



# City of Madison

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

## Meeting Minutes - Approved COMMUNITY SERVICES COMMITTEE

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Wednesday, March 26, 2014

5:30 PM

Water Utility  
119 E. Olin Avenue

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### CALL TO ORDER / ROLL CALL

**Present:** 6 -

Denise DeMarb; Felicitus Ferington; Kim Genich; Bridget D. Rogers; Jean M. MacCubbin and Paul J. Van Rooy

**Absent:** 3 -

Lisa Subeck; Patricia A. Lasky and Michelle L. Michalak

### APPROVAL OF MINUTES

A motion was made by Kim Genich, seconded by Jean MacCubbin to approve the minutes from the January 22, 2014. Motion passed by voice vote.

### PUBLIC COMMENT

None.

### DISCLOSURES AND RECUSALS

None.

### DISCUSSION ITEMS

1. [33494](#) By Youth For Youth Presentation

**Attachments:** [BYFY Recs 2014.pdf](#)

Haley Walker and Alex Solache, both juniors at West High School presented the 2014 By Youth For Youth recommendations for funding. They gave a brief history of the BYFY program and discussed how they chose the programs to fund. They developed priorities and an application, spread the word among youth groups about the availability of funds. They evaluated the 28 proposals they received, and came up with recommendations for funding.

A motion was made by Kim Genich, seconded by Denise DeMarb to approve the By Youth For Youth funding recommendations for 2014. Motion passed by voice vote.

2. [33206](#) Madison Out of School Time (MOST) Presentation-Jennifer Lord

**Attachments:** [Brochure FINAL-Trifold 1-7-14 \(2\).pdf](#)  
[Approved Concept Paper.pdf](#)  
[Accomplishments to date 3-26-14.doc](#)

Jennifer Lord, the MOST Coordinator, discussed the Madison Out of School Time initiative, which is a collaboration of the City and MMSD. Kids who participate in out of school activities improve academic performance, have increased attendance, reduction in aggressive behavior, reduced use of drugs and alcohol. She discussed the MOST vision for all of Madison's children and youth. Jennifer described the make up of the MOST Coalition and the various workgroups, and what they have accomplished in a short period of time.

3. [32670](#)

Accepting the Interim Report: "Demographic Change and the City of Madison: Findings of the Common Council Legislative Agenda Work Group on Demographic Change and Recommendations for Action" and approving a plan for implementing recommendations therein.

**Attachments:** [January 2014 Interim Demo Change Work Group Report.pdf](#)  
[02.12.14 TPC Comments on Interim Rept of CC Leg Agenda Work Group on Presentation for Interim Demographic Change Report 4 2014.pdf](#)  
[Draft Proposed Ammendments April 8 2014.pdf](#)

Heather Allen, Legislative Analyst for the Common Council, gave a brief history on how this project came about. The Common Council felt that they are usually reacting to issues, and they rarely get a chance to look at the "big picture". They looked at four major blocks:

1. Youth-connecting youth to education and economic opportunities
2. Improving Access-building pathways to equity and success
3. Attracting young families to Madison
4. Improving quality of life for seniors

The workgroup met with experts, evaluated tools, selected policies based on opportunity and need, gathered feedback from the community, and are bringing their findings and recommendations to the Common Council for adoption. They learned that 1) poverty is on the rise, especially for children. Childhood poverty has lasting detrimental affects. 2) Diversity is on the rise. The white population in Madison has gone from 91% to 80%. 3) There are growing gaps related to education, wages, and unemployment. High income jobs and low income jobs are increasing. The middle income jobs are not. 4) Inequity threatens growth and stability over time. 5) Racial disparities in Dane County in poverty and education pose significant challenges for future generations. 6) Disconnected youth may face a lifetime of challenges. 7) Seniors can become isolated, leading to dire health consequences.

The workgroup came up with some recommendations based on what they found. The City needs to 1) support the development of a housing project for seniors designed for public transit and pedestrian access with a portion of affordable units. 2) conduct a livability assessment in partnership with neighborhood communities for each aldermanic district in support of ongoing efforts to assess quality. 3) strengthen career opportunities for disadvantaged Madison youth ages 16-24.

Heather answered questions and encouraged the committee to send her their feedback by May 8th at the latest.

A motion was made by Kim Genich, seconded by Fay Ferington to accept the

interim report with comments to be sent to Heather Allen by May 8, 2014.  
Motion passed by voice vote.

4. [33495](#) Emerging Opportunities Program Update

Laura Noel shared the CDD Conference Committee recommendations for the spring EOP funding. Eleven projects are recommended for funding with allocations from \$5,000 to \$23,000. She went discussed each of the projects selected. The recommendations will go before the Common Council on April 8.

5. [33496](#) CDD 2015 Funding Process Update

Jim O'Keefe reported that we are looking for a consultant to look at the CDD funding process and make recommendations and suggestions to improve the process. We received seven reponses to the request for proposals, including three from out-of-state. We are putting together a selection panel comprised of mostly staff, but will also include representatives from the Common Council and Mayor's office. The resolution to approve the selection will go before Common Council on April 8. It will be submitted without a consultant identified, but hope to have the consultant identified by the Board of Estimates meeting on April 14.

6. [33497](#) CDD Request for Proposals Update

- CDD Funding Process Study
- Madison Municipal Youth Internship
- Theresa Terrace Operators
- Mayor's Employment Initiative

Jim O'Keefe discussed three other RFP's the Community Development office have published.

1. Madison Municipal Youth Internship-There are 21 spots for youth interns within the City of Madison Departments and Divisions. We are looking for an agency to select the youth for these positions. They should reach out to targeted, underrepresented youth, and help prepare them to work in the City agencies. The goal is to make this a meaningful experience for the youth. Staff has met and selected the agencies to do this. The resolution will go to Common Council on April 8.
2. Operator for the Theresa Terrace Neighborhood Center-We are on track to build a neighborhood center at the City-owned property on Theresa Terrace. We will select and organization to operate the center. We do not anticipate to be ready to operate before December 2014. We want to select an organization now to help in the planning and outreach.
3. Mayor's Employment Initiative-The initiative looks to expand employment opportunities, and better prepare underrepresented populations for the trades. We have \$120,000 to spend in support, and Dane County is doing a similar effort. We are publishing an RFP to create opportunities in the construction trade, proving early support in training programs and help individuals succeed.

7. [33498](#) Committee Reports

Fay Ferington reported for the Committee on Aging. They expressed concern for the decrease in funding of senior core services. A letter has been submitted by a congressman in Oregon, challenging these reductions. They discussed signing on to the letter and calling legislators. The Older Americans Act has been moved under Administration of Community Living.

8. [33499](#) Staff Report

Everything has been discussed in previous agenda items.

#### ADJOURNMENT

A motion was made by Kim Genich, seconded by Fay Ferington to adjourn at 7:32 pm. Motion passed by voice vote.