



City of Madison
Meeting Minutes - Draft
ECONOMIC DEVELOPMENT
COMMISSION

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

Wednesday, December 5, 2007

5:00 PM

Room 108 CCB
(Parks Department Annex)
210 Martin Luther King Jr. Blvd.

CALL TO ORDER / ROLL CALL

The meeting was called to order at 5:12 pm.

Present: 7 -

Peng Her; Victoria S. Selkove; Susan M. Gleason; Richard A. Slone;
Sandra J. Torkildson; Noel T. Radomski and Edward G. Clarke

Excused: 2 -

Zachariah Brandon and Ralph Kauten

Staff Present:

Matthew B. Mikolajewski, Office of Business Resources

Peggy Yessa, Office of Business Resources

Matthew Tucker, Zoning Administrator

**Mark Olinger, Director, Department of Planning & Community & Economic
Development**

Kitty Noonan, City Attorney's Office

APPROVAL OF MINUTES OF NOVEMBER 7, 2007 MEETING

**Edward Clarke moved, seconded by Vicky Selkove, to approve the minutes of
the November 7, 2007, meeting. The motion passed by voice vote.**

PUBLIC COMMENT

Registered Attendees:

Jason Saari, representing Adams Outdoor Advertising, 102 E. Badger Road, Madison, WI
53713, spoke in support of Item #2.

Scott Pettewski, representing Adams Outdoor Advertising, 102 E. Badger Road,
Madison, WI 53713, spoke in support of Item #2.

Kathi Kilgore, representing Adams Outdoor Advertising, 102 E. Badger Road, Madison,
WI 53713, spoke in support of Item #2.

Chris Eigenberger, 1006 Redan Drive, Verona, WI, representing Adams Outdoor

Advertising, spoke in support of Item #2.

Tony Hickey, representing Lamar Advertising, 5101 Highway 51, Janesville, WI, 53546, spoke in support of Item #2.

Jed Sanborn, Alder District 1, spoke in support of Item #2.

Chair Sue Gleason asked speakers if they would rather speak at the time the EDC was discussing their issue. They agreed to wait until their item came up.

PRESENTATIONS

1. [08309](#) Presentation on Workforce Development
Pat Schram, Director of Workforce Development Board of South Central Wisconsin

Attachments: [Handouts from Pat Schram](#)

Pat Schramm, Executive Director of the Workforce Development Board of South Central Wisconsin (WDBSCW) explained WDBSCW is a private non-profit corporation with a 37-member board of directors. Their Board is comprised of CEOs of companies in the 6 county region including Dane County.

Ms. Schramm explained 53% of all jobs in this region are in Dane County with only 43% of the region's population in Dane County. Referring to the Seeds of Workforce Change report (http://www.cows.org/about_publications_detail.asp?id=384) and to the summary report (http://www.cows.org/about_publications_detail.asp?id=373) she further noted Dane County's workforce is considered fully engaged with 79.3% participation compared to a 66% national average. This means we need more people if we are going to attract more businesses. Ms. Schram also noted the area's population is aging and the minority populations are increasing. Ms. Schramm handed out a brochure "The Many Faces of Workforce Growth" and "Career Pathways as a Systemic Framework". Copies of these are available from OBR staff.

The WDBSCW is using a career pathway model for their action strategy to train the workforce. To develop sets of skills for workers they are "chunking" skill training instead of requiring the traditional coursework to earn degrees.

The WDBSCW received one of only 13 WIRED grants from the federal government in the county. This is a \$5 million initiative that will be targeted for their work with healthcare, biotech and manufacturing, agriculture, and utilities as well, sectors and will be used to hire more instructors, start a low skill adult basic education center, fund a career exploratory academy, and a youth pathway academy for high school students.

Question: What is the alignment of REDE and the WIRED Grant?

Answer: Healthcare and Biotech are target sectors for both, and these two sectors are

both found in the City of Madison.

Question: The EDC Subcommittee on Workforce Development is looking at where to gather information and focus. Any suggestions?

Answer: Look at understanding the workforce and business needs and access to training. MAPS program of “chunked” training for Allied Drive is a good example of what can be done. The new six (6) week welding program at MATC is another example of changing the traditional training programs. One of the most important roles that the City can play is that of public intervener (i.e. the City is a loud voice).

Question: Trying to forecast worker needs is difficult from the data. How can this be done?

Answer: Build relationships with industry and listen to their concerns and comments.

This Presentation was Accepted

DISCUSSION ITEMS

2. [07651](#) Amending Sections 31.05(2)(b) and 31.11 of the Madison General Ordinances to remove the prohibition on relocating or replacing advertising street graphics.

Attachments: [Ordinance07651Plans.pdf](#)
[ADAMS OUTDOOR ADVERTISING LITIGATION.pdf](#)
[LettersSupportCapReplace.pdf](#)
[Section31.05Report110707.pdf](#)
[EDC City of Madison Businesses.pdf](#)
Additional Support Letter 113007.pdf
[Street Graphic Ord Excerpt.pdf](#)
[Letters Etc.pdf](#)
[07651 Additional Letters of Support.pdf](#)
[07651 Regent Street Redevelopment \(2\).pdf](#)
[Memo & Photos 121307.pdf](#)
[121207specialreport.pdf](#)

Kitty Noonan, ACA, gave a brief history of the street graphic ordinance. The proposed ordinance would do two things:

1. Eliminate the ban on relocating billboards, allowing them to be moved.
2. Make annexed lands and urban design districts available for locating billboards.

Matt Tucker, Zoning Administrator, presented two maps of where billboards are currently allowed to relocate and new areas where the proposed ordinance would allow them to relocate.

The following people registered and spoke in support of amending the ordinance: Jason Saari representing Adams Outdoor advertising, Scott Petlewski representing Adams Outdoor Advertising, Tony Hickory representing Lamar Advertising, Kathi

Kilgore representing Adams Outdoor Advertising, Chris Engensberger representing Adams Outdoor Advertising and Alder Jed Sanborn representing District 1. Their comments covered these areas:

- Billboards currently may not be in the best places to advertise but they can not move the existing billboards
- Existing billboards may be holding back development or redevelopment especially at Union Corners, Villager Mall and Regent Street. The ordinance would allow them to negotiate to move billboards in long-term leases that are in the way of development.
- New billboards would use recycled materials and be more esthetically pleasing while emitting less light pollution.
- The billboard industry feels they are being phased out; billboard industry employees give back to the community.

It was recognized that even if all of the billboards were eliminated, the City still has a substantial amount of signage. Will removing all of the billboards really have an impact on the landscape?

Question to the speakers from the EDC:

Is there any data on how billboard advertising contributes to business growth?

Answer from the speakers: No firms will talk about their return on investments.

Billboards add awareness about businesses.

Question: Will this ordinance mediate future litigations between the sign companies and the City?

Answer: According to Ms. Noonan, it would not change the potential for future litigation. According to other speakers present it would reduce the likelihood of future litigation.

Question: Does Adams Outdoor Advertising want this ordinance to change the appearance of the billboards?

Answer: This ordinance states that billboards can't be enlarged.

Question: Does the Urban Design Commission or Plan Commission have written reports?

Answer: These commissions have not met to discuss this topic yet.

The EDC discussed the possibility of referring this back to their January meeting to get the Plan Commission and the Urban Design Commission comments on the proposed ordinance. Staff said there will not be enough time for the EDC to get a second look at this before it goes on to the Common Council agenda.

Vicky Selkove made a motion that the EDC refer discussion on this ordinance to the January meeting. This motion failed due to lack of second.

Question: This is a fundamental change that this ordinance is increasing areas of the City where billboard placement could occur. Why did new districts/areas get suggested for adding billboards?

Answer: Urban Design Districts are expanding and the sign companies want to take advantage of the expanding areas of the City. The City is expanding, as such; newly annexed lands should be allowed to have billboards.

There was further discussion that this motion is consistent in the EDC's role to support economic development, and not to judge urban design. This motion supports objectives of allowing development or redevelopment to occur while not giving specific design recommendations.

A motion was made by Clarke, seconded by Slone, to Return to Lead with the Following Recommendation(s) to the BOARD OF ESTIMATES: The EDC supports an ordinance to allow more flexibility to relocate billboards to allow development to occur, but should provide appropriate oversight to guide location and design.

The motion passed by the following vote:

Excused: 2 -

Zachariah Brandon and Ralph Kauten

Ayes: 5 -

Peng Her; Richard A. Slone; Sandra J. Torkildson; Noel T. Radomski and Edward G. Clarke

Noes: 1 -

Victoria S. Selkove

Non Voting: 1 -

Susan M. Gleason

3. [08316](#)

Authorizing hiring of New Economy Strategies for consultation services to develop and implement a marketing plan for Southeast Madison Business Centers and the Wisconsin BioAg Gateway.

Attachments: [7873 Addendum 1 Final.pdf](#)
[7873-0-2007-MM Final WI BioAg Gateway.pdf](#)
[7873 Addendum 2 Final.pdf](#)
[SE MadConsultantHire08316vers1.pdf](#)

The EDC asked to be given updates on the progress of the consultant's work.

Mr. Matthew Mikolajewski, Manager of OBR, said eight companies submitted written proposals in response to the RFP. Two of these were local firms. After the Review Team scored the proposals, four firms were selected to be interviewed, one of these was a local firm. Noel Radomski from the EDC was on the Review Team. NES had the skill set and experience to undertake and complete this project.

Motion by Richard Slone and second by Vicky Selkove to recommend the hire of NES. The EDC asked to be given updates on the progress of the consultant's work. Motion passed by acclamation.

4. [07874](#) 3 - 5 Year Economic Development Strategic Implementation Plan Report

Attachments: [November 7 EDC Update Memo.pdf](#)
[EDC Handouts 110707.pdf](#)

Mr. Tom Ticknor, the City's consultant for this plan, presented a brief overview of his work to date. Issues he is looking at are:

- Regulatory customer services function of the City of Madison.
- The role of the City in business expansion and retention.
- The City's use of TID.
- Land development in the City for job creation.
- Talent and organization within the City working on economic development.

Mr. Ticknor explained that at the Retreat he will be previewing some of his preliminary ideas for the report and asking for breakout groups to give him more specifics. Mark Olinger, Director of Department of Planning and Community and Economic Development, explained that including plan recommendations in the next budget will be the key to implementing the plan.

UNFINISHED BUSINESS

5. [08308](#) Change of January Meeting Date to Wednesday, January 9

Motion by Ed Clarke and second by Peng Her to move the January 2008 EDC meeting from January 2 to January 9. The motion passed by acclamation.

REPORTS

6. [07937](#) **ALDER'S REPORT**

There was no report.

7. [07939](#) **CHAIRPERSON'S REPORT**

There was no report.

8. [07940](#) **OFFICE OF BUSINESS RESOURCES REPORT**

There was no report.

ADJOURNMENT

Ed Clarke moved, seconded by Sandi Torkildson to adjourn. The motion passed by voice vote and the meeting was adjourned at 8:43 pm.