



# City of Madison

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

## Meeting Minutes - Approved COMMON COUNCIL ORGANIZATIONAL COMMITTEE

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Tuesday, March 1, 2011

4:30 PM

210 Martin Luther King, Jr. Blvd.  
Room 108 (City-County Building)

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**Present:** 6 -  
Mark Clear; Lauren Cnare; Bryon A. Eagon; Shiva Bidar-Sielaff; Ald. Chris Schmidt and Tim Bruer

**Absent:** 1 -  
Marsha A. Rummel

**Excused:** 1 -  
Michael Schumacher

**Others Present:** Ald. Satya Rhodes-Conway, Larry Studesville, Steven Cover, Rick Roll, Kevin Little, Brad Murphy, Matt Tucker, Paul Grimyser, Ronald Cato, Sherron Hopikins, Cory Neeley, Leith Nye, Kristopher Steege Reimann, George Edgar, Todd Conkey and Doug Detlaff

### CALL TO ORDER / ROLL CALL

Ald. Mark Clear, chair, called the meeting to order at 4:41 p.m.

### APPROVAL OF MINUTES

A motion was made by Ald. Lauren Cnare, seconded by Ald. Chris Schmidt, to approve the minutes of the February 1, 2011 CCOC meeting. The motion passed by voice vote/other.

### PUBLIC COMMENT

There was no public comment.

### DISCLOSURES AND RECUSALS

There were no disclosures or recusals from members.

Ald. Chris Schmidt left at 4:48 p.m. Ald. Tim Bruer left the room from 4:45 p.m. and returned at 5:15 p.m.

**Present:** 5 -  
Mark Clear; Lauren Cnare; Bryon A. Eagon; Shiva Bidar-Sielaff and Tim Bruer

**Absent:** 1 -  
Marsha A. Rummel

**Excused:** 2 -  
Ald. Chris Schmidt and Michael Schumacher

## PRESENTATION

[21518](#)

Green Madison Overview - Larry Studesville, Energy Grants Administrator

**Attachments:** [3/1/11 Madison Green Presentation](#)

Larry Studesville, Green Madison Program Supervisor, introduced the following people:

George Edgar, Wisconsin Energy Conservation Corporation, Director of Policy  
Todd Conkey, Doug Detlaff, Sherron Hopkins, Cory Neeley, Leith Nye,  
Kristopher Steege-Reimann - WECC Staff  
Paul Grimyser and Ronald Cato - CDD Staff

Mr. Studesville provided a presentation on the City's new energy program, Green Madison (see attachment for entire presentation)

\*Milwaukee, Madison and Racine: One of 25 partnership city partners that were awarded a BetterBuilding Grant

\*Final grant award was \$20M across all three partner cities: Milwaukee, Madison and Racine

\*Program objectives: drive private capital into local energy retrofit market, lower energy consumption, reduce greenhouse gas emissions, create and retain local jobs by using a combination of low interest loans, program rebates, Focus On Energy rebates.

Website: [cityofmadison.com/greenmadison](http://cityofmadison.com/greenmadison)

Formal program launch date by the Mayor is scheduled for March 22, 2011 at 2 p.m. in front of the City-County Building

Mr. Studesville stated that they are also looking at alders to get the word out about the program: newsletter articles, listserv groups, etc.... In addition, each energy advocate will be assigned to work with five (5) alders to promote the Green Madison program.

Ald. Shiva Bidar-Sielaff asked if they took into account geographic and ethnic demographics when setting their goals. Mr. Studesville stated that they will be working extensively to increase women and minority participation with contractors and with program assistance, as well as working with DCR to deal with ESL issues.

Ald. Lauren Cnare asked if the program was targeted at older homes. Mr. Studesville stated they are looking at homes older than 1979, although there are homes built in 1980 - 2010 that could qualify for improvements. An average loan would be \$13,000.

Mr. Studesville stated that residential properties have to be owner-occupied and cannot be an LLC (example: 4 unit apartment building) and that they are working on developing their commercial market program.

Ald. Lauren Cnare suggested that one "door" could be building inspection. Mr. Studesville indicated that he would be talking with George Hank about using a list of building permit applicants for marketing purposes. He also indicated

that he would be talking to the City Assessor and the Water Utility Manager about promoting Green Madison when they are out in the community (he would also like to link on their webpages as well).

Ald. Tim Bruer offered to talk to the advocates about providing information on low income households that could benefit from this program.

#### UPDATE

##### [21519](#)

State Budget Update: Chris Klein and Jeremy Shepherd

There was no update since Governor Walker was delivering his budget message at 4 p.m. that day and Jeremy Shepherd and Chris Klein were not available. Ald. Mark Clear indicated that an update for the entire Council would be scheduled at a later date.

#### DISCUSSION ITEM

##### [21526](#)

Process for Council involvement in approving Legislative File No. 15932: Adopting and confirming amendments to City's Zoning Ordinance.

**Attachments:** [Zoning Code Rewrite: CC briefing 2-22-10](#)

Ald. Satya Rhodes-Conway, Brad Murphy, Rick Roll and Matt Tucker were present for discussion on this item. Ald. Rhodes-Conway wanted to ensure that Council members provide input/amendments in a constructive and timely manner and had asked CCOC to discuss a process to gather that input: The following timetable was presented:

3/15/11 Public Hearing at Council meeting on Zoning Code Rewrite  
3/29/11 Adoption at Council meeting on Zoning Code Rewrite

Brad Murphy noted that there is a list of issues that will need to be dealt with after the ordinance was adopted and before the final zoning map was completed and this would be another window of opportunity to deal with issues brought up at the public hearing or what alders wanted addressed. Matt Tucker stated there were three lists: wish list list (great idea but fundamentally difficult to achieve), shorter turn around list (can't get to it right now) and a list of five or six things that need to be brought back before the map was adopted. Ald. Rhodes-Conway thought it would be a good idea to let alders know that there was an opportunity now to make changes but that there would be other opportunities to resolve issues (possible example: secondary dwelling units).

An email will be drafted by Lisa Veldran and Rick Roll to send to alders requesting that amendments be sent to Rick Roll by 12 noon on Monday, March 21, 2011. Attachments: Comparison between old Zoning Code vs. new Zoning Code and a highlighted list of major changes in the new code (example: Top 10 significant changes)

Staff will work with Assistant City Attorney Kitty Noonan to craft the amendments. A list of amendments will be forwarded to Council members and the public by Friday, March 25, 2011. Consider all amendments and adopt on March 29, 2011.

**Discussion: Future Agenda Items**

In addition to an update from the Social Media Subcommittee it was noted that an additional topic for CCOC discussion were the issues identified at the February 28, 2011 redistricting and reapportionment meeting.

**ADJOURNMENT**

The meeting adjourned at 6:11 p.m.