



# City of Madison

City of Madison  
Madison, WI 53703  
[www.cityofmadison.com](http://www.cityofmadison.com)

## Meeting Minutes - Draft PUBLIC MARKET DEVELOPMENT COMMITTEE

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Thursday, August 3, 2017

5:00 PM

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

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### CALL TO ORDER / ROLL CALL

**Present:** 10 - Marsha A. Rummel; Amanda Hall; Larry Palm; Lindsey Day Farnsworth;  
Tim Gruber; Barry M. Orton; Anne Reynolds; Mayra Medrano; Adam J.  
Haen and Carrie A. Sedlak

**Excused:** 3 - Topf Wells; Sarah M. Larson and Julie A. Winzenried

### APPROVAL OF MINUTES

Minutes from the July 6 and July 17, 2017 meetings were approved by a voice vote/other.

### PUBLIC COMMENT

There were no public comments.

### DISCLOSURES AND RECUSALS

There were no disclosures or recusals.

### DISCUSSION ITEMS

1. [27499](#)

## Public Market Discussion

### 1. MarketReady Program Update

- 83 applicants
- 30-60 min interviews with each applicant
- Advisory group (Mayra, Lindsay and Sarah from PMDC)
- 53 applicant move on to the video pitch
- August record pitches
- Oct PMDC meeting report with recommendations to the committee
- All videos done in the same place and equipment
- G-bata and UW looking to get involved

### 2. Overview of Food Innovation Center

- Feasibility study handed out
- 15,000 sq ft (3 stories)
- FEED and Underground
- Process, storage and training
- Will there be an internal connection to market and Food Innovation Center? YES

### 3. Update on EDA grant application

- Economic Development Agency grant turned in \$2.5 Million of a \$5 million estimate of project

### 4. Overview of City Capital Budget Process and timing

- Budget season is upon us (\$4.25 M city funding and \$11.2 total project cost)
- Economic Development Division submitted budget with Public Market in it
- Mayor budget 1st Tues in Sept.
- Finance committee next step
- Common Council

### 5. Public Market Foundation

- Mid July last meeting
- Fiscal sponsor (Center for Community Stewardship)
- Fundraising can begin now, foundation is ready
- Game plan for first conversations and a few first meeting
- Need new board members – vendors at some point on the board but now the focus is on fundraising
- Lindsay will get governance examples from a similar non-profit
- Ambassador group is formed to help spread the word
- [www.madisonpublicmarket.org](http://www.madisonpublicmarket.org)

### 6. Fundraising update and next steps

- Fiscal sponsor allows online giving and donations (through PayPal)
- Working on a packet for donors
- Made first formal ask (top 3 priorities but are restricting program)
- \$100,000-\$200,000 donations to start
- Businesses first and a few individuals
- Lots of second touches
- Social media and outreach
- 3500 people on email list
- Can be used for calling the troupes
- +225 Likes on the page – goal is 1,000 by August

- Video work to be done and shared
- Dean from WSJ willing to meet to learn more about the stories (MarketReady announcement)
- Invite FB friends, complete Doodle Poll, talking points to share
- Taste of the Madison Public Market
- Time to do it again on a bigger scale
- Goal 500+
- 25 vendors
- A "Taste of the Public Market" event will be planned for October.

7. New markets tax credit credits update and next steps

- Applications are in and MPM are in the pipeline
- Calls are in Cinare, IFF, FCI
- Good feedback
- MarketReady Program helps make info real
- WEDAH need a contact
- Financing conversations with the property owners/developers
- Q4 2017 and Q1 2018 Award announcements
- October conference Dan and Carrie will attend

8. Check in on equity analysis recommendations

- No updates at this time

9. Architectural design next steps - Public Market Design

- Summary of original design principal and recent input
- Where are we in the process
- Schematic design (Graham Baba) current 8/2017
- Design Development – cost estimate and flow...Cost vs Value
- Construction Documents
- Bid Documents
- Construction Administration
- Development Partnership and Project Control
- Come to PMDC
- Go to Common Council
- Letter of intent and Development agreement
- What level of control does each party have?
- Shared Design Control: shell of PM building
- Mostly City/PMO control: the PM floor plan, uses, and interior
- Mostly developer design control: The commercial/residential buildings
- Timeline for next steps on design and approval
- Land Use Approval – City Planner on Staff
- Development Agreement
- Design, Engineering, Bid

3 Agreements that need to be created:

- Development agreement (Developer and City)
- Operation agreement (City and PMO)
- Partnership agreement (PMO and Developer)

Leasing and ED hire Q1 or Q2 of 2018

- Near Term Next Steps on Design
- Short term...architectural design
- Key Questions from GB to help move forward

**NEXT MEETING**

**September 7, 2017 at 5p  
City County Building room 108**

**ADJOURNMENT**

**A motion was made by Hall and seconded by rummel to adjourn the meeting.  
Meeting was Adjourned at 7:04 pm.**