



City of Madison

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

Meeting Minutes - Approved ECONOMIC DEVELOPMENT COMMITTEE

*Consider: Who benefits? Who is burdened?
Who does not have a voice at the table?
How can policymakers mitigate unintended consequences?*

Wednesday, January 21, 2026

5:00 PM

Virtual

The City of Madison is holding the Economic Development Committee meeting in virtual format.

Written Comments: You can send comments on agenda items to edc@cityofmadison.com

Register for Public Comment:

- Register to speak at the meeting
- Register to answer questions
- Register in support or opposition of an agenda item (without speaking)

If you want to speak at this meeting you must register. You can register at <https://www.cityofmadison.com/MeetingRegistration>. When you register to speak, you will be sent an email with the information you will need to join the virtual meeting.

Watch the Meeting: If you would like to join the meeting as an observer, please visit <https://www.cityofmadison.com/watchmeetings>.

Listen by Phone: (877) 853-5257 (Toll Free) Webinar ID: 858 2505 2562

Interpretation and Accessibility

Call to Order/Roll Call

The meeting was Called to Order at 5:03pm. Harris chaired the meeting.
Staff present: Mikolajewski, Makinen, Rohlich, Miller

Present: 8 - Melissa Gombar; Jeffrey J. Liggon; Susan M. Bulgrin; Wayne R. Harris; Seth W. Lentz; Kabah Bah; John W. Duncan and Sabrina V. Madison

Excused: 1 - Joann Pritchett

Approval of Minutes

A motion was made by Bulgrin, seconded by Lentz to Approve the Minutes from the December 17th, 2025 meeting. The motion passed by voice vote.

Public Comment

1. [91540](#) Public Comment - EDC 1/21/26

Attachments: [EDCRegistrantsReport-1-21-26.xlsx](#)

Matt Tramel Executive Director from BID and Heather Ewing also from BID. Matt asked the committee to reconsider item 2 because it may reduce use of the program. The timing would also be affected by not allowing the owner to apply and make improvements so they are ready for a business on move in. Also asked to require a signed letter of intent instead of lease.

Disclosures and Recusals

None

New Business

2. [91439](#) Approving adjustments to the Building Improvement Grant Program.

Attachments: [BIG Application-2026 Update.pdf](#)
[BIG Program Summary - 2026 Update.pdf](#)

Mikolajewski gave an overview of the BIG program and the changes which included moving away from the property owner to only the business owner to be the applicant. Part of the reason is the uncertainty of knowing if there will be a customer facing business in the space if owner applies for funds. Another reason is part of the needs-based funding the Committee suggested. The vast majority of applicants are from business owners currently.

Heather Ewing commented that the lead time between signing a lease and getting in the door may burn a lot of rent. The landlord could be proactive about these improvements.

Rohlich stated we do accept a Letter of Intent instead of lease for approval, but it should maybe be more clear in the application.

Rohlich stated we have funded 2-5 property owner only grants.

Matt Tramel commented they would like the money to go to whoever can get a tenant in the space the most quickly, whether that be the property owner or business owner.

A motion was made by Madison and seconded by Duncan for Common Council to adopt. The motion passed unanimously by roll call vote.

Ayes: 8 - Jeffrey J. Ligon; Susan M. Bulgrin; Wayne R. Harris; Seth W. Lentz; Kabah Bah; John W. Duncan; Melissa Gombar and Sabrina V. Madison

Excused: 1 - Joann Pritchett

3. [91437](#) Repealing Section 9.12, repealing and recreating Section 33.17 to combine the Vending Oversight Committee and Economic Development Committee into the new Business and Economic Resources Committee (BERC), and updating references throughout the Madison General Ordinances.

Mikolajewski gave an overview of the ordinance.

A motion was made by Gombar and seconded by Duncan to return to lead with recommendation for Common Council to approve. The motion passed unanimously by roll call vote.

Ayes: 8 - Melissa Gombar; Jeffrey J. Liggon; Susan M. Bulgrin; Wayne R. Harris; Seth W. Lentz; Kabah Bah; John W. Duncan and Sabrina V. Madison

Excused: 1 - Joann Pritchett

4. [91451](#) Amending the “Regulations Governing Vending on the State Street Mall/Capitol Concourse” and “Regulations Governing Vending in High Density Vending Areas” to replace references to the Vending Oversight Committee and MGO 9.12 with the Business and Economic Resources Committee and MGO 33.17, to coincide with the ordinance merging the VOC and EDC into the BEREC.

Mikolajewski gave an overview of this companion item to the ordinance in the previous item. Lara Mainella provided a more detailed explanation of these changes and also gave an explanation of the difference between ordinances and regulations.

A motion was made by Gombar and seconded by Duncan to return to lead with recommendation for Common Council to approve. The motion passed unanimously by roll call vote.

Ayes: 8 - Melissa Gombar; Jeffrey J. Liggon; Susan M. Bulgrin; Wayne R. Harris; Seth W. Lentz; Kabah Bah; John W. Duncan and Sabrina V. Madison

Excused: 1 - Joann Pritchett

Discussion Items

5. [84376](#) City of Madison Economic Development Plan Update

Mikolajewski gave an update on the plan.

6. [81529](#) Economic Development Division Financial Assistance Dashboard

Attachments: [01-2026 EDD Financial Assistance Dashboard.pdf](#)

Rohlich presented the December Dashboard and the 2025 Year-End Dashboard followed by questions and comments from members.

7. [78859](#) Announcements and Future EDC Agenda Items

Rohlich announced that La Follette students will be evaluating the BIG program and will come back to the committee to present.

Adjournment

A motion was made by Liggon, seconded by Lentz, to adjourn at 6:09pm. The motion passed by voice vote.