



City of Madison

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

Wednesday, April 21, 2010

5:00 PM

215 Martin Luther King, Jr. Blvd
Room 260 (Madison Municipal Building)

CALL TO ORDER / ROLL CALL

The meeting was called to order at 5:09 pm.

Present: 9 -

Peng Her; Julia Stone; Gabriel A. Sanchez; Joseph W. Boucher; Douglas S. Nelson; Edward G. Clarke; Matthew C. Younkle; Chris Schmidt and Joseph R. Clausius

Absent: 3 -

Mark Clear; Victoria S. Selkove and Sandra J. Torkildson

Also present: Al Zimmerman; Michael Waidelich, City of Madison Principal Planner; Matthew Mikolajewski and Peggy Yessa, EDD staff.
Alder Mark Clear arrived at 5:45 pm

APPROVAL OF MARCH 3, 2010, MINUTES

Ms. Yessa noted within agenda item # 8, EDC Meeting Date and Times, that the day should be "Wednesday," not "Thursday."

Mr. Clarke made a motion, seconded by Mr. Sanchez, to approve the March 3, 2010 minutes with the change of day from Thursday to Wednesday in agenda item # 8, EDC Meeting Date and Times.

The motion passed unanimously by voice vote.

DISCUSSION ITEMS

1 [17637](#) Chairperson's Report

Chairperson Nelson reported that the reappointments of EDC members were confirmed at the Council last night. He introduced Al Zimmerman as the newest EDC member. Mr. Zimmerman said he has lived in Madison for 18 months, having moved from Texas. He is the worldwide facilities manager for Danisco.

2 [18119](#) Discussion on Economic Development

Mayor Cieslewicz was unable to attend and has been rescheduled for the June 16th EDC meeting.

3 [17861](#) Recommending that the public railroad crossings at Blount Street, Breatly Street and Livingston Street remain open to motor vehicles, bicycles and

pedestrians.

A motion was made by Her, seconded by Clarke, to Return to Lead with the Following Recommendation(s) to the LONG RANGE TRANSPORTATION PLANNING COMMITTEE:

Recommending that the crossing at Few Street be kept open.

The motion passed by voice vote.

Michael Waidelich, City of Madison Principal Planner, explained the Wisconsin and Southern Railroad Company's (WSOR) petition to close the three public crossings at Blount, Brearly and Livingston Streets. These proposed street closings are near the Downtown and are in areas where the street grid already is not complete. He said these intersections are in the no whistle zone and are currently schedule to have upgraded, protected crossing gates installed.

Mr. Waidelich mentioned the East Rail Corridor Plan, the East Washington Avenue Capital Gateway Corridor Plan, and the East Capitol District efforts by the City and the potential to add to the employment base in this area. Closing street crossings would constraint development in the area.

The WSOR will take their petition to the Office of the State of Wisconsin Commissioner of Railroads hearing in June. This resolution will go to the City Common Council for acceptance on June 1st.

Mr. Clarke asked why the proposed closing of the Few Street crossing was not included in this resolution? It is an important access point to Central Park.

Mr. Waidelich replied it was not included because they did not want to cloud the issue. It will be taken up separately at the Railroad Commission hearing.

Chairperson Nelson asked if the Railroad Commissioner would honor the resolution?

Mr. Waidelich said he does not know what criteria the Railroad Commissioner uses to make a decision.

Mr. Colley asked how many trains come through this area each day?

Mr. Waidelich replied there are six trains per day.

Mr. Her asked how many accidents have happened at these crossings?

Mr. Waidelich replied none.

Mr. Clarke explained the DMI Central Park Task Force Report recommends the Few Street crossing remain open to service the park. He asked if the Central Park Plan was adopted?

Alder Clausius replied it was adopted.

Mr. Her moved, seconded by Mr. Clarke, that the EDC support this resolution.

Alder Clausius said he would like to see Few Street crossing kept open. Alder Schmidt said the Few Street crossing was on a different track from these proposed closings.

Mr. Her accepted a friendly amendment to the motion to also recommend the crossing at Few Street be kept open.

4 [17641](#) 2011 Economic Development Work Plan

Mr. Cooley mentioned he had a meeting with the three EDC Alders last week to discuss the 2011 Work Plan. He noted the Mayor will kick off the 2011 budget process in two weeks. At that time recommendations on budget increases or decreases will be known. He asked how economic development could become more of a priority for the City? He suggested partnering with other organizations such as DMI, GMCC and THRIVE as possibilities.

Mr. Clarke recalled last year additional staff was approved for a project manager. Mr. Cooley said the new position was approved, interviews were held and then put on hold. The position has been changed to the new position of CDA Economic Director, which will be filled in June. Mr. Clarke said that this position would play a bigger role in economic development.

5 [18120](#) 2004 Report Review

Mr. Mikolajewski referred to the 2004 report and the two memos about the report that are in the Legistar file. He handed out a chart summarizing the report's recommendations that OBR staff had created. Mr. Mikolajewski reviewed the status of each recommendation on the chart.

Mr. Cooley commented many of these recommendations dealt with the project review process. He said Brad Murphy, Planning Division Director, is putting together a list of all approvals to make a comprehensive package of changes to submit to Council.

Mr. Clarke said the reason this report happened in 2004 was the sense that Madison was anti-business. He would like to resurvey businesses again to find out if this has changed; however, it might not be good to do during a recession.

Mr. Cooley said the Zoning Code rewrite, the Downtown plan completion and the hire of a new Department head will all come together in the next twelve months. He has also spoken with the MAGNET group about conducting an attitudinal survey of businesses.

Mr. Clarke asked about the hiring of the new director?

Mr. Cooley said planning is the most prominent aspect of the job description. He has asked the Mayor if he could be on the interview panel.

Alder Clear arrived at 5:45 pm

Present: 10 -

Peng Her; Mark Clear; Julia Stone; Gabriel A. Sanchez; Joseph W. Boucher; Douglas S. Nelson; Edward G. Clarke; Matthew C. Younkle; Chris Schmidt and Joseph R. Clausius

Absent: 2 -

Victoria S. Selkove and Sandra J. Torkildson

Non Voting: 1 -

Alfred L. Zimmerman

Mr. Zimmerman asked why the core components were not started or completed?

Mr. Cooley stated the report was not for implementation rather to generate ideas and a lot of these recommendations are not under Economic Development Division control unless directed by Council.

Mr. Zimmerman said the new director should use economic development as a driver for diversifying the tax base in Madison.

Mr. Cooley explained that for items dealing with budget and administration he works with the Department Director and for economic strategies he reports to the Mayor.

Mr. Clarke said this is tactical not strategic. The businesses are being pushed away, and not going where we want to go.

6 [18121](#) Development Review Process

Mr. Cooley asked to defer discussing the development review process charts at a future meeting.

7 [17638](#) Downtown Plan Work Group

and

8 [17639](#) Zoning Code Rewrite Work Group

Mr. Cooley said Julia Stone, Joseph Boucher and Sandi Torkildson volunteered to work with the Chamber, DMI and Smart Growth on the Downtown Plan and report back to the EDC. He hoped they could all meet before the next EDC meeting. He said no one volunteered for the Zoning Code Rewrite group. Staff and Tim will go through the semifinal draft to look at items like home based businesses. He said both of these items would be completed yet this year.

Chairperson Nelson asked for the Zoning staff to come back to the next EDC and give a report.

9 [18183](#) Economic Development Division Director - Economic Update & Presentation

Mr. Cooley said he has given this presentation to several groups and proceeded with the slideshow. He said recovery is happening; however, recovery of lost jobs may not be happening.

Ms. Stone left the meeting at 6:17 pm. A quorum was still present.

Present: 11 -

Peng Her; Mark Clear; Julia Stone; Gabriel A. Sanchez; Joseph W. Boucher; Douglas S. Nelson; Edward G. Clarke; Matthew C. Younkle; Chris Schmidt; Joseph R. Clausius and Alfred L. Zimmerman

Absent: 2 -

Victoria S. Selkove and Sandra J. Torkildson

Excused: 1 -

Julia Stone

Non Voting: 1 -

Alfred L. Zimmerman

Mr. Zimmerman asked if we had looked at bringing new technology platforms to Madison? He explained white chemistry as a way to make chemical products from biofeed stocks, such as algae and fungi to make ice cream, rubber and bioethanol. He said Chevron and Exxon are currently doing this.

Mr. Cooley suggested WARF pick a vertical cluster and work with them through the UW to host a conference that has Day One look at all the UW patents available in that field and on Day Two look at Madison as a location for business development.

He mentioned the UW Engineering School had tried something similar in the materials cluster but the idea was not supported because Washington had not designated the UW as a materials center.

Mr. Cooley said Madison needs big ideas to go after. He said Mr. Younkle had discussed developing an incubator for prototyping.

Mr. Zimmerman said Danisco is in position to use the white chemistry technology not to export it.

Alder Clear asked what is the common thread or what sectors could be focused on? What is the connection to resources and infrastructure that makes Madison unique and competitive?

Mr. Cooley said we can look at what we have, that is manufacturing expertise and creativity.

Alder Clear noted the creativity is in specific areas.

Mr. Cooley noted applied engineering spans many fields such as medicine and technology.

Alder Clear said it is useful to know early on what will work in Madison.

Mr. Younkle said startup businesses were not emphasized in the presentation. He would like to show ways to facilitate and attract creative minds for startups and fast growth.

Mr. Cooley noted there is a huge issue with venture capital.

Mr. Clarke said he was concerned there is no place for the businesses to grow once they leave University Research Park 1(URP1) and the BioLink Incubator. He asked where companies can go to manufacture their product after it has been developed? We need to go to the URP 1 and ask the companies, what's next?

Mr. Cooley said we need to provide space and capital to businesses. He noted that companies need additional funding to grow after the initial venture capital is used.

Mr. Boucher said the impression is that we cannot make it happen in Madison. One example is Epic moving to Verona. Part of this is physical space needs and part is the attitude that Madison wants them to stay.

Mr. Zimmerman said he would like to see the strengths and resources lined up with the activities that are here. What's at the UW? What is in a cluster? See strengths to focus on and go after what is missing. He gave the example of the University of Ohio going after the next level of nanomaterials manufacturing that Texas did not have.

Mr. Boucher said he recently attended a presentation by John Wiley about the five clusters the Wisconsin Institute for Discovery (WID) is focusing on. He suggested the City jump in on these. He said the WID has a suite for researchers to use for conversations and discussion about where to go with their research. He suggested the City have a presence there.

Mr. Cooley said there is no standardized database of available property in Madison. The local realtors do not use the industry standard. He said the City could eliminate barriers for business development by pushing for a new database to be used. He also said the City needs to talk about the business successes.

Chairperson Nelson said this has been a good discussion, perhaps the EDC need to reposition its mission.

Mr. Cooley said he talked to the top 25 companies when he first came to Madison. He asked them to use their companies' worldwide connections to become evangelists for Madison.

10 [17643](#) Upcoming Meetings

Chairperson Nelson asked for an update on the zoning code at the next meeting.

He also asked for a presentation on the status of the RTA.

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

Mr. Mikolajewski mentioned the \$20m federal energy grant to Wisconsin that was recently announced and will report on it at future meetings.

Mr. Cooley also has reports on the economic impact of high speed rail.

Chairperson Nelson would like updates on the development review process and the work groups.

ADJOURNMENT

The meeting was adjourned at 7:07 PM.