



City of Madison

City of Madison
Madison, WI 53703
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Meeting Minutes - Approved COMMUNITY DEVELOPMENT DIVISION CONFERENCE COMMITTEE

Monday, April 18, 2016

5:00 PM

Madison Senior Center
330 W. Mifflin Street

NOTICE OF AGENCY PRESENTATIONS

CALL TO ORDER / ROLL CALL

Staff Present: Jim O'Keefe, Laura Noel, Mary O'Donnell, Jennifer Stoiber

Shiva Bidar-Sielaff sat at the table.

Ben Van Pelt called the meeting to order at 5:12 pm.

Present: 6 - Matthew J. Phair; Amanda Hall; Ricky Hunt; Ben M. Van Pelt; Kim Genich and Bridget D. Rogers

APPROVAL OF MINUTES

A motion was made by Amanda Hall, seconded by Kim Genich to approve the minutes from the October 27, 2015 meeting. Motion passed by voice vote.

PUBLIC COMMENT

None

DISCLOSURES AND RECUSALS

Bridget Rogers disclosed that she works for Joining Forces for Families, who were sited as collaborators in many of the proposals.

NEW BUSINESS

1. [42541](#) Selection of an Operator for Park Edge/Park Ridge Neighborhood Employment Center

Attachments: [ULGM RFP 8500-0-2015-LN - Intent to partenr letters.PDF](#)
[ULGM RFP 8500-0-2015-LN - Narrative and Budget.PDF](#)
[ULGM Summary Handout - 2-28-16.pdf](#)

Jim O'Keefe reported that the City has aquired property on the southwest side of Madison. The site will be renovated, and turned into an adult and youth employment center. We have been recruiting an operator for the center. We got one response, which was a quality response, from Urban League of Greater Madison. Staff has reviewed the proposal, and we have held one community meeting. We are going to recommend approval of the Urban League proposal in a resolution that will be introduced at Council on May 3.

We will be asking the Conference Committee to meet between May 3 and 9. We wanted to make the information available today, so you can look at it and be prepared for that meeting.

2. [42543](#)

2016 Emerging Opportunities Program Applicant Presentations

1. Becky Steinhoff and Latoria Jackson from Goodman Community Center. Three groups that meet at Goodman joined together to become neighborhood organizers. They want to institute changes that are needed in the neighborhood. The residents all want the same thing, but no one knows how to make the changes happen. This program will pull people together. They are working with MG&E to create an assessment tool, and plan to go door to door. they want to host community cafes and work to implement change.
2. Joanna Cervantes and the Program Coordinator, Flora, from Hispanic Chamber of Commerce discussed their multilingual program that empowers women to be leaders in business, home and community. The program will be held in 4 different languages, English, Spanish, Hmong, and Hungarian. They can make changes to the budget. They have done this program before, but not in Madison. They could do the program for a minimum of \$8000-\$10,000. Any lower than that, and they would have to go outside the city for help.
3. Kabzuag Vaj from Freedom Inc discussed the history of this type of program in Madison. There is not a lot of funding for the Cambodian community. This community is low-income and invisible. Jenni Sam runs the domestic violence for women program, and her people need a lot of help. They are the only program serving Cambodian community and they help anyone that comes to them for help.
4. Abha Thakkar from Northside Planning Council discussed the situation the FEEDS Kitchen is in. They are losing two jobs programs in 2016, which are their anchor tenants. Northside Planning Council chose to take on the River Bakery program when they had to close. The program has proven to work, and Ms. Thakkar discussed what NPC is doing to make the program work for them. They need seed money to keep the FEED Kitchen open in 2016.
5. John Milton from Men Developing Young Minds described the program that he and 2 other educators created to offer mentoring to African American young men. Their focus is on academics, but they offer 24 hour service. The majority of their students are from single parent homes. All of the money goes to the students, as all mentors are volunteers. Any funding they get will focus on core curriculum academics.
6. Stephanie Rearich from Dane County TimeBank discussed the major system change break through they've had. Timebank has obtained a Brighter Futures grant with many collaborators including Briarpatch and Madison Police Department. They need to quadruple capacity because of this grant.
7. Rebecca Carlin and Monique Brison from Wisconsin Youth Company-Theresa Terrace Neighborhood Center are requesting funding for a middle school program. They discussed the reading and math proficiency rates in their neighborhood, which is made up mainly of African American and Latino families. They want to address learning in a different way. The kids

are really excited and engaged.

8. Kate Moran from Disability Pride Madison discussed the high percentage of people with disabilities in the Triangle Neighborhood. 87% of the population there have disabilities and 50% are people of color. No one is doing leadership development in that neighborhood. Disability Pride Madison is the appropriate organization to do leadership development in that neighborhood, as all volunteers with this organization have disabilities themselves.

9. Sharyl Kato from The Rainbow Project needs funding for their culturally specific parenting program. They have been approached by parents who would like a culturally specific program. They have a partnership with schools to address school attendance problems. The program is a good, simple straight-forward combination of two curriculums.

10. Detee Zepp with the Wisconsin Network for Peace and Justice went through their year long strategic planning process. More than half their members are located in the Madison area. The funding would pay for social justice and racial equity training. They have gotten positive feedback from the organization. Goals would be measured by who they reach out to, and by the number of students that are able to graduate on time, and other statistics.

11. Susan Thering from Design Coalition Institute gave an update since the proposal was submitted. She had written letters of partnership from Susan Day at Anchor Bank and others for micro co-housing.

12. Karen Reece from Urban Community Arts Network discussed that this is the third cycle that they have applied for funding. They organize live hip hop performances in Madison, and do entrepreneurial training to open a wide variety of avenues for family sustaining careers. They reach an extremely marginalized community, 85% of their participants are African American. They would like to leverage funding from the City to possibly get other funding.

13. Rebecca Ressler and Tom Solyst from Bridge Lake Point Waunona Neighborhood Center discussed how their proposal came about because BLW is moving to a larger center. They can offer more programming, but it needs coordination. This program will focus on building a community among the many different groups that live there. This is a crucial first step in a possible three year project.

Amanda Hall left at 6:46 pm.

14. Carrie Vanderford Sanders and Anthony Cooper from Nehemiah Center for Urban Leadership Development discussed their program. They are working closely with WWBIC, but this is a fund for emerging entrepreneurs who cannot access capital. It is a step-up loan program, which comprises of the lending community and lending circles. They work with people who need an extra step-up providing mentoring for people who have given up.

15. Alyssa Kenny from DANENet where they provide technology education and work on digital inclusion issues. They will be bringing low cost broadband to some selected neighborhoods on June 1. They need to provide technical

literacy workshops and classes, and drop-in clinics. All 4 neighborhoods would get a set of 6 workshops offered in multiple languages.

16. Susan Donahoe, Anna Donohoe, and Barbara Boyson from Catalyst discussed their new organization. Barbara described the families that would live in the Catalyst project. All families would have a family advocate and access to a housing specialist.

17. Bonnie Greene from Madison Music Makers received a grant last year. The value of the grant went beyond expectations. Report card grades are going up and up. They moved to a new facility in the same neighborhood. Children come from more than just the south side of Madison. 80 children are enrolled in the program, and they are making teachers out of their clients.

18. Karen Menendez from Centro Hispano described their career track program, and how it is a bridge to employment. This pilot is an attempt to break into the finance sector with bank tellers. They do not provide jobs for jobs sake, and employers have a stake in the curriculum. A case manager helps make candidates successful, and are the key to the success of the whole program. They need the full amount they asked for to really make the program work.

19. Marianne Morton and Mike Bruce from Common Wealth Development discussed the success of the STEP program. It is a collaborative partnership between CWD, the Russett Road JFF office and the Orchard Ridge United Church of Christ volunteers. They are working with people with major barriers to employment. She discussed what they learned so far, that southwest Madison has mobile pocket neighborhoods. They are asking the City to match the County funding.

20. Caliph Muab El and Eric Upchurch from Breaking Barriers discussed Youth Emerging Successfully, which is a summer course that goes into the academic year. It helps youth build a strategic plan. They described the program goals to impact youth engagement and help develop life skills. They have space at Urban League for the program. They plug the youth in with mentors and case management. The kids receive stipends, transportation, and food during the sessions.

21. Carol Rubin, James Morgan, and Talib Akbar from MOSES expressed their surprise that there are no prisoner re-entry programs recommended for funding because there is a need for funding. They are a new organization that formed about four years ago, and they work on the state, county and city level. They have formerly incarcerated individuals working in MOSES. They discussed incarceration statistics. They teach their clients self-advocacy and leadership skills. James Morgan discussed his experience and work with MOSES. Alder Barbara McKinney spoke in favor of funding programs that deal with prisoner re-entry issues.

22. Anjali Misra from GSAFE discussed the Foundations of Leadership, and how it has grown in the past year. They have a strong partnership with MMSD, and their elective course is offered through the gifted and talented program. They are developing a credit recovery program for previously incarcerated

youth. They are collaborating with the juvenile detention center.

23. Jennifer Peterson and Laurie Greenberg from Madison Path to Citizenship went through the major points of this project. Citizenship means economic integration, facilitates social and cultural integration, and deminishes marginalization. They need help in informational outreach and a civics program at Literacy Network to help meet the needs of more individuals. City funding will make them stronger to receive a federal grant in 2017. If they are funded at a lower level, they can still do the program at a prorated level.

24. Sina Davis and Flora Csantos from Mothers in the Neighborhood discussed the staff review. They have been working with Meriter since 2012, and are a self-led support group. They discussed the goals and focus of their all volunteer organization.

25. Matt Melendes from Heartland Housing discussed the Rethke Terraces permanent supportive housing unit to serve those that are chronically homeless. 25 for the 60 units are for veterans, and will feature an edible landscape. They discussed their success with a similar project in Chicago. Their budget is for a half-time person through the growing season.

26. Garrett Lee from MACH OneHealth shared the story of a client that attended the first foot care clinic, and the wonderful experience she had. He discussed their mission and what data they are collecting. They target the underserved, and collect data for a community needs assessment.

27. Brenda Konkel from Tenant Resource Center discussed the history of tenant law changes. Every time the laws change, they have so much work to do. They have made all of the summary changes, but they need to update their website, guides, brochures, letter, forms, etc.

28. Matt Feifarek from FoodWorks discussed a new program to support Madison food based businesses. They cannot find well qualified people to fill out staff rotations. This training would be helpful and is needed. They want to offer \$1000 graduation bonuses to secure commitment and help graduates with expenses, as well as, demonstrate that people's time is valued. They will be including Serv Safe material in their curriculum, and plan to raise funds in the future. They have a commitment to Living Wage, and lean on business owners to pay this. They will raise money to supplement participant's wages.

29. Coach Assad from Mellowood discussed issues facing the Meadowood Neighborhood, and what Mellowood is doing to address them. He discussed the POP team and why they are the most present in the neighborhood. Adults are modeling influence and respect, and they pass out food twice a week. The only way to grow a true community is by working within it. They can do the program for \$20,000-\$22,000, and will go for 7 months. He asked for \$50,000 to show the committee how much it would cost to really do the program.

3. [42544](#) Discuss and Recommend EOP Applications for Funding

Attachments: [2016 EOP Staff Recommendations.pdf](#)
[Genich Memo Regarding Recommendations.pdf](#)
[Memo about the Catalyst Project.pdf](#)

The committee decided to table this discussion due to the late hour. They will meet on April 20 to discuss and make recommendations for funding.

ADJOURNMENT

A motion was made by Matt Phair, seconded by Ricky Hunt to adjourn at 9:34 pm. Motion passed by voice vote.