

From: [Govindarajan, MGR](#)
To: [CCEC](#)
Cc: [All Alders](#)
Subject: Preparing for the July 1 CCEC: State Lobbying Update & Resources
Date: Friday, June 27, 2025 8:53:31 PM
Attachments: [City of Madison TWG Signed Contract 1.8.25.pdf](#)
[LEGISLATIVE PRIORITIES \(1\).pdf](#)
Importance: High

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CCEC Colleagues,

Ahead of our July 1st Common Council Executive Committee (CCEC) meeting, I want to provide background and resources related to the upcoming presentation from our state lobbyist, The Welch Group. Several of you have asked for materials in advance, and I hope this email helps you prepare and engage meaningfully in the discussion.

Background

For those newer to Council: the Common Council approved a contract with The Welch Group earlier this year on February 25th. You can view the resolution here: [Legistar #86954](#). This decision came as the Council recognized the deepening structural budget deficit facing the city, a challenge largely rooted in the state's outdated shared revenue and city funding formulas. Hiring a state lobbyist allows us to better represent ourselves in legislative discussions that directly impact our city's fiscal health and long-term sustainability. The Welch Group is a well-known lobbying firm, which you can learn more about at their website [here](#).

Attached Documents

I've attached the following documents for your review:

- A list of legislative priorities provided to The Welch Group from the Mayor's Office. Feel free to share this with constituents.
- The contract between the City of Madison and The Welch Group, outlining the scope of work, payment for services and more.

Additional Legislative Resources

To stay informed on state legislative matters, the following resources are especially helpful:

- [Lobbying.wi.gov](#) — Shows all legislation the City has registered for, against, or neutral on, including subject areas. As of now the City is registered on 20 Bills (one Assembly version and one Senate version).
- [legis.wisconsin.gov](#) — The State Legislature's main website, where you can search for bills, committees, legislators, and more.
- [Wisconsin Notify](#) — Similar to Legistar, this tool lets you create an account and subscribe to updates on keywords, bills, or committees. You'll receive email alerts when there are changes.

I encourage everyone to review these materials ahead of the meeting on Tuesday. The contract outlines the services The Welch Group is expected to provide, and the lobbying website offers a helpful overview of the legislation the City is actively tracking. As Alders, it's important we remain informed on where and how the City takes formal positions.

Why CCEC?

Some have asked why this update is happening at CCEC rather than before the full Council. The short answer is: I requested it. The longer answer is that CCEC is explicitly empowered to set and provide oversight of the City's state legislative agenda under [MGO 33.13\(4\)\(b\)\(1\)](#), [\(4\)\(b\)4](#), and [\(4\)\(b\)6](#).

Given the full CCEC agenda on July 1st, I encourage everyone to come prepared with questions for The Welch Group. If you have more foundational or process-oriented questions, feel free to reach out to me beforehand. **I'm happy to provide insight**—my day job is in the Capitol as a Legislative Staffer, and I know how complex this landscape can be to jump into for the first time.

Best,

MGR Govindarajan (*he/him/his*)

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