



City of Madison

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

Agenda - Approved

PUBLIC MARKET DEVELOPMENT COMMITTEE

*Consider: Who benefits? Who is burdened?
Who does not have a voice at the table?
How can policymakers mitigate unintended consequences?*

Monday, September 14, 2020

5:00 PM

via Virtual Meeting

The City of Madison is holding the Public Market Development Committee meeting virtually to help protect our community from the Coronavirus (COVID-19) pandemic.

1. Written Comments: You can send comments on agenda items to publicmarketdevelopmentcommittee@cityofmadison.com.
2. Public Registration: You can register your support or opposition to an agenda item at <https://www.cityofmadison.com/MeetingRegistration>. If you wish to speak at the virtual meeting on an agenda item, you must register. When you register, you will be sent an email with the information you will need to join the virtual meeting.
3. Listen to the Meeting: You can call-in to the Public Market Development Committee meeting:
 - Listen to audio via phone:
(877) 853-5257 (Toll Free)
Meeting ID: 972 9818 3623
4. If you would like to join the meeting as an observer, please fill out information at <https://www.cityofmadison.com/clerk/meeting-schedule/watch-meetings-online>.

If you need an interpreter, translator, materials in alternate formats or other accommodations to access this service, activity or program, please call the phone number below immediately.

Si necesita un intérprete, un traductor, materiales en formatos alternativos u otros arreglos para acceder a este servicio, actividad o programa, comuníquese inmediatamente al número de teléfono que figura a continuación.

Yog tias koj xav tau ib tug neeg txhais lus, ib tug neeg txhais ntawv, cov ntaub ntawv ua lwm yam los sis lwm cov kev pab kom siv tau qhov kev pab, kev ua num los sis kev pab cuam no, thov hu rau tus xov tooj hauv qab no tam sim no.

CALL TO ORDER / ROLL CALL

APPROVAL OF MINUTES

8/17/20: <http://madison.legistar.com/Calendar.aspx>

PUBLIC COMMENT

Members of the public have 3 minutes to speak.

DISCLOSURES AND RECUSALS

Members of the body should make any required disclosures or recusals under the City's Ethics Code.

DISCUSSION ITEMS

[27499](#)

Public Market Discussion

Attachments: [8526-0-2016-BP MPM Design Development_LFC edits 4_8_16.pdf](#)
[Market Ready Program Guide.pdf](#)
[updated 8525-0-2016-BP MPM Financials 3_31_16.pdf](#)
[IMP SUMMARY.pdf](#)
[Public Market operator role from Anne_2_14_16.pdf](#)
[Financial and Fundraising Consultant.pdf](#)
[Public Market RFP for schematic design, DD, and management 2_1_16.pdf](#)
[Market Ready Program 1 page summary.pdf](#)
[UPDATED_Public Market Implementation Strategy LFC 2_4_16 DRAFT \(2\).pdf](#)
[Public Mrkt Implementation Timeline Feb 4 2016.pdf](#)
[UPDATED_Public Market Implementation Strategy LFC 2_4_16 DRAFT.pdf](#)
[Food Innovation Districts_An Economic Gardening Tool.pdf](#)
[Public Market Implementation Strategy 12_28_15.pdf](#)
[Public Market Operating options 11172015.pdf](#)
[Implementation Discussion Questions for LFC at 10_1_15 meeting.pdf](#)
[2015_IMCP_Projects.pdf](#)
[IMCP-2-Pager-Handout-Madison.pdf](#)
[Public Market District Completed Equity Tool_DRAFT_7_27_15.pdf](#)
[Public Market meeting schedule_july 2.pdf](#)
[DRAFT Resolution June 4 2015.pdf](#)
[Pre-Opening Expenses Income Projection Operating Pro Forma June 4 2015.p](#)
[April 30 2015_Public Market Business Plan Roll.pdf](#)
[Draft Public Market Timeline 5_6_15.pdf](#)
[Fleet building photos.pdf](#)
[Notes from April 30 Madison Local Food Committee.pdf](#)
[Madison Public Market BUSINESS PLAN DRAFT 4.24.15 No Appendices.pdf](#)
[Market Timeline Updated March 5 2015.pdf](#)
[Richmond Handout March 5 2015.pdf](#)
[Take Me to Willy Wash March 5 2015.pdf](#)
[Willy Wash Fact Sheet March 5 2015.pdf](#)
[Public Market District Timeline Feb 5 2015.pdf](#)
[Public Market Equity Survey Draft 1_12_15.pdf](#)
[1 Madison Public Market Governance - LFC mtg - Copy.pdf](#)
[Fleet Building - examples of other markets.pdf](#)
[MPM_Management Implementation + Goals_DRAFT.pdf](#)
[MPM_Management Organizational Options_DRAFT.pdf](#)
[Madison WI_PlaceGame 2014.pdf](#)
[map with all sections.pdf](#)
[Workshop Agenda.pdf](#)
[Madison Public Market District_FactSheet.pdf](#)
[PhaseIII Proposal.pdf.pdf](#)

[Catalog of all uses and ideas diagram.pdf](#)
[Madison Site Presentation Gravity Model Final.pdf](#)
[Next Steps July 29 2014 draft.pdf](#)
[PPS Letter July 29 2014.pdf](#)
[Letters from Community July 29 2014.pdf](#)
[DRAFT Phase 2: Site Analysis Report.pdf](#)
[Madison Public Market Site Analysis \(2\).pdf](#)
[Site Matrix.pdf](#)
[Key Site Matrix.pdf](#)
[Presentation for June 23 LFC.pdf](#)
[PPS MPM Phase 1 Report PPT.pdf](#)
[March 31 2014 PPS MPM Phase 1 Report FINAL DRAFT w Appendix.pdf](#)
[Progress Report 2 6 2014.pdf](#)
[Interested Vendors 12 18 13.pdf](#)
[Madison Food Business Survey Results PPT.pdf](#)
[Focus Group Participants.pdf](#)
[Open House Summary Oct 29 2013.pdf](#)
[Wells Asset Categories Handout Nov 21 2013.pdf](#)
[Food Committee handouts by M. Mikolajewski March 13 2013.pdf](#)
[survey summary.pdf](#)
[Approved vendor survey report.pdf](#)
[S WIS Food Hub Handout 11 26 12.pdf](#)
[Food Committee - Public Market Revised Timeline 11-15-12.pdf](#)
[Intro and Survey Oct 23 DRAFT.pdf](#)
[Types of Public Markets Oct 10 2012.pdf](#)
[Madison Local Food Committee - Public Market Timeline Memo.pdf](#)
[Mayor Soglin Public Market memo July 23 2012.pdf](#)
[Topf Wells email on Public Market July 23 2012.pdf](#)
[Food Committee - Public Market Next Steps 8-6-12.pdf](#)
[Potential Goals for a Madison Public Market-Olver.pdf](#)
[Draft Community Outreach Plan May 22 2013.pdf](#)
[Analysis of Previous Work on the Public Market.pdf](#)
[Madison Public Market Documents.pdf](#)
[DRAFT Public Market Draft Outreach Plan 6 26 13.pdf](#)
[Stakeholder List and Contact Info1 June 20.pdf](#)
[Public Market RFP and Outreach Timeline June 20.pdf](#)
[PPS trip schedule.pdf](#)
[Stakeholder List and Contact Info Updated 10 2 13.pdf](#)
[17 +0105 DRAFT Madison Site Plan.pdf](#)
[2016 11 29 East Johnson Street Revised Exhibit.pdf](#)
[Public Market Campaign Feasibility - City Committee.revised\(2\).pdf](#)

[site confirmations 1_5_17.pdf](#)
[Public Market Timeline 1_23_17 \(2\).pdf](#)
[Q1 2017 Quarterly Update on the Madison Public Market.pdf](#)
[Talking Points MarketReady Program.doc](#)
[7_6_17 Vendor Interest Form Responses.pdf](#)
[17_0706 PMDC Presentation - 3d.pdf](#)
[17_0706 PMDC Presentation - Plans.pdf](#)
[17-0717 Committee Presentation.pdf](#)
[Changes to site plan May 2017.pdf](#)
[Design Goals.pdf](#)
[Madison Public Market Q2 2017 Quarterly Update.pdf](#)
[MarketReady Summary.pdf](#)
[MarketReady Applicant Numbers 07-05-17.pdf](#)
[MarketReady_ApplicationReviewProcess.pdf](#)
[MPM current committee structures.pdf](#)
[MPM summary of equity recommendations.pdf](#)
[MR Press release page 2.pdf](#)
[MR Press release.pdf](#)
[Notes from vendor workshop.pdf](#)
[Public Market Design High Scoring Images.pdf](#)
[Public Market Site Plan Parking Analysis.pdf](#)
[Public market vendor questionnaire response summary 4_5_17.pdf](#)
[Public Market Website framework.pdf](#)
[Q1 2017 Quarterly Update on the Madison Public Market.pdf](#)
[Site Plan Comparisons 5_30_17.pdf](#)
[Spring 2017 upcoming MPM outreach.pdf](#)
[upcoming MPM outreach.pdf](#)
[Food Innovation Center Feasibility Study 7_28_17.pdf](#)
[MarketReady Applicant Numbers_17-08-01.pdf](#)
[MarketReady_ApplicationEvaluationTimeline_17-08-03.pdf](#)
[MarketReady_BusinessPitchInstructions.pdf](#)
[Memo to PMDC on Design 8_3_17.pdf](#)
[Updated MPM Business Plan 8_31_17.pdf](#)
[MarketReady PMDC Report 2017-12-07.pdf](#)
[2017-12-07.MPDCAccelerationEducation.pdf](#)
[Floor plan 1_31_18.pdf](#)
[PMDC 2_1_18 Strengths and weaknesses of different types of space.pdf](#)
[Scenarios for a smaller and cheaper public market 1_31_18.pdf](#)
[MarketReady PMDC Report 2018-02-01.pdf](#)
[MarketReady PMDC Report 2018-06-28.pdf](#)
[Development and RFP Timeline 6_27_18.docx](#)

[PRESENT_MPM_sm.AW edits 6.22.2018.pdf](#)
[Update to PMDC on Operating Agreement 6_25_18.docx](#)
[MarketReady Update 8-2-18.docx](#)
[MarketReady PMDC Report 2018-08-06.pdf](#)
[Collaboration Agreement 10_2_18.docx](#)
[Madison Public Market Status Report_10_01_18.docx](#)
[MPM Leadership Roster 10_4_18.doc](#)
[PMDC Mission exercise step 2 \(oct 2018\).docx](#)
[MarketReady PMDC Report 2018-08-06.pdf](#)
[MarketReady PMDC Report 2018-11-01.pdf](#)
[MarketReady PMDC Report 2018-12-06.pdf](#)
[24x36 Future home of the MPM 1_27_18.pdf](#)
[info about fleet services building.pdf](#)
[site plan shift to fleet.pdf](#)
[Year End MR Info Graphic 2018.pdf](#)
[MarketReady PMDC Report 2019-04-04.pdf](#)
[MarketReady PMDC Report 2019-05-02.pdf](#)
[MarketReady PMDC Report 2019-06-06.pdf](#)
[MarketReady PMDC Report 2019-10-03.pdf](#)
[MarketReady PMDC Report 2019-11-07.pdf](#)
[MarketReady PMDC Report 2020-02-06.pdf](#)
[MPMF Letter to Mayor 6.25.20.pdf](#)

- Funding
 - * 2021 capital budget
 - * EDA application status
 - * New Market Tax Credits
- Market Ready update
 - * Status of the Market Ready program and expenditures
- Public Market Design update
- Madison Public Market Foundation update

Legislative History

3/3/16	MADISON LOCAL FOOD COMMITTEE (renamed Public Market Development Committee 12/2016)	Discuss and continue
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ADJOURNMENT