



City of Madison

Meeting Minutes - Draft

ECONOMIC DEVELOPMENT COMMISSION

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

Wednesday, October 24, 2007

5:00 PM

215 Martin Luther King, Jr. Blvd
Room 120 (Madison Municipal Building)

1 Call to Order / Roll Call

The meeting was called to order at 5:05 pm

Present: 8 - Her, Selkove, Gleason, Slone, Torkildson, Radomski, Clarke and Kauten

Absent: 1 - Brandon

2 Minutes of the October 3, 2007, Meeting

A motion was made by Radomski, seconded by Slone, to Approve the Minutes of the October 3, 2007 meeting. The motion passed by voice vote.

3 [07941](#) Election of Chairperson

A motion was made by Slone, seconded by Radomski, to Refer to the ECONOMIC DEVELOPMENT COMMISSION until such time as the EDC has a full membership roster and an election of a new Chairperson would then be held; and that Vice Chair Sue Gleason continue as chairperson of the EDC until that time. The motion passed by voice vote

4 Public Comment

Concerning Item #5, Submitting the name of William R. Clingan for confirmation of a five-year term as Economic and Community Development Unit Director:

Carole Schaeffer, Executive Director of Smart Growth Madison, representing that organization, spoke in opposition to the hiring of Mr. Clingan as director of the Division of Economic and Community Development because of his lack of experience in economic development.

Delora Newton, representing the Greater Madison Chamber of Commerce, spoke in opposition to the hiring of Mr. Clingan because they believe he does not have the experience called for in the job description. She provided a copy of for the EDC (see attached report). She also distributed a 2-page handout "Documented Statements Related to Appointment of Economic and Community Development Director" (see attached report).

Kevin Little, representing the Greater Madison Chamber of Commerce, registered in opposition to the hiring of Mr. Clingan and did not wish to speak.

Frank Staniszewski, 413 Meadowlark Drive, spoke in support of the hiring of Mr. Clingan. Mr. Staniszewski was one of the reviewers of the written portion of the job application. He thinks Mr. Clingan's workforce experience is highly relevant and complimentary to this position.

Dale Hopkins, 501 Meadowlark Drive, spoke in support of the hiring of Mr. Clingan. Mr. Hopkins has 40 years as a workforce development professional and spoke of the need to have workforce development and economic development together. He also had a handout of his comments for the EDC (see attached report).

Susan Schmitz, President of Downtown Madison Inc, representing that organization, spoke in opposition to the hiring of Mr. Clingan. She provided a Dec 19, 2006 letter from DMI to the Mayor regarding their concerns about the Departmental reorganization (see attached report). Mr. Clingan would be in a leadership position and does not have the time to learn the tools needed to retain and expand businesses.

Marianne Morton, Executive Director of CommonWealth Development Corp., representing that organization, spoke in support of the hiring of Mr. Clingan. She was involved with the screening of applicants for the position. She stated the City needs a broad view of economic development and feels Mr. Clingan is the right person for this job.

Jan Sternbach, 1345 Morrison Street, #1, spoke in support of the hiring of Mr. Clingan. She said the Madison populace has a history of balancing quality of life and economic development, change takes time and people need to look at the big picture. Mr. Clingan is patient and builds bridges between opposing views.

Mr. William Clingan, 1715 Madison Street, thanked everyone for his or her support. He has a passion for Madison and is qualified to make a contribution to Madison. He said the new economic development plan would be the blueprint for the EDC's work. The job description calls for a good day-to-day manger, interpersonal skills, the ability and authority to be the voice of Madison, to bring people and interests together and to have a broader vision than business

services. He feels he has this skill set.

Daniel G. Guernath, 132 E. Wilson Street, spoke in opposition to the hiring of Mr. Clingan. As a small business owner and a SBAC participant he says small business owners are united in their concern about this position being able to represent small business needs. He was looking for some one with more tangible business experience.

Lakshmi Sridharan, Co-chair of the Wisconsin Organization for Asian Americans, representing that organization, spoke in support of the hiring of Mr. Clingan. She said Mr. Clingan has the leadership qualities and people skills and is well experienced in managing multiple tasks.

Questions from EDC members to speakers followed these speakers:

Question to Carol Schaefer: Give specific examples of Mr. Clingan's inexperience.

Answer: TIF is a complex tool and needs someone with this experience.

Question to Carol Schaefer: How is the economic development side ignored?

A: Mr. Clingan gave themes, not his experience with these. Right now he does not have the experience to build and grow businesses.

Question to Mr. Clingan: How do you see a breakdown or prioritization of all these job duties?

A: He would first do an assessment of the staff and their skill sets. On a day-to-day basis he would walk the walk and listen to businesses. He would send a clear message to businesses.

Question to Mr. Clingan: How do you propose to bridge the gap.

A: Mr. Clingan will keep the lines of communication open and take the high road. He stated there is more in common than not in common.

Question to Mr. Clingan: How will you unify community and economic development?

A: Mr. Clingan responded he would arbitrate with facts and who better to connect community development to the business community.

Question to Mr. Clingan: Please comment on your experience with any of these items: TID, New Market Tax Credits, Brownfields remediation, tech based economic development, negotiation of TIF, MATC and educational assets.

A: This question speaks to his strengths in education, state and locally funded resources. No one knows all of this. We do not have a plan on how all this works; these questions raise the need to integrate and articulate these programs.

Question to Mr. Clingan: Could you take the leadership role in financing of projects?

A: Yes he believes he could. He knows what needs to happen, who to talk to, what elements to make it happen and the goal.

Question to Susan Schmitz: What specifically do you feel Mr. Clingan lacks?

A: Susan Schmitz responded with specifics from page 2 and 3 of the job description that include: negotiation of real estate deals, redevelopment plans,

knowledge of real estate practices and training in real estate.

Question to Susan Schmitz: This is a daunting job description, could anyone handle this job?

A: Ms Schmitz feels it is two positions.

Question to Susan Schmitz: Could Bill Clingan occupies this position as written?

A: No, Bill could not, no one can.

Question to Susan Schmitz: Does DMI have a recommendation to address this issue?

A: Two positions would be nice.

Question to Susan Schmitz: Could there be synergies from combining the community and economic development sections?

A: Ms. Shmitz answered there could be if both were under the umbrella of the Department of Planning and Community and Economic Development.

Question to Debora Newton: Does the Mayor have the right to choose his own team?

A: Look at the job description. The Mayor is not the only step in this whole process of hiring.

Juan Jose Lopez, 2532 Fairfield Place, spoke in support of the hiring of Mr. Clingan. He said Mr. Clingan is a proponent of people of color. Bill has the education, is an excellent manager. Depts. Workforce Development is a complex organization and Bill looks at the big picture.

Alder Brandon arrived at 6:20 pm.

Present: 9 - Her, Brandon, Selkove, Gleason, Slone, Torkildson, Radomski, Clarke and Kauten

Mr. Lopez continued that Mr. Clingan was a school board member and voted for TID. He said Mr. Clingan is a uniter not a divider.

[07948](#)

Registration Statements and Handouts, EDC 10/24/2007

Attachments: [RegStmntHandouts10-24.pdf](#)

Includes registrations and handouts from the Public Comment section.

5 William R. Clingan Confirmation

[07607](#)

Submitting the name of William R. Clingan for confirmation of a five-year term as Economic and Community Development Unit Director.

Attachments: [CLINGAN DRAFT 2007.pdf](#)

Vice-Chair Susan Gleason asked Mathew B. Mikolajewski to explain the memo from City Attorney Michael May which outlined the three possible proper actions that could be taken: 1. Adopt the resolution, 2. Place on File, 3. Refer back to the Mayor's Office.

It was noted that the CDBG commission took a different approach and referred this back to the BOE.

Mr. Mario Mendoza, Mayor's Office Business and Legislative Liaison, said the Mayor chose Bill Clingan because of his long history and experience as a manager of a complex organization. Mr. Clingan is well regarded in the community. The Mayor is reaching out to Alders to get a solution.

Questions by the EDC to Mr. Mendoza:

What is the appropriate motion for the EDC to take?

A: THE EDC is creative.

If there is ongoing discussion with the alders, would a referral to the next EDC meeting negatively impact negotiations?

A: This is a great investment of time and energy. The Mayor's Office would like a recommendation in support of hiring Mr. Clingan.

If the EDC recommends adoption, does this affect negotiations for another option?

A: A recommendation would not affect negotiations. If placed on file negotiations would continue.

A motion was made by Brandon, seconded by Radomski, to Refer to the ECONOMIC DEVELOPMENT COMMISSION at their meeting of November 7, 2007.

Alder Brandon said that the Mayor chose to have this referred to the EDC and other commission and this is not the process by which appointment confirmations are usually done. He also mentioned that it would be wish to wait for new developing issues between the Alders and Board of Estimates before deciding .

Ms Selkove questioned if the BOE would promise to not take action on this at their Monday meeting? Alder Clear and Breuer said they would try and have the BOE not take action before all committees are heard from.

Mr. Slone questioned Mr. Mendoza about what would suffer if the appointment is not made soon? Mr. Mendoza said a November appointment would not be disruptive however a delay of 6-8 months would.

The motion passed by the following vote:

Ayes: 8 - Her, Brandon, Selkove, Slone, Torkildson, Radomski, Clarke and Kauten

Non Voting: 1 - Gleason

The Commission took a break at 6:55 pm.

Present: 9 - Her, Brandon, Selkove, Gleason, Slone, Torkildson, Radomski, Clarke and Kauten

The Commission reconvened at 7:05 pm. Mr. Kauten was no longer in attendance.

Present: 8 - Her, Brandon, Selkove, Gleason, Slone, Torkildson, Radomski and Clarke

Absent: 1 - Kauten

6 3-5 Year Strategic Implementation Economic Development Plan

[07647](#)

Possible amendment to the existing 3 - 5 Year Strategic Implementation Plan contract with Ticknor and Associates

Attachments: [EDC Memo 10-3-07.doc](#)
[Ticknor Interviews 10-1-07.doc](#)
[EDC Update Memo10-15-07.doc](#)

Mathew B. Mikolajewski, Manager of OBR, reviewed his memo to the EDC dated Oct 6, 200. He asked for direction from the EDC on setting the listening sessions and scheduling the remaining interviews.

The Commissioners discussed the difficulty of fundraising at this time and asked if anyone had contacts with potential donors. Ms. Gleason indicated she had contacted a few organizations.

Mr. Slone left the meeting at 7:15 pm. A quorum was still present.

Present: 7 - Her, Brandon, Selkove, Gleason, Torkildson, Radomski and Clarke

Absent: 1 - Kauten

Excused: 1 - Slone

Further discussion covered the need for individual interviews, the possibility of grouping interviews and asking people to attend the listening session. EDC members indicated a willingness to do more to obtain feedback such as going to meetings and personally inviting people to the listening sessions, especially to invite targeted groups.

The EDC directed staff to schedule interviews:

18. Bill Clingan (assuming confirmation)
19. Ms. Torkildson, Mr. Her, Mr. Kauten, and Ald. Brandon from the EDC
20. The two new EDC members (assuming appointment)
21. A group of developers
22. George Austin
23. John Wiley, Carl Gulbrandson (WARF), and Charles Hoslet (UW Office of Corporate Relations)
24. United Way and Community Shares
25. Mayor
26. Major employers (likely Kipp, Schoep's, Covance, Epic, Gordon Fleisch, TomoTherapy, etc.)
27. Findorf, Associated General Contractors (AGC), and the Construction Labor Management Council (CLMC)
28. Available

The EDC also directed staff to schedule three (3) listening sessions for Mr Ticknor.

7 Report on Timeline Regarding Marketing the Wisconsin BioAg Gateway and Southeast Madison Business Center

[07798](#)

BioAg Gateway Timeline

Attachments: [Memo to EDC 10-18-07.doc](#)

Mr Mikolajewski commented that eight (8) firms had submitted written proposals in response to the request for proposal. Two (2) of the firms are local as defined by City ordinance.

He explained the time schedule change moving the interviews of the finalists to Nov 15. The EDC was understanding of this change and does not wish to have the selected consultant referred to the EDC by the BOE or Council.

8 Workforce Development Subcommittee Report

ED Clarke, Chairperson of the subcommittee said their next meeting would be on Dec 6, 2007.

9 Chairperson Report

Ms. Gleason yielded the floor to Alder Brandon.

Alder Brandon explained that the Council unanimously approved the closing of TID # 24.

10 Office of Business Resources Report

There was no report.

11 Department of Planning & Community & Economic Development Report

There was no report.

12 ADJOURNMENT

A motion was made by Clarke, seconded by Selkove, to Adjourn. The motion passed by voice vote, and the meeting adouorned at 8:12 pm..