



City of Madison

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

Meeting Minutes - Approved ECONOMIC DEVELOPMENT COMMITTEE

*Consider: Who benefits? Who is burdened?
Who does not have a voice at the table?
How can policymakers mitigate unintended consequences?*

Wednesday, October 15, 2025

5:00 PM

Virtual

The City of Madison is holding the Economic Development Committee meeting in virtual format.

Written Comments: You can send comments on agenda items to edc@cityofmadison.com

Register for Public Comment:

- Register to speak at the meeting
- Register to answer questions
- Register in support or opposition of an agenda item (without speaking)

If you want to speak at this meeting you must register. You can register at <https://www.cityofmadison.com/MeetingRegistration>. When you register to speak, you will be sent an email with the information you will need to join the virtual meeting.

Watch the Meeting: If you would like to join the meeting as an observer, please visit <https://www.cityofmadison.com/watchmeetings>.

Listen by Phone: (877) 853-5257 (Toll Free) Webinar ID: 825 9521 1549

Call to Order/Roll Call

Present: 6 - Joann Pritchett; Susan M. Bulgrin; Wayne R. Harris; Kabah Bah; John W. Duncan and Sabrina V. Madison

Absent: 1 - Melissa Gombar

Excused: 2 - Jeffrey J. Liggon and Seth W. Lentz

Approval of Minutes

A motion was made by Duncan, seconded by Bulgrin to Approve the Minutes from the September 17, 2025 meeting. The motion passed by voice vote.

Public Comment

1. [90331](#) Public Comment - EDC 10/15/25

None

Disclosures and Recusals

None

New Business

2. [90169](#) Creating Section 23.202 of the Madison General Ordinances related to Age Restrictions on Hemp-Derived THC Products.

Attachments: [90169 Body-Version 2](#)
[90169 Body-Version 1](#)
[90169 Version 1](#)

Alder Vidaver presented an overview followed by questions and comments from members.

A motion was made by Duncan, seconded by Bulgrin, to return to lead with recommendation to approve with the following recommendations:

1. Increase the penalties for violation
2. Further define "Child Serving Facilities"

The motion passed unanimously by voice vote.

Discussion Items

3. [87543](#) Update regarding the Business Ready (BizReady) Program

Anna Steinfest presented about the BizReady program graduation followed by questions and comments from members. Anna ended the presentation with three recommendations to the Committee:

1. Sustain investment in small business programs to encourage growth initiatives
2. Expand mentorship programs, small business networks, and grants that support these programs
3. Continue prioritizing equity in Economic Development

4. [84376](#) City of Madison Economic Development Plan Update

Attachments: [Legistar 84376 - ED Plan BUILD Session Presentation to EDC 11-19-25.pdf](#)

Reistad introduced Annette Miller and Mathias Lemos Castillo from EQT By Design. Mathias Lemos Castillo gave a presentation on the results of the Economic Development survey followed by questions from members.

5. [81529](#) Economic Development Division Financial Assistance Dashboard

Attachments: [October 2025 - EDD Financial Assistance Dashboard.pdf](#)

Ouk gave a brief update on the Dashboard and directed members to the attached file for more info until next meeting.

6. [78859](#)

Announcements and Future EDC Agenda Items

Common Council approved the memo to direct staff to prepare an ordinance combining the EDC/VOC and when that is introduced the referral will come back to EDC

Next meeting 11/19/25 will mostly be an update on the Economic Development Plan from 4th Economy.

12/17/25 meeting will have referrals for the SE and SW neighborhood plans

There will be a community meeting for the ED plan on 12/11/25

It was requested that the EDC be provided with an update regarding the Public Market at a future meeting

Adjournment

A motion was made by Madison, seconded by Bah, to Adjourn at 7:01pm.
The motion passed by voice vote.