

From: [Rick Cruz](#)
To: [Alex Saloutos](#); [All Alders](#)
Subject: Agenda Item 86954 (59) Money to Lobbyists
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The City of Madison should not authorize a non-competitive Purchase of Services Contract with The Welch Group for government affairs and strategic advocacy services. Elected officials and city staff are responsible for representing the interests of Madison residents, and outsourcing these duties to a lobbyist undermines both transparency and accountability. By hiring an external firm without a competitive bidding process, the city is sidestepping fiscal responsibility and potentially opening the door to conflicts of interest. Instead of spending taxpayer dollars on private advocacy services, the city should be handling its own government affairs, ensuring that decisions are made by those directly accountable to the public. Madison's elected officials were chosen to advocate for residents—not to delegate their responsibilities to outside consultants.

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