



# City of Madison

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

## Meeting Minutes - Draft ECONOMIC DEVELOPMENT COMMITTEE

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Monday, November 4, 2013

5:00 PM

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

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### HIGH TECH MANUFACTURING TRENDS SUBCOMMITTEE

#### CALL TO ORDER / ROLL CALL

The meeting was called to order at 5:00 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 October 10, 2013 meeting. The motion passed by voice vote.**

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##### High Tech Manufacturing Trends

Mr. Clarke distributed his handout of all manufacturing jobs in the City by sector. This is the big picture view of employment.

He noted Oscar Mayer has 1,500 jobs that make the food cluster employment large due to just one company.

Mr. Clarke distributed his handouts of sectors by zip codes 53716, 53718, 53719. He noted the 764 biotech jobs in zip code 53719. He questioned the rationale for looking at jobs by geographic area instead of citywide.

Mr. Zimmerman noted the food, biotech and metal manufacturing clusters have high numbers of jobs. He noted liquid packaging, a sector he knows is growing, is not in these clusters.

Ms. Schramm said many pharmaceutical companies have separate sections for sterile packaging of surgical apparatus as part of their operations because it is an extension of their existing facility's sterile environment.

Mr. Clarke suggested, in addition to Ms. Rohlich's business interviews, hosting a breakfast for 10-15 targeted companies to ask them what is happening in their areas. This would get a snapshot of information for their sector.

Mr. Zimmerman asked if this would be for companies in a particular zip code?

Mr. Clarke clarified the clusters are too small by zip code; instead invite them from the entire City by sector.

Mr. Zimmerman sees the biotech/medical devices and the machinery manufacturing clusters as growing.

Mr. Clarke asked if the City is missing any opportunities? He noted the biotech cluster companies receive support from the UW-Madison and BioForward and the venture capitalists. Is there something else? Can we prevent a cluster such as printing from flatlining?

Mr. Zimmerman said the biotech cluster is organized but not connected. He noted the food manufacturers have a tremendous resource in the UW's premier food programs, so why is the number of jobs declining? Are we missing something in the electronics, printing and non-metallic manufacturing clusters?

Mr. Clarke said that is why we need to talk to the people and companies.

Mr. Zimmerman suggested hosting the breakfast meetings would help us gather this information.

Mr. Clarke said we can interact with the suppliers of companies also.

Ms. Rohlich said MadRep is looking at supply chains.

Mr. Zimmerman summarized: at the Nov. 20th EDC he will summarize the work done to date and suggest the breakfast meetings proposal. He would like a bubble map by cluster by zip code also. He would like this group to look at the current and future focus of Madison College and the UW.

Mr. Clarke suggested looking at the automation machinery group at Madison College. Their new Ingenuity Center is an excellent facility and could host the breakfasts.

Mr. Zimmerman would like to look at what Madison has to offer businesses at the next subcommittee meeting.

Ms. Rohlich said the interviews will take time and would like to do them before the subcommittee meets again.

Ms. Schramm said her organization is forming the Dane Manufacturing Council. The subcommittee could leverage the breakfast meetings with this group.

No discussion.

**6 ADJOURNMENT**

**A motion was made by Clarke, seconded by Schramm, to Adjourn. The motion passed by voice vote and the meeting adjourned at 6:12 p.m...**