



City of Madison

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

Meeting Minutes - Draft DOWNTOWN COORDINATING COMMITTEE

Thursday, August 20, 2009

5:30 PM

210 Martin Luther King, Jr. Blvd.
Room 108 (City-County Building)

1. **CALL TO ORDER.** DCC Chairperson Thiel called the meeting to order at 5:32 PM.

STAFF PRESENT: Joy Kummerow, Jim Weinstock, Tim Cooley, Joe Gromacki.

OTHERS PRESENT: Barry Gore, Kevin Peters.

2. **APPROVAL OF MINUTES.**

A motion was made by Miller/McDonnell to Approve the DCC Minutes of 7-16-09, with minor changes. The motion passed by voice vote.

3. **PUBLIC COMMENT.** No one registered to speak.

4. **STAFF REPORTS:**

A. Special Events.

-See report included in the packet.

-Ride the Drive flyers were distributed.

B. Mall/Concourse Maintenance (Joy Kummerow)

-Grass has been sodded on N. Pinckney St with tall Fescue.

-The shop area is a disaster right now with on going construction.

-The Square fountains are still being worked on.

5. NEW ECONOMIC DEVELOPMENT DIRECTOR-Tim Cooley.
- Mr. Cooley returned after being gone for 30 years.
 - Lots of potential and opportunity for Madison.
 - Trend of higher incomes moving to the suburbs.
 - Businesses move to where the money or higher incomes are going.
 - Starting to see a "hollowing out" of the downtown Madison area.
 - 70% of revenue for the city comes from the assessed property value.
 - We need to maximize the value of the land downtown. Warehouse and storage does not generate jobs, but does eat up valuable real estate space. Underground parking should also be utilized as much as possible, especially downtown.
 - Look at areas that need the redevelopment.
 - Madison has hotels coming out of our ears at the moment.
 - Construction costs are low right now.
 - A strategy is to retain and attract a good work force, eliminate barriers, and then get out of the way and let the workers work.
 - How can we maximize the strategic long term plan?
 - Where a business locates, is one of the most important decisions that they will make.
 - Develop enabling infrastructure to help businesses grow.
 - Continue to work with local and small businesses.
 - Work on a long-term economic development strategy.
 - E. Washington Ave build: great opportunity now to do a comprehensive development due to some long time property owners leaving. Looking at area all the way to 1st Street.
 - Has been meeting with the Mullins family and hearing what they do not want to do. But Mr. Cooley would rather want to know what they will do.
 - High speed and commuter rail:
 - Mayor's priority is getting the grant completed and submitted.
 - Discussion going on about where to locate the terminal at either airport, downtown, or Yahara station.
 - What does the market want? Market should dictate the decision.
 - Brayton lot: Can develop underground parking at Brayton lot and at Govt. East at a competitive rate.
 - Rebecca Ryan of Next Generation Design is studying and surveying ages 20-40 year olds and what they want and expect.
 - We need opportunities for students to stay here after they graduate, and not the current brain drain that is going on now.
 - We need to use what is in our tool box now which is TIF, job creation, and not real estate development.
 - Development always follows transportation. Where are the areas that need major work?
 - Safety and crime is very important to people.
 - The process is burdensome and expensive for a new business to locate in Madison.
 - Ave household income in Madison is \$53,000.

6. CITY TIF COORDINATOR-Joe Gromacki

Proposed and potential TID 2009-10:

1) TID #39. Stoughton Road. SE side of Madison.

-Creation date 9-15-09. Base value \$198,000,000.

-BioLink incubator.

-Wetland within TID boundary requires use of "half-mile rule".

-20 year life.

-Must meet with the school district and the Joint Review Board and make presentation.

2) TID #40. Northside.

-27 year life.

-50% blighted.

-\$120 million base value.

-Estimated \$6.2 million of TIF generators.

-\$5.5 million of infrastructure improvements.

-Creation date 9-15-09.

3) TID #32. 3rd Amendment. State Street.

-Blighted area. Blight funding 61%.

-27 year life.

-Proposed generator: Edgewater Hotel. \$53 million could support about \$10 million of TIF.

-Project costs: Small Cap TIF program.

-Creation in 2010.

4) Potential TID #36. Capitol Gateway.

-Generating about \$570,000.

-Needs TIF generator.

-New project costs: Brearly Street Park, Portion of Great Lawn, Railroad quiet zones.

-Possible 2010 amendment.

-TIF Program Status now:

-11 active, 3 downtown, 8 periphery.

-1 new TID, 1 amendment in 2009.

-City is at 2.41% of the 12% cap.

-68 loans invested over \$95 million, leveraging over \$1.3 billion of new value.

-Increment values down for 2009-10.

-6 of 11 TIDs show negative increments in 2009, below cash flow projections. (TIDs 23, 25, 29, 37,38,39).

-30-40% of communities in Wisconsin are over the TIF cap.

-Definition of Blight: anything that affects any aspects of the building. (i.e. infrastructure, crime, etc).

-Law prohibits TIF using anything on public structures.

7. [15225](#) Creating Section 10.31(3)(g) of the Madison General Ordinances to add an exemption from the annual fee for some architectural features on Madison Landmark Buildings.

A motion was made by Levin, seconded by Sollinger, to Return to Lead with the Recommendation for Approval to the Board of Public Works. The motion passed by voice vote unanimously.

8. **CENTRAL LIBRARY UPDATE. See item 9 B below for information on Library.**

9. **SUB-COMMITTEE UPDATES:**

A. Transportation (McDonnell). See report on downtown infrastructure listed below at 9 C.

B. Living Downtown & Land Use (Crabb)

-Discussion on Downtown Central Library:

-Recognize the Fiore proposal.

-Recognize the funding gap of \$23 million.

-Recognize the affects on the operating budget.

-Proposals for redoing the existing library.

-3rd and final discussion at the City Council is coming up.

-\$30 million has been set aside in the budget for the library planning, construction, and fund-raising.

-Square footage is similar, but the price tag is not. \$43 million vs. \$20 million.

-Library Board voted to recommend the Fiore project proposal.

MOTION by Miller/Crabb to support the Library Board proposal for the Fiore project, but also with the fall back proposal in place. Motion passed, with Carbine abstaining.

C. Downtown Infrastructure (Lang Sollinger/McDonnell).

-DCC sub-committee has been meeting, researching, and discussing the station location for high speed and commuter rail:

-Representative Oberstar is sitting on \$50 billion of federal stimulus money for rail projects.

-The pros and cons of the Yahara station location was discussed.

-The Yahara station location is located on the main line right now.

-Motion by McDonnell/Lang Sollinger to extend the meeting for 10 minutes. Motion passed.

-No significant findings to have the station located at the airport.

-Yahara station location scores higher in several different categories.

-Federal government is taking track 2 (new service) applications now, with application due to Washington DC by October 2nd.

Motion by Reiter/Eagon to extend the meeting by 10 minutes. Motion passed.

-At one time two stations were proposed for Madison, one at the airport and another at Yahara station. Then at some point, one of the locations was dropped which was the downtown location.

-Cooley: Neither the airport or the Yahara station location is a destination.

-Eagon asked Gore, what is the next step. Gore said he is meeting with the Mayor next Friday to discuss.

-Gore said that Brookfield is asking for \$18 million, while Madison is not asking for anything yet. Madison needs a stationery plan, and a plan for not making the railroad gates to come down all of the time. Madison needs to get an engineering firm to put a plan together.

-Cooley again stressed that federal stimulus money is available for this project.

Motion by McDonnell/Crabb to extend the meeting by 10 minutes. Motion passed.

D. 2009 DCC Goals (Reiter). No report.

E. BID Activities (Carbine)

-Handout distributed.

-Meeting Tuesday night at Bethel Church to discuss the Edgewater Hotel proposal.

F. Capitol Neighborhoods (Zellers). No report.

G. GSSBA (Lang Sollinger). No report.

H. State Street Oversight (Crabb).

-The new fountain near Francis Street is finished and installed next to State Street Brats.

10. ROUND-UP Information on downtown activities & happenings.

-New benches have been installed on Main Street. Rosemary Lee wanted to know why the bench dividers were added to existing benches on the square. Joy said that was to prevent people from sleeping on the benches.

11. FUTURE MEETINGS:

A. September 17 at UW: Downtown Safety, Langdon St neighborhood safe walks, recycling, Halloween, Union South, Yahara Station, BID Operating Plan.

B. October 15: Halloween, Yahara Station, Homelessness, Platinum Bike Committee.

12. ADJOURNMENT

A motion was made to Adjourn by Carbine/Levin. The motion passed by voice vote.

Meeting adjourned at 8:00 pm.