



City of Madison  
Meeting Minutes - Draft  
**ECONOMIC DEVELOPMENT  
COMMISSION**

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

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Wednesday, May 11, 2005

5:00 PM

614 Walnut St.

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**\*\*\*JOINT MEETING OF THE ECONOMIC DEVELOPMENT  
COMMISSION AND THE PLAN COMMISSION\*\*\***

1 WELCOME

*Economic Development Commission Members Present: Mark Bugher, Susan Gleason, Alder Zach Brandon, Michael Falk, Ralph Kauten, Richard Slone, Jeff Erlanger, Patricia Jenkins (left at 6:45 pm) and special guest Mayor Dave Cieslewicz*

*Notified EDC Absences: Ed Clarke and Tom Still*

*Plan Commission Members Present: Nan Fey, Judy Bowser, Brian Ohm, Alder Isadore Knox, Alder Brenda Konkol, Sarah Davis, Michael Forster Rothbart, Charles Thimmesch, James Boll*

*Others Present*

*City Staff: Michael Gay, Peggy Yessa, Brad Murphy, Bill Fruhling, and Mario Mendoza*

*Alders: Noel Radomski*

*Susan Schmitz, President DMI; Rafael Carbonell, GMCC*

*Students from the UW Madison-LaFollette School of Public Affairs*

§ *EDC Chairman Bugher called the meeting to order at 5:15 pm and welcomed the members of the Plan Commission. Members from each commission introduced themselves.*

**Present:** Patricia E. Jenkins, Ald. Zachariah Brandon, Michael E. Falk, Susan M. Gleason, Richard A. Slone, Jeff C. Erlanger, Mark D. Bugher and Ralph Kauten

**Excused:** Thomas W. Still and Edward G. Clarke

## 2 PRESENTATION BY UW-MADISON STUDENTS

*Presentation by students from the UW- Madison LaFollette School of Public Affairs of their study and report "Evaluation and Analysis of Madison's Development Review and Permitting Process"*

§ *Bugher introduced Professor Andrew Reschovsky to introduce the project and the students.*

§ *Reschovsky explained that each year he offers the final year masters students a workshop class that involves taking on a real life policy issue or initiative for a public sector entity. He was excited to have the opportunity for a group of his students in the class work on a project for the City of Madison and its Department of Planning and Development.*

§ *Members of the student team included Lisa Beane, Amber Edwards, Kimberly Herb, Yo Yo Park, Jennifer Schuh and Caitlin Skinner. Herb and Skinner presented a PowerPoint presentation overview of their report.*

§ *A PDF of the report will be available on the [www.businessmadison.com](http://www.businessmadison.com) <<http://www.businessmadison.com>> website in a few days.*

§ *The report looked at three main concerns outlined in the EDC report on Madison's business environment: Madison's process is slow compared to other cities; divergent ordinances lead to inter-agency conflicts; public involvement while valuable is uncoordinated and costly.*

§ *The students looked at initiatives of seven other cities to address similar concerns and attempted to compare Madison's process.*

§ *Based on their analysis, their general findings were: Madison's process is not substantially slower; there are conflicts among agencies with regard to goals and ordinance requirements; there is room for improving how public input is handled.*

§ *The students' report make a number of recommendations but the key ones include the City developing a true one stop shop that has project facilitation and automated project tracking from start to end, and ordinance overhaul.*

§ *Bugher asked the Mayor for comments since he had to leave the meeting.*

§ *Mayor comments: Liked the finding about slowness of process; good idea with the one-stop shop; agrees with ordinance overhaul - it's already begun; felt report shows that City is going in right direction.*

§ *There was considerable discussion with the students about their research of other cities' initiatives:*

o *Regarding the St. Paul model of grouping neighborhoods into districts, it was noted that St. Paul has a different form of government and the alders play a different role than in Madison.*

o *Students' estimated costs of online systems varied from \$50,000 to \$250,000 depending on whether off the shelf systems were used or customized systems were developed.*

o *Regarding metrics for measuring success of the changes: All cities were trying to measure change in some way; not always easy to get the data. Eugene, Oregon does quantify its findings and issue a report.*

o *Regarding finding that Madison's process may not be slow compared to the cities researched: Not sure comparing to other cities that Madison doesn't compete with for business location is accurate. Need to know how Madison compares to surrounding communities, the places that business can choose over Madison.*

o *Regarding how cities undertake ordinance overhaul: Portland, Oregon staff meet regularly. They also meet with businesses on ordinances affecting them to identify what is confusing. Emphasis is on quality improvement.*

o *Regarding caseload of project facilitators in other cities: 15-20.*

**3 EDC REPORT DISCUSSION**

§ After the discussion with the students, the EDC and Plan Commission continued discussion of the students' report and the EDC report findings.

§ All commissioners present expressed interest in:

- o Another meeting of the two commissions.
- o Further research on the development review process of neighboring communities, e.g., length of time, staff caseload and neighborhood involvement.
- o Further research with developers on their experiences with communities outside of Madison.
- o A more coordinated approach to development review.

**4 END OF JOINT MEETING**

Bugher thanked the Plan Commission for attending and moved on to the rest of the agenda.

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**\*\*\*ECONOMIC DEVELOPMENT COMMISSION\*\*\***

**1 MINUTES OF THE APRIL 13, 2005 MEETING**

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

**Present:** Ald. Zachariah Brandon, Michael E. Falk, Susan M. Gleason, Richard A. Slone, Jeff C. Erlanger, Mark D. Bugher and Ralph Kauten

**Excused:** Patricia E. Jenkins, Thomas W. Still and Edward G. Clarke

**\*\*\*ITEMS REFERRED FROM THE COMMON COUNCIL\*\*\***

**2**      [00985](#)      Amending Section 3.54(2) of the Madison General Ordinances to modify the composition of the Economic Development Commission.

**This matter was RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER.  
The motion passed.**

**3a**      [01155](#)      Authorizing the City to apply for a State DOT Transportation Facilities Economic Assistance Grant and authorizing the Mayor and City Clerk to execute a Transportation Economic Assistance Jobs Guarantee with the State DOT and to execute a Project Agreement with Covance Laboratories, Inc. for a transportation infrastructure project on Pearson, Pierstorff and Wright Streets.

*Gleason and Slone moved approved of both Item 3a and 3b. There was a discussion about what would happen if the development did not occur, who else benefited from this TID, and how abutting property owners were assessed for the improvements. The motion was unanimously approved.*

**This matter was Return to Lead with the Recommendation for Approval to the BOARD OF ESTIMATES. The motion passed.**

- 3b      [01190](#)      SUBSTITUTE: Authorizing the City to amend the Engineering Department's 2005 Adopted Capital Expenditure Budget for infrastructure improvements on Pierstorff, Pearson and Wright Streets related to the expansion of Covance Laboratories, Inc. and authorizing additional City expenditures not to exceed \$2,464,750. Said improvements include storm sewer, sanitary sewer, water main, street reconstruction and new street and sidewalk construction. (17th AD)
- This matter was Return to Lead with the Recommendation for Approval to the BOARD OF ESTIMATES. The motion passed.**

**4      ADJOURNMENT**

*The meeting adjourned at 7:15 p.m.*