



# City of Madison

City of Madison  
Madison, WI 53703  
[www.cityofmadison.com](http://www.cityofmadison.com)

## Meeting Minutes - Approved ECONOMIC DEVELOPMENT COMMITTEE

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Wednesday, April 23, 2014

5:00 PM

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

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### CALL TO ORDER / ROLL CALL

**The meeting was Called To Order @ 5:10 pm**

**Present:** 8 - Mark Clear; Victoria S. Selkove; Julia Stone; Eric E. Steege; Joseph W. Boucher; Patricia (Pat) A. Schramm; Edward G. Clarke and John Strasser

**Excused:** 4 - Peng Her; Mark R. Greene; Matthew C. Younkle and Scott J. Resnick

Alder Resnick arrived at 6:15 pm

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

### APPROVAL OF MINUTES

**A motion was made by Selkove, seconded by Strasser, to Approve the Minutes from the meeting of April 23, 2014. The motion passed by voice vote.**

### PUBLIC COMMENT

None.

### DISCLOSURES AND RECUSALS

None.

Chairperson Boucher thanked Ms. Selkove for her seven years of service as an EDC member. This is Ms. Selkove's last meeting.

### DISCUSSION ITEMS

1

[31606](#)

#### Neighborhood Plans

Mr. Mikolajewski explained EDD staff had met with Katherine Cornwell, Planning Division Director, to discuss neighborhood plans. She said the Planning Division is

purchasing software packages that will be used for development review and cost benefit analysis. Mr. Mikolajewski said the Emerson East-Eken Park-Yahara Neighborhood (EEEEPY) Plan is underway and EDD staff will report to the EDC as the plan progresses, not just after it is completed.

Chairperson Boucher asked to defer further discussion on the elements of neighborhood plans until Mr. Greene is present.

2      [33762](#)

**Economic Development Strategy**

Mr. Olver, Economic Development Division Director, reviewed the four parts of the Economic Development Strategy:

1. Data
2. Visioning
3. Strategic points
4. Work Plan

Mr. Kennelly presented his slideshow. He asked for feedback on:

1. Where else to go with the data
2. The Visioning phase of the plan

Mr. Kennelly clarified that UW students are counted as residents in the Census and data on schools is not completed yet.

Ms. Schramm noted the drop in African-American employment in 2011. She said her office has looked into this and concluded workers at the Janesville GM plant and auto-related suppliers who live in Madison could have relocated to other communities to follow new jobs.

She noted that Madison College students who transfer to the UW system do obtain their associate degree as they work toward their transfer to UW. She said 50% of the Madison College students are in the college transfer program.

Alder Strasser asked how business-to-business companies that are located in Madison but do not manufacture their products here are counted in the data.

Ms. Schramm asked to show the number of jobs not just the growth rate in the data. Many replacement jobs are needed in the construction industry and other trades.

Mr. Clarke noted the tremendous number of commuters into Dane County, especially from Colombia County.

Ms. Stone noted that the largest group of taxpayers in the City are owners of single family homes.

Mr. Kennelly said he will continue to fine tune the data as a transition is made into phase 2.

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**Alder Resnick arrived at 6:15 p.m..**

**Present:** 9 - Mark Clear; Victoria S. Selkove; Julia Stone; Eric E. Steege; Joseph W. Boucher; Patricia (Pat) A. Schramm; Edward G. Clarke; Scott J. Resnick and John Strasser

**Excused:** 3 - Peng Her; Mark R. Greene and Matthew C. Younkle

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Chairperson Boucher said higher value houses are being built in the communities surrounding Madison. Jobs are in Madison but not the single family house tax revenue. Employees in the UW Research Park, located on the edge of Madison, live elsewhere.

Alder Clear noted the growth in the rest of Dane County has significant consequences to the City of Madison.

Mr. Kennelly asked how competitive are the single family ranch houses in Madison considering Madison's desire for greater density.

Mr. Clarke would like to focus on economic development not quality of life issues. Look at what data can be monitored.

Chairperson Boucher noted the student population of the Madison School District is flat lined.

Ms. Schramm said workforce diversity and income data is missing.

Mr. Olver said the strategic priorities of this ED Strategy Plan may be longer lasting and the work plan part of this may have a lifespan of 1-2 years.

Mr. Kennelly said the Transportation Master Plan is now underway. Alder Strasser serves on that committee.

Mr. Clarke asked if the City can make more technology transfer happen. Is this the key to Madison's future?

Mr. Steege said new students bring new resources and ideas to the UW. New patents from UW research do not always translate into new businesses.

Ms. Stone asked where can we be most effective. Who should Madison attract and why?

Alder Strasser said this is also an issue in the Transportation Master Plan.

Chairperson Boucher asked if Madison schools are ready for more students and how to keep the parents in Madison.

Ms. Selkove asked to look at the City's infrastructure: its quality and age. Also look at the City's environmental infrastructure, such as, the quality of the lakes. Could a comparison with other communities of city, state and federal grants received be done?

3      [17637](#)

### **EDC Chairperson's Report**

Chairperson Boucher announced his last meeting would be in July. We need more EDC members. Can we have elections soon?

4      [21360](#)

### **EDD Director Report**

Mr. Olver reviewed current economic development projects:

- The Local Food Committee has accepted the Phase 1 Report from Project

for Public Spaces, the City's public market business plan consultant.

- The Capital East TIF loan to Otto Gebhardt is going for Council approval on April 29th.
- Union Corners negotiations are moving forward.
- Judge Doyle Square project is also moving forward.

Ms. Schramm asked about the Royster Clark project.

Mr. Olver said the TID is in place and a tax credit housing project is underway.

Mr. Cover reported the City has the highest building permit values in three years.

Mr. Clarke asked about using TIF funds for parking.

Alder Clear said yes we can use TIF for parking.

Alder Strasser said it is key in the Transportation Master Plan.

Ms. Selkove asked if the high permit numbers were in a press release.

**5      [27862](#)      Introduction of New Items from the Floor**

None.

**6      Next Meeting**

May 21, 2014

**ADJOURNMENT**

**Mr. Clarke made a motion to adjourn, seconded by Ms. Stone. The motion passed by voice vote.**

**The meeting adjourned at 7:45 pm**