



# City of Madison

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

## Meeting Minutes - Draft ECONOMIC DEVELOPMENT COMMITTEE

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Wednesday, September 18, 2019

5:00 PM

Madison Municipal Building (MMB)  
215 Martin Luther King, Jr. Blvd.  
Room 206

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### CALL TO ORDER / ROLL CALL

The meeting was Called to order at 5:05 p.m.

Frank Staniszewski chaired the meeting.

**Present:** 6 - Sabrina V. Madison; Frank Staniszewski; Susan M. Bulgrin; Wayne R. Harris; Seth W. Lentz and Grant Foster

**Excused:** 3 - Rebecca Kemble; Craig P. Stanley and Christian A. Albouras

Also present: Nan Fey, Dan Kennelly, Ruth Rohlich, Tom Otto, Mike Miller

### APPROVAL OF MINUTES

A motion was made by Bulgrin, seconded by Lentz, to Approve the Minutes of the August 21, 2019, meeting. The motion passed by voice vote.

### PUBLIC COMMENT

Please see Item # 1

### DISCLOSURES AND RECUSALS

None.

- [56845](#) Accepting the white paper titled "Equitable Development in Madison: An assessment of factors contributing to displacement and gentrification"  
Foster moved, seconded by Bulgrin, to add a "Be It Further Resolved" clause to direct the Plan Commission to consider re-formatting the document to direct City staff to develop priority recommendations for 2020. The motion passed by voice vote.  
  
Foster moved, seconded by Harris, a recommendation to look into guarantee programs as part of the report. The motion passed by voice vote.  
  
Madison moved, seconded by Bulgrin, to add "personal stories" and "case studies" to the final report. The motion passed by voice vote.  
  
**A motion was made by Harris, seconded by Bulgrin, to Return to Lead with the Following Recommendation(s) to the PLAN COMMISSION:**  
**To accept the report with these three changes**  
**1. To add a "Be It Further Resolved" clause to direct the Plan Commission to consider re-formatting the document to direct City staff to develop priority**

recommendations for 2020.

2. To look into guarantee programs as part of the report.

3. To add “personal stories” and “case studies” to the final report.

**The motion passed by voice vote.**

Discussion:

Dan McAuliffe and Urvashi Martin of the Planning Division provided a briefing regarding the Equitable Development white paper.

Additional discussion regarding commercial building purchase assistance programs at a future meeting was requested by Ms. Madison.

Foster asked about how we prioritize the strategies.

Martin and McAuliffe used land banking as an example of a strategy that has been included in the Capital Budget. Taking a look at zoning standards is another item that staff can look into now.

Foster believes the report should go to the next level and provide recommendations on which strategies should be implemented

McAuliffe said they could complete a cost/benefit analysis of each of the options.

Staniszewski asked if the EDC could ask for a follow-up report?

The EDC opened public comment

Anthony Gray, of Madison, spoke to the EDC in support of the resolution. Mr. Gray noted that the report didn't mention guarantee programs. Developers of color often don't have the capital needed to complete development projects. Guarantee programs can help with this problem. Guarantee programs can be set up so that the City only needs to provide a small percentage in escrow.

2. [46081](#)

Connect Madison Economic Development Strategy Implementation

1. Rohlich updated regarding BAT status

- Madison asked about what the City has done to reach out to business owners of color on Business Walks?
- Fisher asked about recent issues with ALRC licenses?
- Rohlich and EDC members spoke about possible improvements to City processes.
- Madison asked if they could specifically look back at small business owners of color-survey, focus groups, etc.?
- Bulgrin asked if the City can make policy changes?

3. Rohlich talked about a Manufacturing Survey with a focus on succession planning?

2. A South Madison update was provided by Mikolajewski

Staniszewski asked for volunteers for the remaining items.

- Foster volunteered for #4.
- Lentz volunteered for #5.
- Madison volunteered for #6

3. [27862](#) Introduction of New Items from the Floor  
- Invite the Mayor and Deputy Mayor to future EDC meetings.
4. [45135](#) Next Meeting

#### ADJOURNMENT

Harris moved, seconded by Bulgrin, to Adjourn. The motion passed by voice vote, and the meeting Adjourned at 6:43 p.m.