



City of Madison

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

Thursday, September 12, 2013

12:00 PM

215 Martin Luther King, Jr. Blvd.
Room 313 (Madison Municipal Building)

HIGH TECH MANUFACTURING TRENDS SUBCOMMITTEE

CALL TO ORDER / ROLL CALL

The meeting was called to order at 12:04 p.m.

Present: Ed Clarke, Pat Schramm

Excused: Al Zimmerman

Also Present: Ruth Rohlich, Peggy Yessa, Office of Business Resources

1 PUBLIC COMMENT

None.

2 DISCLOSURES AND RECUSALS

None.

3 APPROVAL OF MINUTES

A motion was made by Ms. Schramm, seconded by Mr. Clarke, to approve the minutes of the July 30, 2013 meeting. The motion passed by voice vote.

4 [30084](#) High Tech Manufacturing Trends

Ms. Rohlich discussed the difficulty of tracking new company start ups and company closings.

Mr. Clarke said data is needed to evaluate high tech manufacturing:

1. As a community
2. As existing and future activates that we promote
3. As we recruit businesses

Ms. Rohlich referred to the study completed by MadREP and their collection of information on companies as they do business and retention (BRE) surveys. She will check with the WMC to see if they have data that can be shared.

Mr. Clarke wrote the following chart on the whiteboard.

Data

1. What is now
 - a. Critical mass
 - i. Sector growth
 - ii. Peer culture
 - iii. Geographic location
 - b. Concentration
 - i. Yield 3 or 4 clusters
 - c. Gaps
 - d. Trends
2. Recruiting
 - a. Marketing
3. Investment
4. Evaluation
 - a. Efforts of #2 and #3

Ms. Schramm took the top employers from Mr. Olver's handout to study. She looked at their geography by NAICS and zip code.

Mr. Clarke said this will give us a sense of the clusters to focus on and the BRE interviews can give us the trends.

Ms. Rohlich said the success stories were in the existing companies that built capacity.

Ms. Schramm spoke with some companies that had overseas factories and they brought the high value, custom work back to the USA and kept the other manufacturing overseas because we of low personnel costs.

Mr. Clarke said we have a strong biotech/science sector and a growing IT cluster. We don't know the manufacturing leaders in Madison. A meeting of them to discuss infrastructure, and their needs would be a worthwhile outcome. He suggested we firm up the data, do a high level analysis of Pat's data to determine the clusters and what we know about their location and size. This can direct the BRE interviews. This can be presented at the EDC.

At the next subcommittee meeting we will have a better understanding of the clusters and information from our partners to put together what's missing and the supply chain gaps.

5 [27863](#)

Upcoming Meetings

Ms. Yessa will send an email with possible dates for the next meeting to all subcommittee members. Mr. Clarke and Ms. Schramm suggested Oct 10th at noon or 5 pm or October 11th at noon.

6 **ADJOURNMENT**

A motion was made by Ms. Schramm, seconded by Mr. Clarke, to adjourn.

The motion passed by voice vote.

The meeting adjourned at 1:10 pm.