



City of Madison

City of Madison
Madison, WI 53703
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Meeting Minutes - Approved ECONOMIC DEVELOPMENT COMMITTEE

Wednesday, April 19, 2017

5:00 PM

City-County Building, 211 S. Carroll St.
Room GR27 (Police Dept. Community Room)

CALL TO ORDER / ROLL CALL

The meeting was called to order at 5:00 p.m.

Present: 8 - Rebecca Kemble; Frank Staniszewski; Susan M. Bulgrin; Wayne R. Harris; Mark R. Greene; Patricia (Pat) A. Schramm; Marianne S. Morton and Steve King

Excused: 2 - Craig P. Stanley and Denise DeMarb

Also present: Bill Fruhling, Dan Kennelly, Tom Otto, Ruth Rohlich, Matt Mikolajewski

Wayne Harris introduced himself as the newest member of the EDC.

1, APPROVAL OF MINUTES

A motion was made by Schramm, seconded by Bulgrin, to Approve the Minutes of the February 15, 2017, meeting. The motion passed by voice vote.

2. PUBLIC COMMENT

Sue Springman, speaking on behalf of the Madison Central Business Improvement District (BID), regarding item #4, said they are very supportive of the retail market study. The BID wants to continue to be a partner with the City. They have the following comments:

- They have concerns about B.1(e) - they do not believe you can regulate retail into existence, and need to find ways to attract it without regulations.
- There was discussion with the EDC about the need to mix national and local retail.
- Accessibility and parking is important.
- More housing is good for retail.
- Signage/visibility is important.

3, DISCLOSURES AND RECUSALS

None.

Craig Stanley arrived at 5:30 p.m.

Present: 9 - Rebecca Kemble; Craig P. Stanley; Frank Staniszewski; Susan M. Bulgrin; Wayne R. Harris; Mark R. Greene; Patricia (Pat) A. Schramm; Marianne S. Morton and Steve King

Excused: 1 - Denise DeMarb

4. [46294](#)

Accepting the report entitled, "Ensuring a Vibrant Downtown Retail Destination: A Retail Assessment and Strategy for Downtown Madison", directing staff to begin implementing key recommendations of the report, and repealing resolution RES-15-00206 (Legislative File # 36697)

King moved, seconded by Bulgrin, to RETURN TO LEAD with the recommendation for approval to the DOWNTOWN COORDINATING COMMITTEE.

Bulgrin made a friendly amendment to recommend adding the word "judiciously" to the resolved clause referencing new regulations. (BE IT FURTHER RESOLVED, that in 2017, the Planning, Community and Economic Development Department will "judiciously" explore regulatory standards, programs and policies to maintain a balanced business mix of retail, service, restaurant, and bar/tavern uses in the downtown, including, but not limited to zoning, establishment size, density, hours of operation, and alcohol license limitations)

The friendly amendment was accepted. The amended motion passed by voice vote.

Bill Fruhling of the City Planning Division presented this report. There are four core issues:

- Business mix
- Local vs. national
- Loitering/panhandling
- Parking

The resolution accepts the report and directs staff to complete the items in the resolution.

Bulgrin and Greene expressed concern about adding new regulations.

Craig Stanley arrived at 5:30 p.m.

Stanley said national retailers can handle the regulations more than local retailers. The consultant didn't have a lot of specific examples of regulations that have worked elsewhere.

Staniszewski suggested focusing on activities to attract people downtown.

5. [46081](#)

Connect Madison Economic Development Strategy Implementation

1. Business Assistance Team (BAT): Bulgrin reported on meeting with City staff and the Chamber of Commerce to talk about the BAT. Rohlich further described a white paper that is in the process of being developed. She handed out a survey about the use of the website and ease of getting information.

2. Development Districts: Stanley talked about meeting regarding development districts; focusing on tools first; top 2-3 to make sense; noodle on it internally and bring back suggestions. Kennelly said they need to align with the Comprehensive Plan.

3. Business Retention and Expansion: Staniszewski said he will follow up some more

on this. Kennelly and Rohlich talked about the southeast Madison business walk.

4. Business Coalition for Transportation: Mikolajewski gave an update on the TORC (Transportation Ordinance Review Committee) process. Mr. Mikolajewski was questioned about the status of UW-Madison and Google automated cars.

5. Youth Work-Based Learning Opportunities: Schramm reported on Mary O'Donnell of the CDD and the MMSD Personalized Pathways program, which in September involved 525 students. The City is working on a combined application for youth-based hiring.

6. [45698](#) Economic Development Committee Chair Updates

Chairperson Greene said to keep working - a lot of good work has been done.

7. [45699](#) Economic Development Division Director Updates

Recent TIF and Capitol Revolving Fund projects - Mikolajewski provided an update on the Illumina, Extreme Engineering, Tribe 9 Foods and Vogel projects.

8. [27862](#) Introduction of New Items from the Floor

Items to be discussed at future meetings:

- Google car - UW-Madison
- TIF Strategy - next 3 months
- Capital Revolving Fund

9. [45135](#) Next Meeting

May 17 2017, 5:00 p.m.

ADJOURNMENT

A motion was made by Stanley, seconded by Morton, to Adjourn. The motion passed by voice vote. The meeting adjourned at 7:00 p.m.