



City of Madison

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

Meeting Minutes - Approved ECONOMIC DEVELOPMENT COMMITTEE

Wednesday, April 15, 2015

5:00 PM

215 Martin Luther King, Jr. Blvd.
Room 260 (Madison Municipal Building)

CALL TO ORDER / ROLL CALL

The meeting was called to order at 5:04 p.m..

Present: 9 - Peng Her; Mark Clear; Craig P. Stanley; Julia Stone; Eric E. Steege; M. Meghan Blake-Horst; Mark R. Greene; Patricia (Pat) A. Schramm and Edward G. Clarke

Absent: 1 - John Strasser

Excused: 2 - Matthew C. Younkle and Scott J. Resnick

Also Present: Matthew Mikolajewski, Economic Development Director; Peggy Yessa, Office of Business Resources; Dan Kennelly, Office of Business Resources; Alder Lisa Subeck, Alder Marsha Rummel, Kevin Ramakrishna, Assistant City Attorney

APPROVAL OF MINUTES

A motion was made by Clarke, seconded by Schramm, to Approve the Minutes of the February 18, 2015, meeting. The motion passed by voice vote.

PUBLIC COMMENT

None at this time.

DISCLOSURES AND RECUSALS

None at this time.

Scott Resnick arrived at 5:12 p.m.

Present: 10 - Peng Her; Mark Clear; Craig P. Stanley; Julia Stone; Eric E. Steege; M. Meghan Blake-Horst; Mark R. Greene; Patricia (Pat) A. Schramm; Edward G. Clarke and Scott J. Resnick

Absent: 1 - John Strasser

Excused: 1 - Matthew C. Younkle

Matt Younkle arrived at 5:17 p.m.

Present: 11 - Peng Her; Mark Clear; Craig P. Stanley; Julia Stone; Eric E. Steege; M. Meghan Blake-Horst; Mark R. Greene; Patricia (Pat) A. Schramm; Edward G. Clarke; Matthew C. Younkle and Scott J. Resnick

Absent: 1 - John Strasser

1. [37898](#)

Creating Section 4.29 of the Madison General Ordinances to require Proprietary Interest Protection Agreements in loan agreements.

A motion was made by Clear, seconded by Schramm, to refer action on this referral to the next EDC meeting.

The motion passed by voice vote.

Discussion:

Alder Clear asked if other cities have a similar ordinance and why is there a distinction about for-profit and non-profit businesses in this proposed ordinance and projects with multiple tenants.

Alder Subeck said not in Wisconsin.

Kevin Ramakrishna, Assistant City Attorney, gave the example of the City giving a non-profit business money for low income housing, in which the City does not have a proprietary interest. This would not be covered in this proposal. If the City is acting as a bank for a developer, this proposed ordinance would be in effect.

Alder Subeck said multi-tenant projects are difficult because usually the developer gets the loan, not the tenants. This needs to be worked on.

Mr. Clarke suggested there be outreach to developers to get their feedback on this. He asked about the applicability of this to "pay as you go" TIF loans.

Mr. Younkle asked if there has been any City funded project that has failed.

Mr. Mikolajewski said he knows of no cases and suggested they look at the increment guarantee already in TIF requirements.

Mr. Stanley asked if this is a practical ordinance?

Alder Subeck feels strongly if a project is City funded the City is investing in labor. Currently there is no trigger to push for labor; this ordinance would trigger it.

Ms. Stone asked about the scope of this ordinance and how it deals with long term job creation?

Mr. Ramakrishna said the City already requires a living wage. This ordinance would go beyond only applying this to a project's construction workers. This ordinance would exempt TIF projects which already have job requirements.

2. [37881](#)

Arts and the Economy

Karin Wolf, City Arts Coordinator, is pleased to share how the Arts could fit into the Economic Strategy Plan that is being developed. The Arts create a sense of place and can revitalize neighborhoods. Americas for the Arts determined there are 7,836 jobs in this district and the impact is \$145m. The Arts attract talent and give a community a competitive edge. Madison can do better on capitalizing what is already here.

There are three things that can be addressed to bolster the Arts:

1. Increase the amount of affordable space for galleries and studios.
2. Invest in people
3. Arts and equity

Mr. Stanley left at 5:50 pm

Ms. Wolf suggested learning the skills of running an art business could be incorporated into the Economic Development Strategy.

Mr. Her asked how to juggle art and public safety at the Philosophers' Stone on State Street.

Ms. Wolf said Madison has no de-acquisition policy for artwork. There are no criteria which have legitimate reasons for moving artwork. Is there any way to get this into the Economic Strategy?

Mr. Clarke likes the idea of artists in residence programs.

Alder Resnick noted the synergy of the arts, music, and technology.

Alder Clear left at 6:00 pm

Mr. Kennelly said the Arts are included in the current draft of the Economic Development Strategy. What projects and initiatives can be in this goal?

Ms. Schramm suggested the Entrepreneurial goal could also include the Arts .

Ms. Blake-Horst said internships could be similar to an artist in residence program.

Mr. Her said many low income children do not have the access or opportunity or exposure to participate in the Arts at a young age .

Craig Stanley left at 5:50 p.m. A quorum was still present.

Present: 10 - Peng Her; Mark Clear; Julia Stone; Eric E. Steege; M. Meghan Blake-Horst; Mark R. Greene; Patricia (Pat) A. Schramm; Edward G. Clarke; Matthew C. Younkle and Scott J. Resnick

Absent: 1 - John Strasser

Excused: 1 - Craig P. Stanley

Alder Clear left at 6:00 p.m. A quorum was still present.

Present: 9 - Peng Her; Julia Stone; Eric E. Steege; M. Meghan Blake-Horst; Mark R. Greene; Patricia (Pat) A. Schramm; Edward G. Clarke; Matthew C. Younkle and Scott J. Resnick

Absent: 1 - John Strasser

Excused: 2 - Mark Clear and Craig P. Stanley

3. [35797](#)

Public Market District

Ms. Blake-Horst recused herself from this agenda item.

Mr. Kennelly expects the Draft Public Market Business Plan for the Market building to be delivered soon. A series of community discussions have been scheduled to review the draft plan starting on May 26th, June 3rd, and at two Local Food Committee

meetings on April 30th and May 7th. He estimates adoption of the business plan will be in late summer.

Ms. Blake-Horst rejoined the EDC for the remainder of the meeting.

4. [31880](#)

Economic Development Strategy Plan

Mr. Clarke, Chairperson of the EDC Subcommittee on the Economic Development Strategy explained the following assumptions the Subcommittee used in writing the draft plan;

- This plan is the EDC's job.
- Economic development is a team sport; it is not all in the realm of the Economic Development Division; it includes schools and needs partners.
- This is a 5-10 year plan with broad vision and narrow implementation. It has ambitious goals and stretch outcomes.

This draft plan needs to be taken to the public. Nine members of the Common Council attended a briefing on it. He went to a meeting with the County Executive and sees the County's focus is on workforce development.

Mr. Clarke reviewed the eight goals:

Goal 1 - No comments.

Goal 2 - Alder Resnick said this is great in theory but not in practice. For example, the Library is hiring a new position for business assistance and the job requirement is having a Masters degree in Library Science.

Ms. Schramm suggested development of entrepreneurs clubs and to think about where the high school grads of 2030 will be working.

Mr. Her explained the Madison Promise by the Madison School District is to spur entrepreneurship in schools.

Chairperson Greene suggested enlisting the help of all City staff and look at the synergies.

Mr. Kennelly said there is already a multi-agency staff team working on this.

Julia Stone left at 6:30 p.m. A quorum was still present.

Present: 8 - Peng Her; Eric E. Steege; M. Meghan Blake-Horst; Mark R. Greene; Patricia (Pat) A. Schramm; Edward G. Clarke; Matthew C. Younkle and Scott J. Resnick

Absent: 1 - John Strasser

Excused: 3 - Mark Clear; Craig P. Stanley and Julia Stone

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Goal 3- Mr. Steege suggested adding stronger language on connecting to the lakes, especially Downtown lake access. Mr. Clarke said this is already in the Downtown Plan.

Goal 4- Alder Resnick said this should focus on Madison's digital divide. The Madison School District has eliminated hiring a data person and this sets back their program by a year.

Goal 5-Alder Resnick said distribution of locally produced food outside of this district is needed. Mr. Younkle said relationships and connections to buyers in other

communities are needed. Ms Schramm said small farmers need coaching on how to grow production.

Goal 6- no comments

Goal 7 - No comments.

Goal 8 - Mr. Clarke suggested adding a requirement that 1% of city funds for a project should be spent on the Arts. Mr. Younkle noted some tech start-ups pledge 1% of their equity to the Arts.

Chairperson Greene said the financial resources sector in Madison is huge and projected to grow. How can it help lower-income people to manage and grow their wealth?

Mr. Steege said the credit unions are trying to do more micro-loans.

Alder Resnick said there are multiple areas for this type of partnership. Dentists donate their services for free. How can we map these assets so more can participate?

Mr. Steege suggested looking at the gaps. Health care is a huge cluster and is missed in the plan.

Mr. Kennelly said MadRep is looking at industry clusters at the regional level and this ED Strategy did not go that route. Goal 1 is broad and does not pick or ignore clusters.

Mr. Clarke suggested looking at this again at the next EDC meeting.

5. [21360](#)

EDD Director Report

Mr. Mikolajewski noted two upcoming economic development events in Madison:

1. May 14 - MadRep's Economic Development and Diversity Summit
2. June 7-9 - International Development Council's Economic Future Forum

Mr. Mikolajewski had the following updates on City economic development projects:

- The Baum Group has been selected by the Garver Feed Mill Criteria and Selection Committee. A resolution to move ahead with the Baum Group will go to the Common Council.
- Judge Doyle Square proposals are due May 1st .
- The Common Council has approved a request for proposal to start the Entrepreneurship and Small Business Development Resource Fund.
- Proposals for the Allied Drive area grocery store are due May 15th.
- Creation of TID # 45 was approved by the Council for the W. Wilson St. and Anchor Bank area.

6. [17637](#)

EDC Chairperson's Report

Chairperson Greene thanked Alder Resnick, Alder Strasser, and Julia Stone for serving on the EDC.

7. [27862](#)

Introduction of New Items from the Floor

None.

8. [36725](#) Upcoming Meetings

May 20, 2015

ADJOURNMENT

A motion was made by Her, seconded by Clarke, to Adjourn. The motion passed by voice vote.

The meeting adjourned at 7:07 p.m..