



City of Madison

Meeting Minutes - Final

ECONOMIC DEVELOPMENT COMMISSION

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

Wednesday, March 7, 2007

5:00 PM

Parks Conference Room
Room 120 MMB

1 CALL TO ORDER / ROLL CALL

The meeting was called to order at 5:05 pm by Chairperson Bugher.

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

Excused: Patricia E. Jenkins and Zachariah Brandon

2 MINUTES OF FEBRUARY 7, 2007, MEETING

A motion was made by Kauten, seconded by Erlanger, to Approve the Minutes.
The motion passed by acclamation.

3 PUBLIC COMMENT

Members of the public who registered at the meeting are listed in item #5, EAST WASHINGTON CAPITOL GATEWAY CORRIDOR PLAN & URBAN DESIGN GUIDELINES.

CHANGE OF ORDER

A motion was made by Erlanger and seconded by Still, to take up agenda item 5 - EWCGCP, before item 4 - Local Preference Purchasing Policy Subcommittee Report. The motion passed by acclamation.

5 EAST WASHINGTON CAPITOL GATEWAY CORRIDOR PLAN & URBAN DESIGN GUIDELINES

05532

Accepting the Final Report of the East Washington Capitol Gateway Plan Advisory Committee and adopting the East Washington Capitol Gateway Corridor Plan and Urban Design Guidelines as a supplement to the City of Madison Comprehensive Plan, and other City plans to be used to guide future land use and development within the East Washington Capitol Gateway Corridor.

Mark Olinger, Director of the Department of Planning and Community and Economic Development, explained the lengthy history of the CGCP, starting with the initial BUILD Grant application in 2003. He noted that the neighborhood plans for the area all used the centerline of E. Washington Ave. as the boundary for their plans, and the East Washington Corridor needed a plan that brought these other plans together and focused E. Washington Ave. as a locus of economic development activity. The East Rail Corridor Plan made reference to this as a future plan. He explained that the CGCP was an 18-month long process that cost \$100,000. Building height was always an issue at these meetings.

He said the cost of land in this area is high and this forces potential manufacturing uses to locate where land is cheaper. Mixed uses of businesses are called for in the plan, not the creation of an office park environment.

Question: Why all the dissent now instead of during the 18-month long process?

Answer: All meetings were public. Perhaps there was a disconnect between the representatives and their groups. At the last CGCP meeting there were 30 motions that were voted on.

EDC members offered the following comments:

- The EDC cannot evaluate what is the best building height.*
- There was a process that was created and followed over the 18-month period.*
- The corridor needs a dramatic something and this plan is it.*

John Schlaefer, representing the Marquette Neighborhood Association (MNA) spoke in agreement with the Capitol Gateway Corridor Plan (CGCP) except for the building heights.

Brad Mullins, Capitol Gateway Corridor landowner and developer, spoke in support of the CGCP. He would prefer even greater building heights to be allowed.

Patrick McDonnell, Tenney-Lapham Neighborhood Association, spoke in opposition to the CGCP; density and building heights were his key issues.

Kevin ODriscoll, 450 N. Baldwin St., spoke in support of the CGCP.

Brian Mullins, 1903 Rowley Ave., spoke in support of the CGCP with increased heights at a few locations.

Peter Wolfe, 945 Jenifer St., spoke in opposition to the CGCP. He opposed the building heights and the effects of increased traffic due to higher density.

Robert Horowitz, chairperson of the East Washington Avenue Capitol Gateway Steering Committee, spoke in support of the CGCP.

Ilse Hecht, 141 N. Hancock St., registered in opposition to the CGCP and did not speak.

A motion was made by Erlanger, seconded by Gleason, to Return to Lead with the Recommendation for Approval to the PLAN COMMISSION. The motion passed by acclamation.

4 LOCAL PREFERENCE PURCHASING POLICY SUBCOMMITTEE REPORT

05817

Report of Joint Subcommittee on Local Preference Purchasing Policy

Mark Clear, member of the joint BOE & EDC subcommittee, explained there are no changes to the report since the February EDC meeting and discussion. The main items of discussion are the definition of "local" and the rebid opportunity for local vendors within 3%.

Question: This policy is for any type of purchase (services, food, books)?

Answer: City purchases are decentralized and these are guidelines.

Question: Is there an inflation factor taken into account?

Answer: These are recommendations and the \$5,000 is not static.

The following comments were made by the EDC members:

- Adding more counties was not the intent of the Madison businesses that originally supported this.
- The Farmer's Market vendors bring their goods in from a multi-county area and it is considered "local".
- These guidelines will encourage by example other purchasers and communities to think locally, it will help the local economy by reducing transportation costs of goods.
- There is concern about 'protectionism' and these guidelines being contrary to Madison as part of a global economy. Discussion followed about the symbolic nature of these guidelines and noting this is the City of Madison Economic Development Commission.
- Awarding a local bid within 1% of a non-local bid is good.

There was further discussion by EDC members on defining "local" as the region instead of Dane County. The trend in Wisconsin is for regional economic strategies that "lift all boats."

A motion was made by Clarke, seconded by Erlanger, to Approve with Amendment(s). An amendment was made by Still, seconded by Kauten, to change the report definition of "local" to mean the region covered by the Regional Economic Development Entity (REDE)-currently an 8 county region and to delete the 3% rebid opportunity and keep it at 1%.

The amendment was passed by the following vote:

Excused: 2 -Brandon, Jenkins
Aye: 6- Gleason, Clear, Still, Clarke, Kauten, Slone
Nay: 2-Erlanger, Falk
Non-Voting: 1- Bugher

The motion passed by the following vote:

Excused: Jenkins and Brandon
Aye: Gleason, Slone, Clear, Still, Clarke and Kauten
No: Falk and Erlanger
Non Voting: Bugher

Thanks were given to Mark Clear, Tom Still and Jeff Erlanger for serving on the subcommittee.

6 DEPARTMENT OF PLANNING & DEVELOPMENT REORGANIZATION UPDATE

Mark Olinger, Director of DPCED, said the reorganization is proceeding and an announcement on the hire of Katherine Naherny's replacement will be made next week.

7 3 - 5 YEAR ECONOMIC DEVELOPMENT STRATEGY IMPLEMENTATION PLAN SUBCOMMITTEE UPDATE

Staff will write a draft RFP for the subcommittee to review.

8 CHAIRPERSONS' REPORT

There was no report.

9 ADJOURNMENT

The meeting was adjourned at 7:07 pm.

A motion was made by Erlanger, seconded by Clarke, to Adjourn. The motion passed by acclamation.