



City of Madison Meeting Minutes ECONOMIC DEVELOPMENT COMMISSION

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

Thursday, December 1, 2005

4:30 PM

Madison Municipal Bldg., LL110 (Lower Level)

1 CALL TO ORDER / ROLL CALL

Chairman Bugher called meeting to order at 4:40 p.m.

Present: Patricia E. Jenkins, Ald. Zachariah Brandon, Susan M. Gleason, Richard A. Slone, Mark Clear, Jeff C. Erlanger, Thomas W. Still, Mark D. Bugher and Edward G. Clarke

Absent: Michael E. Falk and Ralph Kauten

2 MINUTES OF OCTOBER 5, 2005, MEETING

A motion was made by Clarke, seconded by Erlanger, to Approve the Minutes. The motion passed.

3 ITEMS REFERRED FROM THE COMMON COUNCIL

3a [02207](#)

Adopting and confirming the City of Madison Comprehensive Plan.

Katherine Naherny reviewed objectives and goals. Planning Unit staff is still taking comments and the public still can speak at the Common Council meeting. Clarke motioned to approve the Comprehensive Plan as drafted. Motion seconded by Erlanger.

Brandon mentioned the land use and transportation sections are likely to be the hot issues at the Common Council.

Gleason moved to amend the main motion to restate the EDC's interest that significant land area continue to be designated for land use to include employment and industry attraction uses. Amendment seconded by Slone. The main motion and amendment carried unanimously. The amendment passed unanimously.

This matter was Return to Lead with the Recommendation for Approval to the PLAN COMMISSION. The motion passed.

3b [02093](#) Authorizing the Mayor and City Clerk to execute the Green Tier/Clear Waters Initiative Environmental Results Program Charter pursuant to Section 299.83, Wisconsin Statutes. (City-Wide AD)

Discussion by EDC included:

- *This is a voluntary program to promote best practices during construction.*
- *Encourages contractor to meet and exceed the current standards.*

Motion to recommend approval by Brandon. Seconded by Erlanger. Motion unanimously passed.

This matter was Return to Lead with the Recommendation for Approval to the Engineering Division. The motion passed.

3c [02077](#) Creating Section 3.57 entitled "Mandatory Minimum Sick Leave" of the Madison General Ordinances to require employers in the City of Madison to provide sick leave benefits to employees.

EOC is holding two public hearings (December 10 and 14). There was a discussion about participating at these hearings and holding additional hearings sponsored by EDC. All present agreed the EDC should hold at least one and possibly more hearings in January. Office of Business Resources staff will supplement the hearing with a survey on the City Web site. The Greater Madison Chamber of Commerce is conducting their own survey that will be incorporated in a larger study on the economic impact of the ordinance. The results will be available later in the year.

3d [02320](#)

Repealing Section 28.04(25) of the Madison General Ordinances to eliminate the requirements for Inclusionary Zoning.

Chair Bugher requested the Commission to take this item out of order to call on Jeanne Hoffman, Mayor's Aide, to speak. Hoffman explained the Mayor's position on the repeal of IZ Ordinance. The Mayor feels it is too soon to tell if IZ is working and repeal is not justified. He and other alders have introduced amendments to the current ordinance to address the main issues, which are:

- *The equity model.*
- *Incentives to deal with developers' needs.*

Discussion

1. *There was some discussion of proposed equity model.*
2. *All agreed that staff should come to the next meeting to explain how the new model will work. A study evaluating current IZ Ordinance to date is underway. It should be available by mid to late December.*

Commission Member Ed Clarke explained that he is a member of DMI's Economic Development Subcommittee. This Committee discussed IZ at its recent meeting and had these concerns:

1. *Process*
2. *Incentives*
3. *Equity*
4. *Where IZ is applied geographically and new construction, rehab infill.*
5. *Definitions of principles*

Other Registrants

Alder Sanborn is author of repeal ordinance and spoke about the additional costs to non-IZ units to cover the IZ units.

- *Micro level IZ issues of density, equity.*
- *Macro level - benefits never come near costs.*
- *Study of 45 cities that IZ benefits never cover costs.*
- *Study Website: www.rppi.org/ps318.pdf*

Debra Newton, registered in support of repeal, but did not speak.

3e [02363](#)

Amending Section 28.04(25) of the Madison General Ordinances to change the equity distribution at sale, add a new kind of occupancy, and add exemptions to the inclusionary zoning ordinance.

See above. No action.

4 STATUS OF INITIATIVES CURRENTLY BEFORE COMMISSION

4a Hotel Room Tax Study

Jason Saws, registered speaker, for the Greater Madison, Wisconsin Innkeeper and Greater Madison Hospitality Council, gave an update on the study. He explained that funds for the cost of the study had been secured. The next step is selecting a consultant, which should occur within a week.

5 ALDER'S REPORT

Brandon spoke about 2006 budget process. He explained why he did not support funding for the development of a City economic development strategy as called for in the Comprehensive Plan. He supports doing the strategy, but couldn't support an increase in spending. The Council approved developing a strategy but with private sector funding.

6 CHAIR'S REPORT

None

7 STAFF REPORT

Staff reviewed current projects.

8 PUBLIC COMMENT

No public comment.

9 ADJOURNMENT

Adjournment at 7:00 p.m.