



City of Madison

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

Wednesday, January 6, 2010

5:00 PM

215 Martin Luther King, Jr. Blvd
Room 300 (Madison Municipal Building)
Please use Doty Street entrance

CALL TO ORDER / ROLL CALL

The meeting was called to order at 5:06 pm.

Present: 11 -

Peng Her; Mark Clear; Victoria S. Selkove; Julia Stone; Richard A. Slone;
Sandra J. Torkildson; Gabriel A. Sanchez; Joseph W. Boucher; Douglas
S. Nelson; Edward G. Clarke and Chris Schmidt

Excused: 2 -

Matthew C. Younkle and Joseph R. Clausius

APPROVAL OF MINUTES FROM DECEMBER 2 AND DECEMBER 14 MEETINGS

A motion was made by Stone, seconded by Torkildson, to Approve the Minutes of the December 2 and December 14, 2009 meetings. The motion passed by voice vote.

PUBLIC COMMENT

None.

Alder Chris Schmidt introduced himself as one of the two new Alder appointees to the EDC.

Ald. Clear noted the need to leave at 6:15, and requested to take agenda items out of order. The EDC concurred by acclamation.

DISCUSSION ITEMS

4 [16971](#) Land Banking Update

Ald. Clear provided a summary of Mr. Olinger's January 6, 2010 memo on the land banking program.

Mr. Boucher questioned if job creation was implicit within the third bullet of Tier 1?

Ald. Clear noted that job creation is not a specific goal.

Mr. Nelson questioned the next steps?

Ald. Clear stated that this is being introduced to the EDC this evening, will be forwarded for additional discussion at future EDC meetings, before the EDC provides final approval.

Mr. Clarke recommended that the overall goal of the land banking program be stated in the selection criteria.

Ms. Selkove questioned how much weight is awarded to each of the criteria?

Ald. Clear questioned what other EDC Committee members felt about adding weights to the criteria?

Mr. Clarke thought that it might be good to specify how projects would be scored.

Ald. Clear noted that staff started to develop a matrix, but didn't get too far.

Mr. Nelson questioned how this would be implemented, what other approvals are needed?

Ald. Clear noted that the program has already been approved through the 2010 Budget. At this point, the EDC is only being asked to consider how it will be implemented.

Ald. Clear continued that the actual expense of funds will likely come through the EDC, before it is approved by the BOE and the Common Council.

Ms. Selkove questioned how the process will be driven? Will staff proactively identify possible projects, or respond to inquiries presented to the City?

Ald. Clear felt that both would occur.

Mr. Her questioned if the City would be the entity completing the actual development.

Ald. Clear noted that this would likely not be the case. The goal is to sell the property to a private entity and return it to the property tax rolls.

Mr. Her questioned who gets to decide the terms of the sale of the property?

Ald. Clear noted that this is a good question, and that criteria for sale have yet to be developed.

Ms. Stone questioned what would happen if a project didn't meet all of the specified criteria? Would the City wait for a project that did? Ms. Stone suggested that this may be a reason that the City would want to assign weights to the criteria.

Mr. Clarke suggested that perhaps "permitted" is a better word than "outlined" in the first bullet of Tier 2. Mr. Clarke wants to avoid situations when only specifically mentioned projects receive funding.

Ald. Clear noted that it is the desire of staff to refer back to already adopted plans.

Mr. Nelson suggested noting that the criteria are "important characteristics" may be more appropriate than a specific weighting system.

Ms. Torkildson noted that the City should not want to tie-up funds, and that one appropriate criterion may be the sale of the property in the relatively near future.

Mr. Clarke agreed that the likelihood of the project being developed in a timely manner is important.

Ms. Stone suggested a timeline on the sale of the property.

Ald. Clear suggested that perhaps this is something that could simply be weighted.

Mr. Nelson believed that one of the most important criteria is that it prevents large parcels of land from being subdivided.

Mr. Nelson questioned if this is a revolving fund?

Ald. Clear noted that it is not. Upon sale of property, funds will be returned to the General Fund.

Mr. Her questioned if we are aware of any Federal funds that could also be used for land banking purposes?

Mr. Mikolajewski noted that CDBG could likely be used for this purpose.

Mr. Nelson asked staff to consider this input, and to bring the criteria back to the EDC for further consideration.

1 [12259](#)

Downtown Plan Update

Mr. Michael Waidelich of the City's Planning Division provided an overview of the current status of preparation of the Downtown Plan. Mr. Waidelich noted that staff is starting to move from more general concepts toward plan recommendations. The next public meeting is scheduled for February 1st.

Mr. Waidelich distributed a handout used at the November 9, 2009 Plan Commission session, and described in further detail the major issues outlined therein.

Mr. Clarke questioned when the plan will be completed?

Mr. Waidelich noted that a draft would be ready in March/April, with additional graphics finished by early summer.

Ms. Torkildson questioned how one sets priorities within the plan, such as the relationship between downtown becoming a major employment center and transportation considerations.

Mr. Waidelich suggested that employee parking, mass transit, and attracting employees to live downtown are all strategies. The Transportation 2020 plan noted that transit would be key for downtown employment.

Ms. Torkildson noted that downtown must be geared to more than 9-5 employees.

Mr. Waidelich agreed, noting that there are a lot of people employed downtown that one would not consider traditional downtown workers.

Ms. Stone questioned if there has been any consideration of providing a "free-ride" zone downtown for public transportation?

Mr. Waidelich noted that this would be expensive and cause Madison Metro to lose revenue.

Mr. Nelson raised a question about mapping for the Downtown Plan and mapping for the new Zoning Code?

Alder Clear was excused from the meeting at 6:15 pm.

Present: 10 -

Peng Her; Victoria S. Selkove; Julia Stone; Richard A. Slone; Sandra J. Torkildson; Gabriel A. Sanchez; Joseph W. Boucher; Douglas S. Nelson; Edward G. Clarke and Chris Schmidt

Excused: 3 -

Mark Clear; Matthew C. Younkle and Joseph R. Clausius

Mr. Waidelich noted that the zoning districts will be broad, and that there will be design overlays.

2 [16969](#)

Presentation by Downtown Madison Inc. (DMI) Regarding the Downtown Plan

Registered speaker, Ms. Susan Schmitz (210 Marinette Trail), President of Downtown Madison, Inc. (DMI), introduced the work of DMI as it relates to the Downtown Plan. DMI formed two committees to work on different aspects of the plan: Downtown Design Professionals and Downtown Real Estate Professionals.

Ms. Schmitz noted that the Downtown Real Estate Professionals discussed items such as transportation, parking, and the political process.

Ms. Schmitz then introduced two members of the Downtown Design Professionals, Mr. Tim Anderson (2126 Yahara Place) and Mr. Douglas Kozel (621 Williamson Street). Both registered speakers.

Mr. Boucher was excused from the meeting at 6:30 pm.

Present: 9 -

Peng Her; Victoria S. Selkove; Julia Stone; Richard A. Slone; Sandra J. Torkildson; Gabriel A. Sanchez; Douglas S. Nelson; Edward G. Clarke and Chris Schmidt

Excused: 4 -

Mark Clear; Joseph W. Boucher; Matthew C. Younkle and Joseph R. Clausius

Mr. Anderson and Mr. Kozel presented several of the recommendations prepared by the Downtown Design Professionals Committee.

Mr. Clarke indicated that he requested that the EDC receive this presentation, and that the Downtown Design Professionals have presented some great visionary projects.

Registered speaker, Mr. Gary Peterson (210 Marinette Trail) commented that implementing some of these recommendations is an absolutely wonderful opportunity.

- 3 [16767](#) Modifying the Brownfields Remediation/Elimination & Workforce Development (BREWD) Program guidelines.

A motion was made by Selkove, seconded by Her, to refer this item to the next EDC meeting for continued discussion. The motion passed by voice vote.

Mr. Mikolajewski provided a brief overview of the modification of the BREWD program from a loan to a grant.

Ms. Selkove expressed concern that the revised guidelines no longer have a job creation requirement. She noted that there was substantial discussion about the job creation requirement when formulating the original BREWD guidelines, and that the City's requirement was modeled after requirements for CDBG funds.

Ms. Selkove would like to see the guidelines provide some more accountability.

Mr. Her questioned about State job creation programs?

Mr. Nelson noted the clean-up aspect of BREWD; whereas, some CDBG programs are directly tied to job creation.

Mr. Clarke noted that the primary purpose of BREWD is environmental clean-up; however, attracting jobs is a secondary goal.

Ms. Torkildson reminded everyone of the time it takes to clean-up property, as it relates to any potential job requirements.

5 **INTRODUCTION OF NEW ITEMS FROM THE FLOOR**

Mr. Nelson noted that Mr. Richard Slone has resigned from EDC, and Mr. Nelson expressed appreciation for all of the insight that Mr. Slone provided to the Committee.

ADJOURNMENT

The meeting was adjourned at 7:12 pm.