# City of Madison

## Meeting Minutes - Approved
## ECONOMIC DEVELOPMENT COMMITTEE

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| **Thursday, October 10, 2013** | **5:00 PM** | **215 Martin Luther King, Jr. Blvd.**<br>**Room 313 (Madison Municipal Building)** |

### HIGH TECH MANUFACTURING TRENDS SUBCOMMITTEE

**CALL TO ORDER / ROLL CALL**

**The meeting was called to order at 5:07 p.m..**

**Present:** 3 -
Alfred L. Zimmerman; Patricia (Pat) A. Schramm and Edward G. Clarke

Also Present: Ruth Rohlich, Economic Development Division, Peggy Yessa, Economic Development division

**1**    **PUBLIC COMMENT**

None.

**2**    **DISCLOSURES AND RECUSALS**

None.

**3**    **APPROVAL OF MINUTES**

**A motion was made by Clarke, seconded by Schramm, to approve the Minutes of the September 12, 2013, meeting. The motion passed by voice vote.**

**4**    30084    **High Tech Manufacturing Trends**

Mr. Clarke suggested if the data identifies 3-4 clusters we should go forward with these and determine if any companies are missing.

Ms. Schramm and Ms. Rohlich have reviewed the data. Ms. Rohlich referred to the handouts.

Ms. Schramm said the data is harder to get than anticipated. The State of Wisconsin launched the "Skills Explorer" website. Job cluster information can be obtained from it.

Mr. Clarke said basic skills are lacking in the workforce, in particular, math and computer skills.

Ms. Rohlich said reviewing the NAICS code and the number of jobs tells us what

industry sectors are growing. The highlighted data starts with the 10% positive changes in employment.

Ms. Schramm noted many of these are food related companies.

Mr. Zimmerman asked if the data could be split by zip code and cluster.

Mr. Clarke said MadREP has done this. They are looking at the supply chain for manufacturers.

Mr. Zimmerman suggested looking at Madison's clusters and then comparing them to the MadREP clusters.

Ms. Rohlich said information such as company revenues is not easy to obtain. She explained the Synchronistic software that MadREP is using to compile interview results.

Mr. Zimmerman diagrammed data mining on the whiteboard. See attached file "Zimmerman Data Mine Chart Oct 10 2013." <https://madison.legistar.com/View.ashx?M=F&ID=2666363&GUID=1D9B76AF-532D-46E3-A1BE-F67FE70CB6F0>

Mr. Clarke suggested once companies are identified in a cluster we could bring the companies together as networking councils.

Mr. Zimmerman would like to map the clusters by type of cluster.

Mr. Clarke suggested that after the interviews a plan be put together to retain and grow these companies. A recruitment and retention plan could then be done.

Mr. Zimmerman suggested that during the interviews the supply chain logistics of each company be asked for.

Ms. Rohlich said we can ask additional questions in the interviews, however, the data might not be entered in the Synchronist database.

Mr. Clarke would like to know which companies are growing, who are their competitors and who are their allies. Can the City help a company gain resources from others?

Ms. Rohlich said the City knows and has partnered with other organizations such as WWBIC, MDC, WEDC and federal programs.

Mr. Clarke added biotech funding from SBIR. MGE had taken the local lead on this program.

Ms. Schramm noted at this time she sees three clusters emerging.

Ms. Rohlich referred to the tool box spreadsheet for lists of what various organizations offer businesses.

Mr. Zimmerman suggested adding crowdfunding and often banks have specific programs for their communities.

Ms. Shramm suggested a sheet of eight items of business concern for the CEOs to rank in order of importance at the interviews.

Mr. Clarke suggested the City could buy land for business location/expansion next to

areas of high unemployment.

Mr. Zimmerman summarized we could look at 3 to 5 business clusters to map by geography and develop the eight-category ranking list for use in the interviews. He asked for the tool box spreadsheet to be updated.

**5**          **27863**                    **Upcoming Meetings**

**November 4 at 5:00 pm is the date and time of the next meeting**

**ADJOURNMENT**

**A motion was made by Clarke, seconded by Zimmerman to adjourn the meeting.**

**The motion passed by voice vote and the meeting adjourned at 6:42 pm.**