



City of Madison

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

Wednesday, June 18, 2014

5:00 PM

215 Martin Luther King, Jr. Blvd.
Room 260 (Madison Municipal Building)

CALL TO ORDER / ROLL CALL

The meeting was called to order at 5:14 p.m.

Present: 8 - Peng Her; Mark Clear; Eric E. Steege; M. Meghan Blake-Horst; Mark R. Greene; Joseph W. Boucher; Edward G. Clarke and Scott J. Resnick

Excused: 4 - Julia Stone; Patricia (Pat) A. Schramm; Matthew C. Younkle and John Strasser

Matthew Younkle arrived at 6:30 p.m. Alder Resnick was excused from 6:05 to 6:12 p.m.

Also Present: Aaron Olver, Director of Economic Development Division; Matthew Mikolajewski, Manager of Office of Business Resources; Dan Kennelly, Office of Business Resources; Peggy Yessa, Office of Business Resources; Steve Cover, Department of Planning And community and Economic Development Director

APPROVAL OF MINUTES

A motion was made by Clarke, seconded by Resnick, to Approve the Minutes of the meeting of May 21, 2014. The motion passed by voice vote..

PUBLIC COMMENT

None.

DISCLOSURES AND RECUSALS

Alder Resnick recused himself from the discussion and voting on item #1, file #34282.

DISCUSSION ITEMS

- 1 [34282](#) Adopting a process for disposition of property on the south side of 800 East Washington Ave

A motion was made by Alder Clear, seconded by Mr. Clarke, to Return to Lead

with the following recommendations: recommendation for Approval with the word "commercial" added in front of "real estate expertise" in Line 8 of the Capitol East District Committee composition.

Ayes: 8 - Peng Her; Mark Clear; Eric E. Steege; M. Meghan Blake-Horst; Mark R. Greene; Joseph W. Boucher; Edward G. Clarke and Matthew C. Younkle

Recused: 1 - Scott J. Resnick

Excused: 3 - Julia Stone; Patricia (Pat) A. Schramm and John Strasser

Discussion:

Mr. Olver reviewed the history of this project referring to the resolution and the Don Miller Sale Proposal 5-28-2014. The proposed development on this site would have a catalytic effect on this area. The Madison Sustainability Commerce Center and the Starting Block developments may need financial help and the proposed process would give them first choice to acquire the site. The proposed process is different from the traditional ways the City has used for property dispersal because:

1. It defines the qualified buyer and requires tenant commitment
2. The proposal is less rigorous than usual because no renderings of the proposed project are required.

Mr. Olver said this process has the support of staff and the three Alders involved.

Mr. Clarke asked if giving the first right to purchase to the Madison Sustainability Commerce Center and Starting Block would put the City in legal jeopardy.

Mr. Olver said the resolution addresses this.

Chairperson Boucher was concerned about a non-profit group acquiring the site and the property being tax exempt.

Alder Clear said if TIF is involved the owner could agree not to be tax exempt or to make payments in lieu of taxes to the City.

Mr. Younkle arrived at 5:30 p.m.

Present: 9 - Peng Her; Mark Clear; Eric E. Steege; M. Meghan Blake-Horst; Mark R. Greene; Joseph W. Boucher; Edward G. Clarke; Matthew C. Younkle and Scott J. Resnick

Excused: 3 - Julia Stone; Patricia (Pat) A. Schramm and John Strasser

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Ms. Blake-Horst supports making the acquisition process user friendly and the new perspective on handling the site RFP in this manner.

2 [33762](#)

Economic Development Strategy

Mr. Kennelly explained this meeting's Visioning PowerPoint Presentation is a follow-up of the data presentation he made to the EDC at the April EDC Meeting.

Mr. Steege asked for a comparison of tax base with other communities.

Mr. Kennelly said Middleton's single family tax base is around 40% and Madison's is 50%.

Mr. Younkle asked do we want to increase the industrial tax base when that is not a growing sector?

Mr. Kennelly said the commercial corridors offer the greatest contribution to increase the future tax base.
He added multi-family buildings are considered commercial property.

Mr. Clarke asked if there is a comparison of Madison and competing cities in TIF use and losing projects to other cities? Madison's TIF policy was revised to be more competitive.

Mr. Kennelly said that is not in the data, however:

1. Madison is losing population
2. Dane County's commercial real estate value is growing faster than Madison's.

Chairperson Boucher noted the dependency on EPIC for growth and suggests the challenge is getting the young people employed there to stay in Madison and start their families here.

Mr. Kennelly asked EDC members to hold September 10th for a morning symposium presenting the economic data and the start of visioning for the future economy by business leaders.

Mr. Clarke said CEOs are part of the past and asked if there is a way to invite the entrepreneurial community to this event.

Mr. Kennelly said the entrepreneurial community will be invited and an on-line presence is being developed for the Economic Strategy along with other techniques to get input from hard-to-reach people.

Mr. Olver noted this will not be the only forum to gather public opinion.

Alder Resnick left at 6:05 plm. A quorum was still present.

Present: 8 - Peng Her; Mark Clear; Eric E. Steege; M. Meghan Blake-Horst; Mark R. Greene; Joseph W. Boucher; Edward G. Clarke and Matthew C. Younkle

Excused: 4 - Julia Stone; Patricia (Pat) A. Schramm; Scott J. Resnick and John Strasser

3 [31606](#)

Neighborhood Plans

Mr. Greene said no other EDC member has volunteered to serve on the subcommittee with Ms. Schramm and Ms. Stone.

Chairperson Boucher said a third member is needed and asked EDC members to contact Mr. Greene or Ms. Yessa to volunteer.

4 [17637](#)

EDC Chairperson's Report

Chairperson Boucher said he is resigning from the EDC on August 1, 2014. He noted positive changes are happening and we need to replace ourselves.

5 [21360](#)

EDD Director Report

Mr. Olver said a decision was made by the Board of Estimates and a developer of the Judge Doyle Square project is proceeding with planning.

Alder Resnick returned to the meeting at 6:12 p.m

Present: 9 - Peng Her; Mark Clear; Eric E. Steege; M. Meghan Blake-Horst; Mark R. Greene; Joseph W. Boucher; Edward G. Clarke; Matthew C. Younkle and Scott J. Resnick

Excused: 3 - Julia Stone; Patricia (Pat) A. Schramm and John Strasser

Mr. Olver reviewed the following projects:

- Union Corners Project is proceeding with the site plan change and staff is rewriting the development agreements.
- The block on East Washington Avenue next to Breese Stevens Field has been sold and the first phase of development includes a grocery store.
- The public Market Project is moving ahead with four recent public conversations about site location attributes. The next Local Food Committee meeting is Monday, June 23. At that meeting three potential sites will be selected.

Alder Resnick commented that a first conversation about private rail service to Madison has occurred.

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[27862](#)

Introduction of New Items from the Floor

None,

ADJOURNMENT

A motion was made by Clear, seconded by Resnick, to Adjourn. The motion passed by voice vote. The meeting adjourned at 6:20 p.m.