



# City of Madison

City of Madison  
Madison, WI 53703  
[www.cityofmadison.com](http://www.cityofmadison.com)

## Agenda - 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?*

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Wednesday, July 17, 2024

5:00 PM

Virtual

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The City of Madison is holding the Economic Development Committee meeting virtually to help protect our community from the Coronavirus (COVID-19) pandemic.

1. **Written Comments:** You can send comments on agenda items to [edc@cityofmadison.com](mailto:edc@cityofmadison.com)

2. **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.

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

4. **Listen by Phone:**

**(877) 853-5257 (Toll Free)**

**Webinar ID: 864 8125 5544**

If you need an interpreter, translator, materials in alternate formats or other accommodations to access this service, activity or program, please call the phone number below at least three business days prior to the meeting.

Si necesita un intérprete, un traductor, materiales en formatos alternativos u otros arreglos para acceder a este servicio, actividad o programa, comuníquese al número de teléfono que figura a continuación tres días hábiles como mínimo antes de la reunión.

Yog hais tias koj xav tau ib tug neeg txhais lus, ib tug neeg txhais ntawv, cov ntawv ua lwm hom ntawv los sis lwm cov kev pab kom siv tau cov kev pab, cov kev ua ub no (activity) los sis qhov kev pab cuam, thov hu rau tus xov tooj hauv qab yam tsawg peb hnuv ua hauj lwm ua ntej yuav tuaj sib tham.

For accommodations, contact: <<staff name>> <<staff phone>> <<BCC email>>

**CALL TO ORDER / ROLL CALL**

## APPROVAL OF MINUTES

5/15/24: <http://madison.legistar.com/Calendar.aspx>

## DISCLOSURES AND RECUSALS

Members of the body should make any required disclosures or recusals under the City's Ethics Code.

## PUBLIC COMMENT

1. [84370](#) Public Comment - EDC 7/17/24

## NEW BUSINESS

2. [83420](#) Adopting the Sustainability Plan Update and directing staff to implement the recommendations in the plan.

**Attachments:** [Sustainability Plan EDC 17July2024.pdf](#)  
[Madison Sustainability Plan-ReviewDraft\\_May 2024.pdf](#)  
[Sustainability Plan\\_TC\\_12June2024.pdf](#)  
[Public Comments\\_Plan Comm\\_07-08-24.pdf](#)

EDC recommendation is required for this item

3. [84379](#) Adopting the Northeast Area Plan, adopting an amendment to the Comprehensive Plan and archiving underlying plans.

**Attachments:** [NEAP\\_EDC\\_Presentation\\_July17\\_2024.pdf](#)  
[NEAP Adopting Cover Letter](#)  
[Northeast Area Plan Introduction Draft](#)  
[Ordinance 84382-Adopt Northeast Area Plan](#)

EDC recommendation is required for this item

4. [84377](#) Adopting the West Area Plan, adopting an amendment to the Comprehensive Plan and archiving underlying plans.

**Attachments:** [WEST\\_EDC\\_Presentation\\_July17\\_2024.pdf](#)  
[West Area Plan Introduction Draft](#)  
[West Plan Phase 1 Feedback Summary](#)  
[West Plan Phase 2 Feedback Summary](#)  
[West Plan Phase 3 Feedback Summary](#)  
[West Plan Phase 4 Feedback Summary](#)  
[Ordinance 84383-Adopt the West Area Plan](#)  
[West Area Adopting Memo.pdf](#)

EDC recommendation is required for this item

## DISCUSSION ITEMS

5. [84376](#) City of Madison Economic Development Plan Update  
**Attachments:** [2024-2026 Economic Development Plan Charter 7-17-24.pdf](#)  
EDC recommendation is not required for this item
6. [84371](#) Discussion regarding upcoming EDC meeting dates and locations  
EDC recommendation is not required for this item
7. [82123](#) Discussion Regarding the 2025 City Budget  
**Attachments:** [2024 Economic Development Division Operating Budget.pdf](#)  
[2024 Economic Development Division Capital Budget.pdf](#)  
EDC recommendation is not required for this item
8. [81529](#) Economic Development Division Financial Assistance Dashboard  
**Attachments:** [June 2024 EDD Financial Assistance Dashboard.pdf](#)  
EDC recommendation is not required for this item
9. [78859](#) Announcements and Future EDC Agenda Items

**ADJOURNMENT**