



Department of Planning & Community & Economic Development
Economic & Community Development Division

Office of Business Resources

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TO: Economic Development Commission

FROM: Matthew B. Mikolajewski

DATE: October 18, 2007

SUBJECT: Report on Timeline Regarding the Marketing Plan for the Wisconsin BioAg Gateway and Southeast Madison Business Centers

Due to some scheduling conflicts with members of the selection committee for the hiring of the consultant to prepare the plan for marketing the WI BioAg Gateway and Southeast Madison Business Centers, staff is considering postponing the interviews of the firms that have submitted proposals.

The **original schedule** is as follows:

Thursday, November 1st – Firm interviews
Tuesday, November 6th – Introduce resolution to Common Council
Wednesday, November 7th – Action by EDC
Monday, November 12th – Action by BOE
Thursday, November 20th – Action by Common Council

The **revised schedule** is proposed as follows:

Thursday or Friday, November 15th or 16th – Firm interviews
Tuesday, November 20th – Introduce resolution to Common Council
Monday, November 26th – Action by BOE
Thursday, December 4th – Action by Common Council

We must have a contract executed with the firm by the end of the year to encumber the funds in 2007. The BOE and Council dates noted within the revised schedule are the final meeting dates for these respective bodies for the year. You will note that per this revised schedule, it is not possible for this item to appear before the EDC at a regularly scheduled meeting, and the Thanksgiving holiday makes it difficult to hold a special EDC meeting between the time it is referred at Council and the time the BOE meets.

Given this tight schedule, staff will look for guidance on the part of the EDC regarding whether or not the EDC wishes to take action on the hiring of the specific firm recommended by the selection committee. If you do not, staff will further explore the revised schedule. If the EDC wishes to be a referring body, we will need to work with the original schedule. By way of background, the selection committee includes two EDC members: Alder Zach Brandon and Mr. Noel Radomski. Please do not hesitate to contact me with any questions regarding this item.