



City of Madison

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

Meeting Minutes - Draft ECONOMIC DEVELOPMENT COMMITTEE

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

Wednesday, March 20, 2024

5:00 PM

Virtual

1. **Written Comments:** You can send comments on agenda items to edc@cityofmadison.com

2. **Register for Public Comment:**

- Register to speak at the meeting.
- Register to answer questions.
- Register in support or opposition of an agenda item (without speaking).

If you want to speak at this meeting you must register. You can register at <https://www.cityofmadison.com/MeetingRegistration>. When you register to speak, you will be sent an email with the information you will need to join the virtual meeting.

3. **Watch the Meeting:** If you would like to join the meeting as an observer, please visit <https://www.cityofmadison.com/watchmeetings>.

4. **Listen by Phone:**

(877) 853-5257 (Toll Free)

Webinar ID: 864 8125 5544

CALL TO ORDER / ROLL CALL

Economic Development Committee meeting was called to order at 5:03pm.
Madison moved to elect Bah to chair this meeting. Gombar seconded. The motion passed by voice vote. The meeting was chaired by Bah.

Others present: Rohlich, Makinen, Ouk, Miller, Mikolajewski

Present: 7 - Melissa Gombar; Nasra Wehelie; Jeffrey J. Liggon; Nicholas J.C. Paris; Kabah Bah; John W. Duncan and Sabrina V. Madison

Excused: 4 - Afra S. Smith; Susan M. Bulgrin; Wayne R. Harris and Seth W. Lentz

APPROVAL OF MINUTES

A motion was made by Paris and seconded by Madison to approve the minutes from the February 21, 2024 meeting. The motion passed by voice vote.

PUBLIC COMMENT

1. [82512](#) Public Comment - EDC 3/20/24

Attachments: [EDCRegistrantsReport-3-20-24.xlsx](#)

This Miscellaneous was Discuss and Finalize

DISCLOSURES AND RECUSALS

NEW BUSINESS

2. [82448](#) Authorizing the Selection of the Madison Region Economic Partnership, Inc (MadREP) as the Administrator to Manage the Business Ready (BizReady) Program - a Training, Technical Assistance, and Micro-Enterprise Funding Initiative Focused on supporting entrepreneurs in the City of Madison.

Attachments: [BizReady Scope of Services.pdf](#)
[The Learning Opportunities.pdf](#)
[The Proposed Mix of Participants in the BizReady Program.pdf](#)
[Updated-RFP # 12051-0-2023-BP Form D- Cost Proposal.pdf](#)

Ouk introduced MadREP and they gave an overview of the program followed by questions from members. A motion was made by Madison and seconded by Duncan to recommend approval. The motion passed unanimously by voice vote.

DISCUSSION ITEMS

3. [82513](#) Update regarding work of the Madison Region Economic Partnership (MadREP), including update of the region's Comprehensive Economic Development Strategy (CEDS).

Attachments: [City of Madison Economic Development Committee 3.20.24 \(003\).pdf](#)

Jason Fields from MadREP gave a presentation on their work followed by questions from members.

4. [82519](#) Discussion regarding collection of demographic information for city financial assistance programs.

Mikolajewski led discussion followed by questions from members.

5. [82123](#) Discussion Regarding the 2025 City Budget

Attachments: [2024 Economic Development Division Capital Budget.pdf](#)

Mikolajewski gave an overview of the 2025 budget process followed by questions from members.

6. [81529](#) Economic Development Division Financial Assistance Dashboard

Attachments: [2023 EDD Financial Assistance Dashboard 1-17-24.pdf](#)
[February 2024 EDD Financial Assistance Dashboard.pdf](#)

Rohlich gave presentation on the current status of the Financial Assistance Dashboard followed by questions from members.

7. [78859](#) Announcements and Future EDC Agenda Items

In person meeting with the mayor in May.

ADJOURNMENT

A motion was made by Wehelie and seconded by Gombar to adjourn at 6:21pm. The motion passed by voice vote.