



# City of Madison

City of Madison  
Madison, WI 53703  
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## Meeting Minutes - Draft COMMUNITY DEVELOPMENT DIVISION CONFERENCE COMMITTEE

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Thursday, April 16, 2015

5:00 PM

Madison Water Utility  
119 E. Olin Avenue

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### NOTICE OF AGENCY PRESENTATIONS

#### CALL TO ORDER / ROLL CALL

**Staff Present:** Jim O'Keefe, Lorri Wendorf-Corrigan, Monica Host, Susan Morrison, Jennifer Stoiber

**Kim Genich called the meeting to order at 5:04pm.**

**Present:** 6 - Matthew J. Phair; Denise DeMarb; Daniel A. O'Callaghan; Ben M. Van Pelt; Kim Genich and Felicitus Ferington

#### APPROVAL OF MINUTES

A motion was made by Denise De Marb, seconded by Matt Phair to approve the minutes from the September 23, 2014 meeting. Motion passed by voice vote.

#### DISCLOSURES AND RECUSALS

Matt Phair stated that he has a conflict with Let's Eat Out. He is on the Board. Kim Genich has a conflict with The Playing Field, as they have close ties to his employer, Dane County Parent Council.

#### DISCUSSION ITEMS

1. [35583](#) Introduction of New Members to the Conference Committee

The committee members all introduced themselves.

2. [38022](#) Elect a Chair

A motion was made by Dan O'Callaghan, seconded by Matt Phair to elect Ben Van Pelt as the new chair. Motion passed by voice vote.

3. [38015](#) 2015 Spring Emerging Opportunities Program Applicant Presentations

**Attachments:** [2015 Spring EOP Presentation Schedule.pdf](#)

Jim O'Keefe introduced the CDD staff. We received 36 proposals totaling \$730,000. We have \$130,000 to spend. All proposals were scored by at least two staff members. This batch has some of the best proposals we've seen so far. Scores were only a factor in staff funding recommendations. We tried to

strike a balance between older established agencies and newer ones. We also tried to get a mix of types of programs and geographic area served. We tried to trim back funding amounts that make sense.

Each agency will get three minutes to speak, and about two minutes for questions. CDD staff will be here on Monday. If committee members have questions for staff, please write them down and give to us tonight or email them to Jennifer Stoiber. Staff will come prepared to answer them on Monday.

1. Karen Reece-Urban Community Arts Network. Karen discussed their program. There is a lack of gathering opportunities for hip hop artists. This funding will allow for professional development. It will inspire career building and advance education. Funding is for the educational component of this program.
2. Michael Carlson-Mosaic Inc. Mosaic is a new affordable housing organization. He discussed the agency and how they respond to homelessness and those that are housing insecure. Their operational model is unique and is self-supporting.
3. Linda Ketcham-Madison-area Urban Ministry. They are requesting funding for Communities Against Violence Program, and will work with Madison Police Dept. Linda discussed what CAV is about. They provide case management and mentoring. They currently do not have any funding for this program. MUM is underwriting right now, but it is not sustainable, as they are a small organization.
4. Bob Wynn and Richard Entenmann-Asset Builders of America. Richard gave an overview of the program, which has been done at Edgewood College for the past 15 years. This particular program would focus on the north side of Madison. Financial education is important, but the program also emphasizes communication skills. They would be happy to do the program with a smaller budget.
5. Anne Wymouth-Occupy Madison Inc. The funding they requested is for Phase 2 of the Teeny Home Village. She described the village, and how they improve lives of the homeless. They provide ultra low-cost housing, have a board of directors, and their construction program raises funds that helps support the village.
6. Floyd Rose-Science and Math for Everyone. Floyd discussed his background. He described entrepreneurship and how the program works. They intend to take ten unemployed residents, and move them from unemployment to positions that will allow them to support their families. They will be matched up with mentors in the field they are interested in.
7. Marianne Morton-Common Wealth Development. Joining Forces for Families and Orchard Ridge United Church of Christ are their partners in this employment program. It addresses the high level of poverty, unemployment and underemployment in pockets of neighborhoods. She described what STEP is and how it works.

8. Andy Czerkas and Amy Lord-River Food Pantry. River Food is Dane County's busiest food pantry. Amy described their bakery training program, which strives for 3 things: 1) Provide an avenue for self-sufficiency; 2) Provide training in the food service industry; 3) generate income to sustain the program. She discussed who their program serves, the skills training, and the job success trainees have achieved.

9. Julie Shadpa-Bayview Community Center. Julie discussed the program designed for the first generation immigrant children whose families have limited English proficiency. They have continued to see an increase in enrollment in this program, and have outgrown their space. This will provide the support and engagement these kids really need.

10. Deon Carruthers-Men Developing Young Minds. Deon described the history of the organization in mentoring young men. He discussed how the program works, and how this has had an impact on the mentees. The mentors are all volunteers and provide positive make role models.

11. Jeanne Erikson-Today Not Tomorrow. Jeanne discussed three areas of the proposal, the support of the Madison Police Department, the process for community engagement, and how they see their outcomes. The police are in support of their efforts. They have a grassroots approach to community engagement. The outcomes are not immediate in this kind of project.

12. Karen Menendez-Coller-Centro Hispano. They need to create a technology program at Centro, and by improving their infrastructure, it will allow them to provide better services. They want to increase a sense of comfort in technology with staff and participants. It is a pilot program that would hopefully expand to other agencies, and help bind them together.

13. Meg Miller and Braden Austin-Center for Families. Braden described his experience as a parent using the services of the Respite Center. He is a board member, so he can give back to the organization that helps him so much. The parents are organized to come up with ways to contribute to the center they use.

Denise De Marb left at 6:50 pm.

14. Susan Ramspecher, Ann Fisher, Harry Gilbert and Michelle Simons-Lussier Community Education Center. Lussier was awarded one of five on-air licenses in the Madison area. There are 15 organizations and groups that would like to participate. This is an intergenerational project, and they need to be on the air by July 27.

15. Sheray Wallace, Selena Pettigrew and Tory Wendt-Race to Equity. They would like to expand the neighborhood ambassador program to other neighborhoods. Their efforts are to reduce racial disparity. Selena discussed what she has learned through the program, and Sheray discussed what they have accomplished. Local leaders want to work together to be part of the solution.

16. Cheryl Elkinton-Vegan Haven. Cheryl described her project for feeding breakfast to homeless individuals. It can help ease the fear of homelessness, and helps everybody to see homeless people doing better.

17. Kristin Larson-Alzheimers and Dementia Alliance. Kristin shared information on what a dementia-friendly community looks like. The dementia population is increasing with the aging of the baby boomers. They train businesses, churches, social services, etc. in dementia friendly practices.

18. Abbi Kruse-The Playing Field. Disparity begins with our youngest population. She discussed their program and its history of backers. The program is for disadvantaged, as well as advantaged, children. The funding requested is for start-up costs.

19. Meghan Blake-Horst-MadCity Bazaar. The organization is in it's second year as Madison's pop-up flea market. They did three events last year. They now have over 70 vendors signed up. They give people a low-barrier opportunity to get up and running in self-employment. They help vendors learn to navigate the insurance system. It is job development at its core. They will move forward without EOP funding.

20. Coach Asad and Barb-Mellowood Foundation. Coach Asad described what they do, and how it empowers people. They teach youth, parents and themselves that it all starts with the individual. It is and inside-out dynamic.

21. Christine Ameigh-Let's Eat Out! Christine passed out a revised budget, and discussed the reason for the new budget. She explained what the interns would be doing, and what they hope to accomplish. She also discussed how they are laying the groundwork for civic engagement.

22. Bill Clingan and Dave Branson-WRTP/Big Step. They discussed why they put this project together. The construction industry is booming, and wages are good in construction. They are building the pipeline to the industry that needs skilled workers. Youth have not had exposure to the trades. They are partnering with YWCA.

23. Todd Winstrom-Lutheran Social Services. He discussed the opportunity of a new profession being created that is recognized by medicaid. He described a certified peer specialist, and discussed how this can help individuals with mental illness. This creates tremendous opportunity for those that have achieved stability and are seeking employment.

24. Darla Lannert and Ginger-Outreach. They described their experience and how their program is needed. It is for the transgendered community, which is underserved and often discriminated against in Madison. The shelter communities are gendered and don't often work for the LGBTQ population. They are partnering with established homeless services, and providing a safe place to go.

25. Tarke Said-Forward Learning Youth and Young Adults. They are known for their value forming expeditions and parent support groups. Tarek discussed the shortcomings of a lot of value forming expeditions and how they combat

them. They want to target at-risk teenage girls for this program. They get referrals from the county, high schools, counselors, therapy clinics, etc.

26. Erin Thornley Parisi-Rape Crisis Center. Erin described the change RCC is going through right now. They want to meet the needs of a broader clientele, and they have work that needs to be done in the Latina community. She discussed their advocacy system, and their need for counselors that speak spanish. It will allow them to provide services until partnerships and connections can be made for long-term funding.

4. [38016](#) Discuss and Recommend Applications for Funding

This discussion will take place after presentations on April 20, 2014.

#### ADJOURNMENT

A motion was made by Kim Genich, seconded by Dan O'Callaghan to adjourn at 8:34 pm. Motion passed by voice vote.

**For more information on the 2015 Spring Emerging Opportunities Program Funding Process, including submitted applications, please visit the Community Development Division Funding Opportunities website.**

**<http://www.cityofmadison.com/dpced/communitydevelopment/funding/emerging-opportunities-program/152/>**