



City of Madison

Meeting Minutes - Final

ECONOMIC DEVELOPMENT COMMISSION

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

Wednesday, August 3, 2005

5:00 PM

Parks Conference Room
Madison Municipal Building
215 Martin Luther King, Jr Blvd

1 CALL TO ORDER/ROLL CALL

Present: Ald. Zachariah Brandon, Michael E. Falk, Susan M. Gleason, Richard A. Slone, Mark Clear, Jeff C. Erlanger, Mark D. Bugher, Edward G. Clarke and Ralph Kauten

Excused: Patricia E. Jenkins and Thomas W. Still

Also present: Don Marx, Joe Gromacki, Vicky Selkove, Progressive Dane, Ald. Brenda Konkel, several members of the media.

Registered speaker: Susan Schmitz of Downtown Madison Inc., 210 Marinette Trail

The meeting was called to order at 5:15 p.m.

2 APPROVAL OF MINUTES

The following corrections were made to the minutes:

1. *The sentence related to the equity kicker should read "Marx noted that it was used in TIF assisted residential projects and that only one developer had walked away from a project because of it."*

2. *The Commissioners agreed to get their comments for the EDC memo on TIF to Naherny by Friday, July 15, not August 15.*

A motion was made to Approve the Minutes. The motion passed by acclamation.

[NOTE: As the Mayor had not arrived at this point in the meeting, Bugher took Item 6 next. The Chair's Report is out of order.]

3 DISCUSSION WITH MAYOR

The Mayor thanked the Commission again for their report on "Opportunities to make the City of Madison more friendly to business." He explained that after the report's release in December, he convened a team of city managers to review the report's recommendations and take steps to implement many of the good ideas. He distributed copies of his report on these actions. He highlighted the new policies and practices the City should implement, the improvements that should be undertaken to current policies and practices and the recommendations with which he disagreed. (Copies of the report are available on the City's website, on the Mayor's page.)

The latter included the 180-day presumptive approval of development applications, the combining of the Urban Design and Plan Commissions, and fiscal estimates of costs to businesses of ordinances and policies. He stated that he did not feel it was necessary to create a cabinet level position for economic development at this time, and shared an

Economic Development Mission Statement that he had developed.

Chair Bugher and other Commission members thanked the Mayor for attending the meeting and taking their report seriously. The Commission was pleased to see that many of their recommendations were being implemented. The Commission agreed to review the Mayor's report at an upcoming meeting and share their reactions and thoughts with him.

4 ITEMS REFERRED FROM COMMON COUNCIL

- 4A [01483](#) Amending Sections 28.12(10)(c) and 28.12(11)(d) of the Madison General Ordinances to require notification of business associations prior to submitting an application for rezoning or conditional use.
- Ald. Brandon noted that no action was required, as the amendment was adopted at the Common Council meeting of July 5, 2005.*

Take Off The Table

- 4B [01728](#) Authorizing the City to apply for a State Department of Transportation (DOT) Transportation Facilities Economic Assistance (TEA) Grant Application, and authorizing the Mayor and City Clerk to execute a TEA Jobs Guarantee with the State DOT, and to execute a Project Agreement with Mortenson Investment Group (a developer) for a transportation infrastructure project on Todd Drive and West Beltline Frontage Road.

City staff Michael Gay explained what the application was for and how it would help enable the city to attract business to the Todd Drive redevelopment area.

There was a discussion about the jobs guarantee and how it would be enforced.

A motion was made by Gleason, seconded by Clarke, to Return to Lead with the Recommendation for Approval to the BOARD OF ESTIMATES. The motion passed by acclamation.

- 4C [01551](#) Accepting the Report of the Board of Estimates Subcommittee on Tax Incremental Finance (TIF).
- Chair Bugher referred the Commission to the draft second revised memo prepared by staff which used the comments from the Commissioners on the first draft. He invited Susan Schmitz to the table to speak.*

Schmitz explained that the DMI had initiated the Board of Estimates review of the TIF policy. She wanted to share a draft of a set of principles that DMI felt should govern consideration of specific changes to the application review and funding process. DMI is concerned that restrictions on the use of TIF would inhibit the City's use of TIF to take advantage of opportunities in the public interest. The principles recommended by DMI were as follows:

1. Flexibility -- the TIF policy needs to be flexible and available to be used in many circumstances. The City should not, in a policy statement, limit or hamstring the creativity of developers, city planners, or other interested persons.

2. Priorities -- Job creation should be a key priority for TIF but it is not the only priority. For instance, especially in downtown, housing can be a catalyst for economic and

neighborhood development or redevelopment that will, in turn, encourage development or expansion of downtown employment centers. A good example of this would be workforce housing.

3. Planning -- TIF priorities should be driven by, and set in, the context of a long range economic plan.

4. Expand Capacity -- Use "pay as you go" and other techniques to expand the ability of the City to use the TIF tool. These tools should be encouraged, rather than limited.

5. Process Improvement -- Clarity and efficiency are desired. Developers have choices as to where to locate projects and imposing additional cost, delays, complexity, or uncertainty on the TIF process limits the City's ability to effectively compete for worthwhile projects.

After discussion of the principles, Bugher thanked Schmitz for her presentation and turned the Commission's attention to the draft memo.

The Commission discussed each section of the memo, and made changes and deletions. The final draft of the memo was approved by consensus. Staff were instructed to make the changes and send the memo to the Board of Estimates and the Common Council.

Defer to the September 7, 2005 meeting.

5 CITY COMPREHENSIVE PLAN

No report.

6 CHAIR'S REPORT

This item was taken out of order while the Commission was waiting for the Mayor to arrive to make his report.

Bugher reviewed potential items for the September meeting, including a presentation by Jennifer Alexander of the Greater Madison Chamber of Commerce on the status of the Regional Collaboration.

7 ALDER'S REPORT

No report.

8 STAFF REPORT

No report.

9 PUBLIC COMMENT

None.

10 ADJOURNMENT

The meeting was adjourned by unanimous consent at 7:15 p.m.

Respectfully submitted,
Katherine Naherny, Secretary