



# City of Madison

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

## Meeting Minutes - Approved HOUSING STRATEGY COMMITTEE

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Thursday, April 30, 2015

4:00 PM

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

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### 1 CALL TO ORDER / ROLL CALL

Staff: Matt Wachter, Natalie Erdman  
Four observers present, no speakers.

The meeting was called to order at 4:12pm with quorum present.

**Present:** 5 - Larry Palm; Zach Wood; Anne L.N. Morrison; Brian K. Nowicki and Laurie A. Logan

**Absent:** 1 - Lupe Montes

**Excused:** 3 - David C. Porterfield; Sharon L. McCabe and Martha Cranley

### 2 COMMUNICATIONS

Alders and Committee Members introduced themselves.

### 3 APPROVAL OF MINUTES

A motion was made by Morrison, seconded by Logan, to Approve the Minutes of the March 26, 2015 meeting. The motion passed by voice vote.

### 4 PUBLIC COMMENT

No public comment.

### 5 DISCLOSURES AND RECUSALS

No disclosures or recusals.

### 6 ELECTIONS

6a [38110](#) Election of Housing Strategy Committee's Chair

A motion was made by Palm, seconded by Logan, to Refer to the HOUSING STRATEGY COMMITTEE and should be returned by 5/28/2015. The motion passed by voice vote.

6b [38111](#) Election of Housing Strategy Committee's Vice Chair

A motion was made by Palm, seconded by Logan, to Refer to the HOUSING STRATEGY COMMITTEE and should be returned by 5/28/2015. The motion passed by voice vote.

**7 DISCUSSION ITEMS****7a [36956](#) Housing Report - Market Rate Rental**

**Attachments:** [2015 Housing Report - Market Rate Rental DRAFT 04 28 15.pdf](#)  
[2015 Housing Report - Market Rate Rental DRAFT 3-23-15.pdf](#)  
[2015 Housing Report - Market Rate Rental DRAFT 2-20-15.pdf](#)  
[2015 Housing Report - Market Rate Rental DRAFT.pdf](#)

Wachter indicated that there were significant changes to this chapter, and reviewed these changes. He indicated that there are four factors driving demand; a) population growth, b) what segment of the population is growing - millennials and baby boomers, both groups are interested in rental vs. ownership, c) market has reverted back to "normal" home ownership levels, and d) preference based reasons to rent, not based on income level.

Note: the remaining agenda items were referred to the next meeting; Palm needed to leave due to a schedule conflict with the Madison Local Food Committee.

**7b [34943](#) Housing Report - Senior Housing Data**

**Attachments:** [2015 Housing Report - Senior DRAFT 3-23-15.pdf](#)  
[2015 Housing Report - Senior DRAFT 2-20-15.pdf](#)  
[2014 Housing Report - Senior DRAFT 12-15-14.pdf](#)  
[2014 Housing Report - Senior DRAFT 10 29 14.pdf](#)  
[Senior Housing Trends 7 24 14.pdf](#)

**This Discussion Item was Refer to the HOUSING STRATEGY COMMITTEE due back on 5/28/2015**

**8 NEXT MEETING**

Scheduled for May 28, 2015.

**9 ADJOURNMENT**

**Palm had a meeting conflict and needed to leave. A motion was made by Morrison, seconded by Logan, to Adjourn due to lack of quorum. The motion passed by voice vote. The meeting adjourned at 4:37pm.**