



# 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, September 11, 2024

5:00 PM

Virtual

---

Date changed from 9/18/24 to 9/11/24

The City of Madison is holding the Economic 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 [edc@cityofmadison.com](mailto: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 was called to order at 5:02pm. Chaired by Harris.

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

**Present:** 9 - Melissa Gombar; Nasra Wehelie; Jeffrey J. Liggon; Susan M. Bulgrin; Wayne R. Harris; Nicholas J.C. Paris; Kabah Bah; John W. Duncan and Sabrina V. Madison

**Excused:** 1 - Seth W. Lentz

### APPROVAL OF MINUTES

A motion was made by Liggon and seconded by Gombar to approve the minutes from the August 21st, 2024 meeting. The motion passed by voice vote.

#### PUBLIC COMMENT

1. [85104](#) Public Comment - EDC 9/11/24

**Attachments:** [EDCRegistrantsReport-9-11-24.xlsx](#)

Syovata Edari, owner of CocoVaa, was present to discuss agenda item 2.

#### DISCLOSURES AND RECUSALS

Madison recused from voting on agenda item 2.  
Liggon disclosed that he may apply for the same grant voted on in agenda item 2.

#### NEW BUSINESS

2. [85039](#) Providing CocoVaa Chocolatier or its assigns a \$250,000 loan to purchase a commercial property at 10 Odana Court through the Commercial Ownership Assistance program under the Small Business Equity and Recovery Program (SBER) using the American Rescue Plan Act of 2021 (ARPA) aid Local Fiscal Recovery funds and authorizing the Mayor and City Clerk to sign an agreement with CocoVaa Chocolatier or its assigns for that purpose. (District 19)

**Attachments:** [WWBIC Concurrence Memo- Peoples State Bank CocoVaa LLC.pdf](#)  
[COA APP CocoVaa - Copy.pdf](#)  
[cocovaa letters of support and testimonials\\_compressed.pdf](#)

Miller gave an overview of the COA loan process. Syovata Edari, the owner of CocoVaa, discussed the business followed by questions from members.

A motion was made by Liggon, seconded by Bah to return to lead with recommendation for approval. The motion passed unanimously by voice vote.  
Madison recused from voting.

#### DISCUSSION ITEMS

3. [84376](#) City of Madison Economic Development Plan Update

**Attachments:** [2024-2026 Economic Development Plan Charter 7-17-24.pdf](#)  
[Madison Economic Development Strategy Student Job Description - Version 2024-2026 ED Plan RFP Scope of Svcs\\_DRAFT v4 081924.pdf](#)

Reistad gave a presentation on the status of the plan update followed by questions and comments from members.

4. [84371](#) Discussion regarding upcoming EDC meeting dates and locations

The committee discussed future meeting locations. An in person location for the October 16th, 2024 meeting is being finalized.

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

***Attachments:*** [2024 Economic Development Division Operating Budget.pdf](#)  
[2024 Economic Development Division Capital Budget.pdf](#)  
[2025 Economic Development Division Executive Operating Budget.pdf](#)

Ouk gave an update on the 2025 budget followed by questions from members.

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

***Attachments:*** [September 2024 EDD Financial Assistance Dashboard.pdf](#)

Rohlich gave a presentation on the August funding followed by questions from members.

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

Discussion of the eligibility requirements of grants.

In person meeting in October and discussion of future meetings on zoom or in person.

#### ADJOURNMENT

A motion was made by Gombar and seconded by Bah to adjourn at 6:12pm. The motion passed unanimously by voice vote.