused: Gleason

Aye: Slone, Torkildson, Radomski, Still and Clarke

No: Brandon, Selkowe and Kauten

Non Voting: Bugher

Thomas Still left the meeting at 5:45 pm. A quorum was still present.

Present: Zachariah Brandon, Victoria S. Selkowe, Richard A. Slone, Sandra J. Torkildson, Noel T. Radomski, Mark D. Bugher, Edward G. Clarke and Ralph Kauten

Excused: Susan M. Gleason and Thomas W. Still

5 3-5 Year Economic Development Strategic Implementation Plan

07071

Authorizing hiring of Ticknor and Associates for consultation services to prepare the 3-5 Year Economic Development Strategic Implementation Plan for the City of Madison and amending the 2007 Operating budget of the Office of the Director of Planning, Community and Economic Development to recognize an \$50,000 in revenues derived from private sources and a commensurate increase in expenditure authority.

Matthew B Mikolajewski, Manager of the Office of Business Resources, asked for input from the Commissioners on the public input part of the proposal. The Commissioners would like to meet with Mr. Ticknor to discuss the number of public hearings and at what stages of the process they would be held. The Commissioners felt they needed more specific information and asked staff to invite Mr. Ticknor to meet with the EDC.

Discussion continued on the following items: the possibility of raising private sector money for perhaps more depth in the research of other benchmark communities;

holding public hearings without the consultant and sending him the videos and identifying the stakeholders he proposes to interview. The wording of the fiscal note of the resolution is confusing. It was explained that Fiscal Note calls for amending the Adopted Operating Budget and is the Comptrollers preferred method of handling the additional funds raised from other sources and this in no way prevents the raising of additional funding for possible additional report items.

A motion was made by Kauten, seconded by Clarke, to Return to Lead with the Recommendation for Approval to the BOARD OF ESTIMATES. The motion passed by acclamation.

Richard Slone left the meeting at 6:00 pm. A quorum was still present.

Present: Zachariah Brandon, Victoria S. Selkove, Sandra J. Torkildson, Noel T. Radomski, Mark D. Bugher, Edward G. Clarke and Ralph Kauten

Excused: Susan M. Gleason, Richard A. Slone and Thomas W. Still

6 BREWD Program

07156

Authorizing the City of Madison to accept a grant from the State of Wisconsin Department of Commerce in the amount of \$1,000,000 and to utilize these funds for brownfield remediation activities.

Mr. Mikolajewski explained that the Dept of Commerce was giving the City of Madison \$1 million to remediate brownfields subject to the City developing program guidelines. The program would foster the reuse and redevelopment of properties in existing parts of the City for employment centers. The series of maps attached to the resolution show areas targeted to receive bonus points when using the money from the fund. The maps have generated concern because residential properties are shown as bonus areas. It is not the intent of the fund to foster residential redevelopment and staff recommends that the residential properties be taken off the maps. The maps do not declare properties as brownfields.

Michael Bashford, 1917 Schlimgen Ave, registered to speak, said he lives in a targeted area and is glad to hear that residential properties will be taken off the map.

Question: Is redevelopment of of a Brownfield property for mixed residential and business use eligible for funding?

Answer: See page 1, paragraph 3 , "no more than 50% of the total floor area of the building(s) within the Property" may be residential.

Question: This program has no criteria on the kinds of jobs created on the Brownfield site?

Answer: This is correct -- see page 3 of the proposed guidelines and note that one of the bonus criteria calls for "Positions that conform to the City of Madison Living Wage Ordinance . . ." and it does not specify the type of job.

Question: Do the Guidelines need to specify the type of job?

Answer: This program is broad and not for a targeted population.

Question: Do the guidelines specify how long the job must exist?

Answer: The jobs must be created within 1 year of Project completion. The property's zoning and land use will dictate the type of activity and job at the site.

Question: Are there other programs that target the clean up of Brownfield sites?
Answer: Other programs can be used in partnership with the BREWD program and the City may require applicants to apply for funding from other programs.

Question: What is the primary purpose of BREWD-job creation or brownfield remediation?
Answer: The Department of Commerce is funding this as a brownfields remediation program. Some EDC members would like the job creation aspect to be enhanced with 20 jobs created for \$100,000 in loan as a minimum. It was noted that federal CDBG funds call for one job created per \$35,000. In the actual loan agreement the EDC, Common Council and BOE can specify job creation and type of job.

It was noted that many brownfield sites are small, such as gas station sites, and could not support the creation of many jobs.

Question: What is the length of time for job creation?
Answer: It is for the term of the loan repayment.

Question: Where does the money go from the payback of the loans?
Answer: It goes back into the BREWD program funds.

Alder Brandon moved, seconded by Vicky Selkove, to refer this matter to the next Economic Development Commission meeting to allow staff more time to work on bonus criteria for employment and type of employment. The motion passed by acclamation.

Mark Bugher left the room at 7:15 pm. A quorum was still present.

Present: Zachariah Brandon, Victoria S. Selkove, Sandra J. Torkildson, Noel T. Radomski, Edward G. Clarke and Ralph Kauten

Excused: Susan M. Gleason, Richard A. Slone, Thomas W. Still and Mark D. Bugher

7 BioAg Gateway Campus Marketing RFP

07158

Authorizing the City of Madison to issue a Request for Proposals (RFP) for development and implementation of a marketing plan for Southeast Madison and the Wisconsin BioAg Gateway.

A motion was made by Brandon, seconded by Radomski, to Return to Lead with the Recommendation for Approval to the BOARD OF ESTIMATES. The motion passed by acclamation.

Mark Bugher returned to the room at 7:20 pm, during the discussion and before the vote on this motion

Present: Zachariah Brandon, Victoria S. Selkove, Sandra J. Torkildson, Noel T. Radomski, Mark D. Bugher, Edward G. Clarke and Ralph Kauten

Excused: Susan M. Gleason, Richard A. Slone and Thomas W. Still

The funding of this particular incubator and not others in the City of Madison was questioned. It was noted that this particular site is in a TID district and has funds available for marketing.

It was noted that this would be "another wrench" in the City of Madison's economic development toolbox.

It was hoped that the resultant marketing tactics will be inclusive and collaborative and not promote raiding of existing incubators.

8 Office of Business Resources Report

Mr. Mikolajewski mentioned the draft of Dane County's Comprehensive Plan is online and available for public comment. He noted that in a survey from the Plan, "keeping jobs in Dane County" scored the highest with "water resource management" as second most important priority.

Alder Brandon is on the Capital Area Region Plan Commission (CARPC) and will push for job creation and business issues as a priority.

9 Chairperson's Report - Mark Bugher

The July 12 Wisconsin State Journal article on job creation and training, by EDC member Vicky Selkove, was discussed. The EDC would like to be proactive in framing this issue. It was suggested that Pat Schramm, Executive Director, Workforce Development Board of South Central Wisconsin, be invited to a future EDC meeting to discuss this topic. EDC staff were also asked to poll commissioners if they would like to start and serve on a subcommittee to gather public input, look at what other cities are doing and to seek out other job creation and job skill programs.

Ed Clarke mentioned the City is starting to work on the Downtown plan.

10 Adjournment

A motion to Adjourn was made by Kauten, seconded by Radomski. The motion passed by acclamation, and the meeting was adjourned at 7:45 pm.