



City of Madison

Meeting Minutes - Final

ECONOMIC DEVELOPMENT COMMISSION

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

Wednesday, September 5, 2007

5:00 PM

Parks Conference Room
Room 120 MMB

Call to Order

The meeting was called to order at 5:10 pm

1 Roll Call

Present: Victoria S. Selkove, Susan M. Gleason, Richard A. Slone, Sandra J. Torkildson, Noel T. Radomski, Thomas W. Still, Mark D. Bugher and Edward G. Clarke

Excused: Zachariah Brandon and Ralph Kauten

Noel Radomski arrived at 5:15 pm

Also present: Mario Mendoza, Mayor's Office Business and Legislative Liaison; Mark Olinger, Director of DPCEd; Matthew B. Mikolajewski, Manager of the Office of Business Resources

2 Minutes of the August 15, 2007 Meeting

A motion was made by Gleason, seconded by Selkove, to Approve the Minutes. The motion passed by acclamation.

3 Public Comment

None

4 2008 Capital Budget Report

Mario Mendoza, Mayor's Office Business and Legislative Liaison, explained that the 2008 Executive Capital Budget is available online. If anyone wants a paper copy he can provide that. Overall he commented the budget is good news especially for economic development efforts, specifically:

\$1.6 million in funding for the one stop permit shop; the Villager Mall with \$5.4 million in bonds and \$1.4 million in TIF funds. Mark Olinger, Director of DPCEd, added that the library at the Villager is budgeted for \$2.3 million and \$160,000 for a City training center brings the total budget for the Villager to approx. \$9.3 million from the City. Mario Mendoza further discussed the closing of TID # 24-Southeast Industrial and TID #28-Basset Neighborhood. They are closing because they were successful in achieving their project plan goals. This type of positive news is not often relayed to the public by the media. There is \$400,000 in funds from the Bassett TID to pay for a rent to owner program in that neighborhood.

Question: Does staff feel confident that the closure of TID # 24 was not premature? Mark Olinger responded with 2 comments: 1) All TID plans have anticipated expenditures as part of their project plans. The budgeted TID # 24 expenditures are not enough to exhaust the remainder of the available TID funds; 2) The boundaries of TID # 24 are being redrawn for a new TID # 39 to include some lands that are being attached the City. Mr. Olinger noted that the process to amend a TID is the same as creating a

new TID with approvals needed by the State and the City.

Mr. Mendoza said the Capitol Revolving Fund is doing well and the Brownfields Remediation program is good. This is a solid infrastructure budget.

Question: Is there funding for Central Park in this budget?

Mark Olinger replied that there is nothing in the 2008 budget. He is staffing the Central Park Taskforce and it will give the public chances to scrutinize the existing vision of the park, which could include railroad track relocation, land acquisition and phasing of the project.

Question: Is there money in the budget for software updates for the one stop shop?

Mark Olinger answered it is in the budget. The \$1.6 million is for construction and remodeling.

Question: What about the Public Market?

Mark Olinger answered that there is nothing budgeted in 2008, but \$1 million is proposed for the 2009 and 2010 budgets.

5 Subcommittee on Workforce Development

07433

Create a Workforce Development Subcommittee of the Economic Development Commission

Mark Bugher explained how the op/ed article by Vicky Selkove led into discussion at the last EDC meeting on forming a subcommittee on Workforce Development. Staff polled EDC members and five expressed interest in serving on a subcommittee.

There was a motion by Selkove, seconded by Richard Slone, to create a Workforce Development subcommittee comprised of Ed Clarke, Vicky Selkove, Sue Gleason, Zach Brandon, and Noel Radomski, with Ed Clarke to serve as Chairperson. The motion passed by acclamation.

Several EDC members suggested the Pat Schramm, Exec. Director of Workforce Development Board of South Central Wisconsin be invited to an EDC meeting to give all commissioners an informative presentation about workforce development. An economist, perhaps Laura Dresser from Center on Wisconsin Strategy, could also be invited for data analysis. This will help focus the subcommittee's work. It was noted that Federal funding for workforce development programs goes to regions not cities. Ed Clarke has written many grant proposals and the City of Madison has not been a partner in any of them. It was suggested that local workforce development professionals be invited to the subcommittee meetings to serve as advisors. The subcommittee needs to define its scope of work, gather data and public input and formulate an action plan. Ed Clarke explained there are four ways to create a workforce: 1) To produce it through the school system, 2) to retain it, 3) To reclaim it using workers who have been laid off and 4) to recruit from other regions. It was suggested that the subcommittee's work be linked with the 3-5 Year Economic Development Strategic Implementation Plan.

6 3-5 Year Economic Development Strategic Implementation Plan Report

Mathew B. Mikolajewski, Manager of the Office of Business Resources, noted the hiring of Tom Ticknor & Associates was approved at the Tuesday night Common Council meeting. He reminded the EDC of next week's special meeting with Tom Ticknor to discuss his approach to this project. He noted the Common Council would also be invited to this meeting. It is hoped that this meeting will be a free flowing exchange of ideas between the consultant and the EDC.

7 Brownfield Remediation Grant

Mathew B. Mikolajewski, Manager of the Office of Business Resources, recapped the concerns of the EDC at their last meeting regarding job creation requirements, the bonus area maps and bonus points. He referred to his memo dated 8-27-07. Discussion focused on if the EDC wants to mandate or just encourage job creation with this program and the concern that firms might self select out of applying for the program and how will this show up in a report. Vicky Selkove stated the City should set the bar high for new permanent full time job creation with this program. Others questioned whether this is a jobs creation program or a site remediation program. This program might appeal to small business owners who do not create many jobs yet clean up sites which has a benefit to the City overall. Richard Slone noted that Commonwealth Development Corp requires 1 job created for each \$10,000 in CDBG money loaned, and does not have a problem fulfilling this requirement.

Tom Still left the meeting at 6:20 pm. A quorum was still present.

Present: Victoria S. Selkove, Susan M. Gleason, Richard A. Slone, Sandra J. Torkildson, Noel T. Radomski, Mark D. Bugher and Edward G. Clarke

Excused: Zachariah Brandon, Thomas W. Still and Ralph Kauten

Question: How does this program deal with buildings constructed by developers to rent to businesses?

Answer: Commonwealth writes their job creation requirements in their leases.

University Research Park also does this, making their required Transportation Demand Management Plan part of their leases.

Tom Still returned to the meeting at 6:30 pm. A quorum was still present.

Present: Victoria S. Selkove, Susan M. Gleason, Richard A. Slone, Sandra J. Torkildson, Noel T. Radomski, Thomas W. Still, Mark D. Bugher and Edward G. Clarke

Excused: Zachariah Brandon and Ralph Kauten

Further discussion questioned if new employment could really mean relocated jobs and whether the City might lose the chance to remediate sites if the job creation requirements were excessive.

Ms. Vicky Selkove moved to amend the loan eligibility requirement to read "within two (2) years of Project completion, no less than one (1) new permanent full-time-equivalent (40 hours per week) Position that conforms to the City of Madison Living Wage Ordinance (Section 4.20, MGO) shall be employed on the Property for every \$35,000 of BREWD funds loaned or granted." Ms. Selkove further moved that the resolution language be amended to include the paragraph "BE IT FURTHER RESOLVED, during the first year following execution of the grant agreement with the State, Office of Business Resources staff shall maintain a record of individuals expressing interest in the program, including known information about an individual's decision not to apply for BREWD funding. At the conclusion of this first year, Office of Business Resources staff shall provide a report to the Economic Development Commission and Common Council that outlines the initial response to the BREWD program, along with recommendations for modifying the BREWD guidelines if appropriate." Mr. Ed Clarke seconded.

Discussion. It was noted that the first page of the BREWD Guideline purpose states site remediation and job creation as program goals and these are not competing goals. Mr. Mikolajewski clarified that these loans would be end loans paid when the remediation phase is complete. The EDC questioned if two years was long enough for project

completion.

Mr. Ed Clarke moved a friendly amendment to the motion to change the project completion time from two (2) years to three (3) years. The amendment was accepted and passed by acclamation.

Mr. Mikolajewski answered questions regarding staff's ability to report how many people self-selected out of applying for this program. He said there is no scientific data; however, staff will keep notes and follow up on inquiries about the program.

Mr. Radomski moved a friendly amendment to the motion to add the Board of Estimates to the list of referrals for the one-year staff report. The amendment was accepted and passed by acclamation.

The motion, including amendments, passed by acclamation.

A motion was made by Mr. Richard Slone and seconded by Ms. Vicky Selkove to adopt the Land Use Language, Eligible Cost Additions, Amendments to Mapped Boundaries for Bonus Criteria # 1, and Other Amendments found on pages 3 and 4 of Mr. Matthew Mikolajewski's memo dated 8-27-07. The motion was passed by acclamation.

Mr. Ed Clarke moved to amend the guidelines to not require every BREWD application to be referred to the Economic Development Commission for review. Mr. Tom Still seconded. The motion passed by acclamation.

07156

Authorizing the City of Madison to accept a grant from the State of Wisconsin Department of Commerce in the amount of \$1,000,000 and to utilize these funds for brownfield remediation activities.

A motion was made by Slone, seconded by Torkildson, to Return to Lead with the Following Recommendation(s) to the BOARD OF ESTIMATES that the resolution be approved, with amendments as described in the attached "BOE Memo 9-10-07" The motion passed by acclamation.

Tom Still left the meeting at 7:00 pm. A quorum was still present.

Present: Victoria S. Selkove, Susan M. Gleason, Richard A. Slone, Sandra J. Torkildson, Noel T. Radomski, Mark D. Bugher and Edward G. Clarke

Excused: Zachariah Brandon, Thomas W. Still and Ralph Kauten

8 BioAg Gateway Campus Marketing RFP Report

Mr. Mikolajewski stated the Common Council adopted the resolution to go ahead with this RFP. He asked for volunteers to review RFP submittals. Noel Radomski volunteered.

9 Office of Business Resources Report

None

10 Chairperson's Report - Mark Bugher

None

11 Adjournment

There was a motion by Vicky Selkove to adjourn, seconded by Ed Clarke. The

motion passed by acclamation, and the meeting was adjourned at 7:05 pm.