



**City of Madison**  
**Meeting Minutes - Final**  
**ECONOMIC DEVELOPMENT**  
**COMMISSION**

City of Madison  
Madison, WI 53703  
[www.cityofmadison.com](http://www.cityofmadison.com)

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Wednesday, December 6, 2006

5:00 PM

University Research Park  
Conference Room 50  
505 South Rosa Road

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**1 CALL TO ORDER / ROLL CALL**

*The meeting was called to order at 5:10 pm.*

**Present:** Patricia E. Jenkins, Zachariah Brandon, Michael E. Falk, Susan M. Gleason,  
Mark Clear, Jeff C. Erlanger, Mark D. Bugher and Edward G. Clarke

**Excused:** Richard A. Slone, Thomas W. Still and Ralph Kauten

**2 MINUTES OF THE NOVEMBER 8, 2006 MEETING**

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

Approve the Minutes

**3 PUBLIC COMMENTS**

*There were no comments*

**4 DEPARTMENT OF PLANNING & DEVELOPMENT (DPD) REORGANIZATION**

[04859](#)

Amending Section 16.04 and relocating, amending, and renumbering Section 3.18 as Section 16.05 of the Madison General Ordinances to reflect the reorganization of the Department of Planning and Development as the Department of Economic and Community Development and to update existing references in various Chapters to reflect the changes in Department and Unit names.

A motion was made by Clarke, seconded by Erlanger, to Return to Lead with the Recommendation for Approval to the BOARD OF ESTIMATES Mario Mendoza, Mayor's Business and Legislative Liaison and Janet Pirano, Mayor's Chief of Staff, spoke about the proposed changes to the DPD reflecting a focus on economic development. Janet Priano gave an overview of the changes based on Mayor Cieslewicz's PowerPoint presentation from the public hearing last week. She explained that the Common Council has already adopted the funding for the changes and now this reorganization resolution will complete the reorganization.

Question: Did the Mayor consider splitting up the DPD?

Answer: Yes, he did look at splitting it but felt it is more powerful as one department, planners and implementers need to be linked together: and 2 departments would add duplicative administrative costs.

Question: What is being added dollar wise? Is this just beefing up neighborhood services?

Answer: A new neighborhood planner is being added and Council has approved continued funding for an Economic Development Unit Director. Neighborhoods are for both residents and businesses.

Question: There is concern about finding a new Economic Development Unit Director with the background to manage social services and economic development functions of the new Economic Development Unit.

Answer: Janet is putting together a group to write the Economic Development Unit Director job description and mission for the unit.

Mark Olinger, Director of DPD, noted that the 2007 DPD budget has a lot going on for economic development, such as funding the purchase of the Bio-Ag Gateway business park, marketing for TID # 24-Southeast Industrial Park, East Washington Ave BUILD (which has the potential for over 2,000,000 square feet of office space within one mile of the Capital Square), and US Hwy 51(Stoughton Road Corridor) as an employment center.

The motion passed by acclamation.

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Take a Recess

*A recess was called at 5:50 pm*

Reconvene

*The meeting reconvened at 5:53 pm.*

**Present:** Patricia E. Jenkins, Zachariah Brandon, Michael E. Falk, Susan M. Gleason, Mark Clear, Jeff C. Erlanger, Mark D. Bugher and Edward G. Clarke

**Excused:** Richard A. Slone, Thomas W. Still and Ralph Kauten

## 5 LOCAL PREFERENCE PURCHASING POLICY SUBCOMMITTEE UPDATE

04928

Creating Section 4.27 of the Madison General Ordinances to encourage City purchasing cardholders to select local vendors when making purchases.

*Mark Clear explained the merged subcommittee of EDC and BOE members met on Dec 15 and Dec 6. They reviewed the report from the Comptroller's office and the 3 ways the City makes purchases:*

1. *The over \$25,000 formal bid process*
2. *The \$5,000 - \$25,000 informal bid process*
3. *The under \$5,000 purchase card system*

*The subcommittee's challenge is to reconcile these 3 methods.*

*The subcommittee's consensus is for the City to circulate money within Madison and act as an example of local government buying locally.*

*Alder Palm's ordinance creates a vendor list for the users of purchasing cards.*

*The subcommittee is working to define "local" as Dane County and working out a percentage preference for local vendors. At this time they are thinking it will be a 1% preference for local vendors with bids over lower non-local bidders.*

*The EDC discussed the need for simplicity in any policy that comes from the subcommittee.*

*Question: Is there data from other cities that have a percentage preference or breakeven point?*

*Answer: Andrew Statz, Fiscal Efficiency Auditor, stated there is no data from other municipalities.*

*A motion was made by Clear, seconded by Erlanger to delay action on this resolution until the next EDC meeting. The motion passed by acclamation.*

**6 3 - 5 YEAR ECONOMIC DEVELOPMENT STRATEGY IMPLEMENTATION PLAN**

*Mark Olinger, Director DPD, explained that \$50,000 is in the 2007 budget for hiring a consultant to do the plan. He suggested the EDC subcommittee meet again to further the study along. The City could accept contributions for additional funding of the plan. This would be handled by a resolution from Council.*

**7 COMMON COUNCIL UPDATE**

*Alder Brandon explained the new workforce initiative ordinance he introduced to Council. It would apply to public works and TIF funded City projects requiring contractors to have an apprenticeship program in place. This is similar to State Executive Order # 108 and Federal requirements already in place. This will not be referred to the EDC.*

**8 CHAIRPERSON'S UPDATE**

*Mark Bugher will attend the Allied Drive Informational Briefing on Dec 7, in MMB Room 260.*

*The next meeting is January 3, 2007*

**9 ADJOURNMENT**

*The meeting was adjourned at 6:35 pm.*