



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, July 17, 2024

5:00 PM

Virtual

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

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

CALL TO ORDER / ROLL CALL

Economic Development Committee was called to order at 5:03pm. Chaired by Bulgrin.

Others present: Mikolajewski, Makinen, Rohlich, Ouk

Present: 7 - Melissa Gombar; Nasra Wehelie; Jeffrey J. Ligon; Susan M. Bulgrin; Nicholas J.C. Paris; Kabah Bah and John W. Duncan

Absent: 1 - Sabrina V. Madison

Excused: 2 - Wayne R. Harris and Seth W. Lentz

APPROVAL OF MINUTES

A motion was made by Paris and seconded by Duncan to approve the minutes from the May 15, 2024 meeting. The motion passed by voice vote.

DISCLOSURES AND RECUSALS

Gombar recused from voting on item 2 File Id 83420.

PUBLIC COMMENT

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

Attachments: [EDCRegistrantsReport-7-17-24.xlsx](#)

Madison arrived at 5:25pm.

Present: 8 - Melissa Gombar; Nasra Wehelie; Jeffrey J. Ligon; Susan M. Bulgrin; Nicholas J.C. Paris; Kabah Bah; John W. Duncan and Sabrina V. Madison

Excused: 2 - Wayne R. Harris and Seth W. Lentz

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](#)
[Public Comments_SMC_08_05_2024_Plan.pdf](#)
[Sustainability Plan_SMC_5Aug2024.pdf](#)
[08_06_2024_Smart Growth's Comments_Sustainability Plan.pdf](#)
[080624_CC_public_comments.pdf](#)

Jessica Price presented the Sustainability Plan followed by questions from members.

A motion was made by Wehelie and seconded by Bah to return to lead with recommendation for approval. The motion passed unanimously by voice vote. Gombar recused from voting.

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

Attachments: [Compilation of Feedback on Public Review DRAFT Plan.pdf](#)
[NEAP Adopting Cover Letter](#)
[Community Feedback Summary May2024.pdf](#)
[Ordinance 84382-Adopt Northeast Area Plan](#)
[NEAP EDC Presentation 07-17-2024.pdf](#)
[NEAP TC Memo 07-31-2024.pdf](#)
[NEAP LC Memo 08-05-2024.pdf](#)
[NEAP Preservation Planner Staff Memo 08-05-2024.pdf](#)
[NEAP LC Presentation 08-05-2024.pdf](#)
[00 UDC Memo 08 14 2024.pdf](#)
[02 NEAP UDC Presentation Aug14 2024.pdf](#)
[Northeast Area Plan Introduction Draft](#)
[BPC Memo 08 14 2024.pdf](#)
[UDC Public Comments 08-14-24.pdf](#)
[Public Comment 08-16-24.pdf](#)
[Public Comments 08-20-24.pdf](#)
[Comprehensive Plan Amendment.pdf](#)
[NEAP_PC_240826_PPT.pdf](#)
[240822 NEAP PC.pdf](#)

Angela Puerta and Kirstie Laatsch presented the Northeast Area Plan followed by questions from members.

A motion was made by Paris and seconded by Madison to return to lead with recommendation for approval. The motion passed unanimously by voice vote.

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

Attachments: [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](#)
[West Area Adopting Memo.pdf](#)
[Ordinance 84383-Adopt the West Area Plan](#)
[WEST_EDC_Presentation_July17_2024.pdf](#)
[2024-07-31_WestAreaTCMemo.pdf](#)
[2024-07-31_West_TC_Presentation.pdf](#)
[84377 - West Area Plan Preservation Planner STAFF MEMO 8-5-24.pdf](#)
[West Area Landmarks Memo.pdf](#)
[Public Comment 07-30-24.pdf](#)
[\(part 1\) TC Public comments 7-31-24.pdf](#)
[\(part 2\) TC Public comments 7-31-24.pdf](#)
[\(part 3\) TC Public comments 7-31-24.pdf](#)
[\(part 4\) TC Public comments 7-31-24.pdf](#)
[West Area BPC Memo from Planning.pdf](#)
[Landmarks Public Comment Registration List 8-5-24](#)
[84377 LC Report 8-5-24.pdf](#)
[2024-07-14_West Plan UDC Memo.pdf](#)
[2024-08-14_West Area BPC Memo.pdf](#)
[Adopting West Area Plan Public Submittal.pdf](#)
[Foley Public Comments 08-20-24.pdf](#)
[Comprehensive Plan Amendment.pdf](#)
[WAP_PC_presentation.pdf](#)
[West Area PC Memo.pdf](#)
[Foley Public Comment 08-22-24.pdf](#)

Linda Horvath presented the West Area Plan followed by questions from members.

A motion was made by Gombar and seconded by Bah to return to lead with recommendation for approval. The motion passed unanimously by voice vote.

DISCUSSION ITEMS

5. [84376](#) City of Madison Economic Development Plan Update

Attachments: [2024-2026 Economic Development Plan Charter 7-17-24.pdf](#)
[Madison Economic Development Strategy Student Job Description - Version](#)
[2024-2026 ED Plan RFP Scope of Svcs_DRAFT v4 081924.pdf](#)

Mikolajewski gave an update on the new Economic Development Plan followed by questions from members.

6. [84371](#) Discussion regarding upcoming EDC meeting dates and locations

This item was skipped until next meeting.

7. [82123](#) Discussion Regarding the 2025 City Budget

Attachments: [2024 Economic Development Division Operating Budget.pdf](#)
[2024 Economic Development Division Capital Budget.pdf](#)
[2025 Economic Development Division Operating Budget Agency Request.pdf](#)

This item was skipped until next meeting.

8. [81529](#) Economic Development Division Financial Assistance Dashboard

Attachments: [July 2024 EDD Financial Assistance Dashboard.pdf](#)

This item was skipped until next meeting.

9. [78859](#) Announcements and Future EDC Agenda Items

Heather Stouder to come and give an update on the effort to streamline the process for developments in the City.

ADJOURNMENT

A motion was made by Liggon and seconded by Wehelie to adjourn at 7:26pm.
The motion passed by voice vote.