



# City of Madison

City of Madison  
Madison, WI 53703  
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## Meeting Minutes - Approved ECONOMIC DEVELOPMENT COMMITTEE

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Wednesday, September 17, 2014

5:00 PM

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

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### CALL TO ORDER / ROLL CALL

The meeting was called to order at 5:07 p.m.

**Present:** 9 - Peng Her; Craig P. Stanley; Julia Stone; M. Meghan Blake-Horst; Mark R. Greene; Patricia (Pat) A. Schramm; Edward G. Clarke; Matthew C. Younkle and John Strasser

**Excused:** 3 - Mark Clear; Eric E. Steege and Scott J. Resnick

(**Present:** Pat Schramm, Matt Younkle, Julia Stone until 7:32, Craig Stanley @ 5:07 to 6:40 pm, Megan Blake- Horst, Peng Her, Alder Strasser, Alder Resnick @ 5:17 pm to 6:45 pm and 6:53 to Adjourn, Ed Clarke, Mark Greene, Eric Steege @ 5:12 pm, Alder Clear @ 5:20 to 6:30 pm.)

**Also Present:** Alder Chris Schmidt; Alder Larry Palm; Matthew Mikolajewski, Office of Business Resources Manager; Lara Mainella-Martin, Assistant City Attorney; Matthew Tucker, City Zoning Administrator; Peggy Yessa, Office of Business Resources; Dan Kennelly, Office of Business Resources; Ruth Rohlich, Office of Business Resources

### APPROVAL OF MINUTES

A motion was made by Mr. Her, seconded by Mr. Clarke, to approve the minutes of the August 28, 2014 meeting.  
The motion passed by voice vote.

### PUBLIC COMMENT

None at this time.

### DISCLOSURES AND RECUSALS

Ms. Blake-Horst recused herself from the discussion and vote on agenda item 2, Legistar # 35045.

### DISCUSSION ITEMS

Eric Steege arrived at 5:12 p.m.

**Present:** 10 - Peng Her; Craig P. Stanley; Julia Stone; Eric E. Steege; M. Meghan Blake-Horst; Mark R. Greene; Patricia (Pat) A. Schramm; Edward G. Clarke; Matthew C. Younkle and John Strasser

**Excused:** 2 - Mark Clear and Scott J. Resnick

1. [35171](#) Election of New EDC Chairperson and Vice-Chairperson

**Mr. Clarke nominated Mr. Greene for Chairperson. Mr. Greene accepted the nomination.**

**A motion was made by Ms. Schramm, seconded by Mr. Clarke, to elect Mr. Greene as Chairperson.**

**The motion passed by voice vote.**

**Ms. Schramm nominated Mr. Younkle for Vice-Chairperson. Mr. Younkle accepted the nomination.**

**A motion was made by Mr. Clarke, seconded by Mr. Her, to elect Mr. Younkle as Vice-Chairperson.**

**The motion passed by voice vote.**

2. [35036](#) Creating Section 31.112 and Sec. 31.11(2)(o) and amending Sections 31.11(1) and 31.05(2)(b) of the Madison General Ordinances to create a process for Advertising Sign Banks and Replacement Advertising Signs, and amending sec. 31.04(5)(k)4.a. regarding illumination of certain signs.

**A motion was made by Mr. Clarke, seconded by Mr. Her, to Return to Lead with the Recommendation for Approval to the URBAN DESIGN COMMISSION. The motion passed by voice vote.**

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DISCUSSION:

Registered speaker Chris Eigeburger, supports adoption of this ordinance and did not wish to speak.

Registered Speaker Gillean Kitchen, representing the Greater Madison Chamber of Commerce, registered in support of this resolution and did not wish to speak.

Registered speaker Jason Saari, representing Adams Outdoor Advertising, spoke in support of this resolution.

Vice-Chairperson Younkle asked if Mr. Saari liked this resolution as it is written. Mr. Saari said it will work well as proposed.

Alder Schmidt said this ordinance would enable a way to move and replace advertising signs that may be impediments to development. Other cities ordinances were reviewed and this ordinance uses square footage as a determinant. It would allow two smaller sized signs to be combined into one large size sign. The square footage of the larger sign would be equal to the square footage of the two smaller signs added together.

Ms. Stone asked if this ordinance would permit digital billboards.

Alder Schmidt said it would not allow them.

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**Alder Resnick arrived at 5:17 p.m.**

**Present:** 11 - Peng Her; Craig P. Stanley; Julia Stone; Eric E. Steege; M. Meghan Blake-Horst; Mark R. Greene; Patricia (Pat) A. Schramm; Edward G. Clarke; Matthew C. Younkle; Scott J. Resnick and John Strasser

**Excused:** 1 - Mark Clear

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Mr. Stanley asked for the current number of billboards.

Alder Schmidt did not know. He said billboards are on allowed on parts of S. Park St, Regent St and the Beltline.

**Alder Clear arrived at 5:20 p.m.**

**Present:** 12 - Peng Her; Mark Clear; Craig P. Stanley; Julia Stone; Eric E. Steege; M. Meghan Blake-Horst; Mark R. Greene; Patricia (Pat) A. Schramm; Edward G. Clarke; Matthew C. Younkle; Scott J. Resnick and John Strasser

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Mr. Matthew Tucker, City Zoning Administrator, introduced himself as the enforcer of the sign code. He said currently advertising signs are not allowed in the Downtown, in Urban Design Districts (UDD), in Historic Districts and on lands annexed into the City after 1987.

Alder Clear asked if this ordinance will allow new sites for advertising signs.

Mr. Tucker said this ordinance would open up lands annexed after 1987 for advertising sign locations that are not in the UDDs and Historic Districts.

Alder Clear asked for information on the pending lawsuit regarding the Beltline sign. Ms. Mainella-Martin, Assistant City Attorney, said they cannot discuss pending litigation and it has no bearing on this proposed ordinance.

Ms. Stone asked if advertising signs were allowed in poorer areas of Madison. Mr. Tucker said they are allowed in a variety of different areas, mostly on major commercial corridors throughout the City not in residential areas.

**3. [35045](#)**

**SUBSTITUTE** Accepting the Madison Local Food Committee's recommendation on the preferred and alternative locations for the Madison Public Market District, directing Office of Real Estate Services staff to begin negotiations for the lease or purchase of private property at these locations, and directing Economic Development Division staff to conclude Phase Three of the Madison Public Market District Business Plan contract with the Project for Public Spaces consulting team.

ROLL CALL VOTE Ayes - 7: Stone, Steege, Greene, Schramm, Clarke, Younke, Strasser; Noes - 2: Her, Resnick; Recused - 1: Blake-Horst; Excused - 2: Clear, Stanley

**A motion was made by Clarke, seconded by Resnick, to RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER. The motion passed by the following vote:**

**Ayes:** 7 - Julia Stone; Eric E. Steege; Mark R. Greene; Patricia (Pat) A. Schramm; Edward G. Clarke; Matthew C. Younkle and John Strasser

**Noes:** 2 - Peng Her and Scott J. Resnick

**Recused:** 1 - M. Meghan Blake-Horst

**Excused:** 2 - Mark Clear and Craig P. Stanley

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DISCUSSION:

Ms. Blake-Horst had recused herself from this agenda item and sat in the public speakers area.

The following registered speakers support this resolution and did not wish to speak:

- Anne Reynolds
- Anne Katz, supporting the public market but only in a downtown location
- Joe Mingle
- Lori Kay, representing the South Madison Development Corporation

Registered speaker, Lance Owens spoke in favor of this resolution.

Registered speaker, Lauri Lee, president of the Northside Business Association, spoke in favor of this resolution and likes the E. Washington/First Ave site.

Registered speaker, James Shulkin, co-owner of Mad City Bazaar, spoke in favor of this resolution.

Mr. Her asked about the ethnic diversity of vendors at the Mad City Bazaar.

Mr. Shulkin said it is open to anyone to vend. The Urban Ministry Bakery was a vendor.

Ms. Blake-Horst added female owned businesses, a Mexican food cart, and adults with disabilities were vendors at the Mad City Bazaar. The Latino Chamber of Commerce was contacted for the Mad City Bazaars. There is room for growth and more outreach.

Registered speaker, Megan Blake-Horst, owner of Mad City Bazaar, spoke in favor of this resolution. She recused herself from the EDC for the discussion and vote on this item because she wanted to speak as a citizen.

She is in favor of the E. Washington site. There are two tiers economic development at the market. The first level is the vendors and independent start-ups and the second is the consumer.

Registered speaker, Barry Orton, spoke in favor of this resolution. He is Vice-Chairperson of the Local Food Committee and can answer specific questions and technical questions. He clarified the term "public market" was often used as shorthand for "public market district." The consultants looked City-wide for locations and at transportation times. He said it is not in the scope of services for the consultant to revisit the site selection process. The Local Food Committee is ready to go forward with Phase 3.

Mr. Clarke asked if Madison is big enough to support a public market.

Mr. Orton said it would not be as dependant on tourism and the lunch crowd as the Milwaukee Public Market. It is more comprehensive and would include food-related industrial attributes.

Mr. Her said there is no indication of the use of the public market on a daily basis in the report.

Mr. Orton explained it is not a supermarket, it is a destination, not a daily destination.

Registered speaker, Jeff Smoller, representing Will Wash, spoke in favor of the resolution. He said Madison is a World City and the Public Market is a statement of what a city can be.

Registered speaker, Sheri Carter, representing the South Metropolitan Planning Council, spoke in favor of locating the Public Market on S. Park St. This location is between two heavily traveled roadways.

Registered speaker, Deborah Boehm, spoke in support of the resolution. New businesses need to be located at the optimal spot. She would like the Frank Production proposal for the 1000 north block of East Washington Avenue to be moved to the Public Market to make the Public Market an evening destination.

Ms. Stone asked where that would be.  
Ms. Boehm said it would be at the First and E. Washington and E. Johnson location.

Alder Strasser asked if the Frank Production facility could be at the Park Street location of a Public Market.  
Ms. Boehm has not spoken to Frank Productions yet.

Mr. Kennelly began his presentation, reviewing the Public Market District vision, and Phases 1 and 2 reports.

**Alder Clear left the meeting at 6:30 p.m. A quorum was still present.**

- Present:** 11 - Peng Her; Craig P. Stanley; Julia Stone; Eric E. Steege; M. Meghan Blake-Horst; Mark R. Greene; Patricia (Pat) A. Schramm; Edward G. Clarke; Matthew C. Younkle; Scott J. Resnick and John Strasser
- Excused:** 1 - Mark Clear

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Mr. Kennelly said the PPS consultants liked the E. Washington Ave site best and noted the Park Street location could work and it would have a different business plan.

**Mr. Stanley left the meeting at 6:40 p.m. A quorum was still present.**

- Present:** 10 - Peng Her; Julia Stone; Eric E. Steege; M. Meghan Blake-Horst; Mark R. Greene; Patricia (Pat) A. Schramm; Edward G. Clarke; Matthew C. Younkle; Scott J. Resnick and John Strasser
- Excused:** 2 - Mark Clear and Craig P. Stanley

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Mr. Kennelly added both sites are in areas targeted for redevelopment.

Alder Resnick asked about parking at these locations, noting the Dane County Saturday Farmers Market has plenty of customer parking.

Mr. Kennelly said the Dane County Farmers Market is packed. He has heard that the vendor sales are not as high as expected. Having a Public Market District downtown would be hard to do.

**Alder Resnick left the meeting at 6:45 p.m. A quorum was still present.**

- Present:** 9 - Peng Her; Julia Stone; Eric E. Steege; M. Meghan Blake-Horst; Mark R. Greene; Patricia (Pat) A. Schramm; Edward G. Clarke; Matthew C. Younkle and John Strasser

**Excused:** 3 - Mark Clear; Craig P. Stanley and Scott J. Resnick

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Mr. Her noted in Appendix A of the PPS Report the list of vendors is not diverse. How were these vendors selected?

Mr. Kennelly said these were stakeholder organizations. Ms. Reynolds noted the Springrose Group is a Hmong farmer organization.

Ms. Stone asked what is before the EDC.

Mr. Kennelly explained the resolution directs staff to contact the owners of the various sites.

Chairperson Greene asked if the gravity analysis is exaggerated.

Mr. Kennelly said the gravity model does not predict sales.

Alder Strasser explained he is also on the Local Food Committee. He was not on the Local Food Committee since its inception. He has fresh eyes to look at this. He has business and economic issues with the Public Market. His number one concern is an evaluation based on the strength of a region of the City. This will only be successful if it is marketed as a City Market District. Where can the most people get in and out the easiest. If the wrong location is selected it will be hard to be successful. If the market is successful the vendors will come. The real estate determines what is the best location. Make the real estate come first. The consultant did not look at the other studies going on such as, the Alliant Energy Center Study, the Transportation plan and the John Nolen Plan. These could have synergies with the Public Market.

**Alder Resnick returned to the meeting at 6:53 p.m.**

**Present:** 10 - Peng Her; Julia Stone; Eric E. Steege; M. Meghan Blake-Horst; Mark R. Greene; Patricia (Pat) A. Schramm; Edward G. Clarke; Matthew C. Younkle; Scott J. Resnick and John Strasser

**Excused:** 2 - Mark Clear and Craig P. Stanley

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Alder Strasser referred to his memo to the EDC. The South Madison Development Corporation has created a vision to create small businesses, and mentors. This is the perfect venue for that to occur.

Mr. Clarke thanked Adler Strasser for his email. He said the public market has to be located at a place where most people can get to.

Alder Strasser said this criteria was not used when this choice was made.

Ms. Stone supports going forward with two sites.

Mr. Younkle asked about the process of disclosing a site and then buying it.

Mr. Kennelly said it is a public process. The resolution directs staff to look at sites and does not say which is the best site.

Ms. Stone asked what location is the quickest and easiest for the city.

Mr. Her said the ½ mile radius is a middle class focus. Looking through the equity lens the low income class is missing.

District 12 Alder, Larry Palm, said this is a battle of sites. If we pull back it looks like

the City can't make a decision. The City always does an appraisal of land and then decides to purchase it or not. He said all City and County residents will go to the Public Market. The day to day users within ½ mile will be the primary users. An example of this is the public pool. It is the same story as the market. He is supportive of the report and wants to be added as a co-sponsor.

Alder Resnick struggles with the report. What are the goals of the Public Market? There is debate on the equity, local food and potential economic development of the public market. This is a \$10m project if it is just sellers and crafts on E. Washington Ave. A food processing public market would require more than \$10m. What do we want from the EDC?

Mr. Clarke said this is a professional report that makes a case if the market is to succeed the E. Washington location is the best place.

Chairperson Green called for a motion.

Alder Strasser saw this resolution was not referred to the EDC and had it referred. He said the EDC exists to review City investment. He is a new Food Committee member and was not asked as Alder what is going on. Synergy is the key to success. Potential synergy is ready to go on the south side. There are plans being completed for the Alliant Energy Center and John Nolen Drive. It is frustrating that these options were not investigated. He wants to hold off on a site recommendation until a real estate package is ready.

**A motion was made by Mr. Clarke, seconded by Alder Resnick, to recommend adoption of this resolution.**

**An amendment was made by Alder Strasser, seconded by Ms. Stone, to remove the recommendations for site selection from this resolution.**

Alder Resnick asked staff to report on the resolution.

Mr. Kennelly said the resolution is to talk to property owners and start Phase 3.

Mr. Mikolajewski said staff is already starting to talk to the E. Washington and the Park Street property owners.

Ms. Stone only supports going forward with two sites.

Mr. Clarke noted there are three locations in the resolution. He asked who makes the decision.

Alder Palm said the EDC's action will get referred back to the Board of Estimates which is the lead committee. The Council will be the oversight body and make decisions.

Mr. Mikolajewski said the resolution states it leaves the product to the Council.

Ms. Schramm asked if Phase 3 can start without a particular site.

Mr. Kennelly quoted the consultant and said "no site = no project".

Mr. Clarke is against this amendment.

Chairperson Green asked staff what is the practical effect of having no site

preference.

Mr. Kennelly said staff is talking to property owners. There is no progress until we have a site.

Mr. Mikolajewski said a conceptual real estate deal could be had in a few months.

Chairperson Greene called for a vote on the amendment.

**For the amendment:** Peng Her, Julia Stone, Alder Strasser

**Against the amendment:** Alder Resnick, Eric Steege, Chairperson Greene, Pat Schramm, Ed Clarke, Matt Younkle

**Abstain:** Megan Blake-Horst

**Absent:** Alder Clear, Mr. Stanley

The amendment was not passed.

Chairperson Greene called for a vote on the original motion.

**Against the original motion:** Peng Her, Alder John Strasser

**For the motion:** Alder Resnick, Eric Steege, Chairperson Greene, Pat Schramm, Ed Clarke, Matt Younkle

**Abstain:** Megan Blake-Horst

**Absent:** Alder Clear, Mr. Stanley

**The motion was passed to recommend accepting the resolution.**

**Ms. Stone left the meeting at 7:32 p.m. A quorum was still present.**

4. [33762](#) **Economic Development Strategy**

Mr. Kennelly has a presentation but will save it until the next meeting. He said the Sept. 10th Economic Symposium was attended by 200 people and was successful in generating a lot of ideas.

5. [17637](#) **EDC Chairperson's Report**

Chairperson Greens thanked everyone for voting for him.

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**The following items were not discussed:**

6. [21360](#) **EDD Director Report**

7. [27862](#) **Introduction of New Items from the Floor**

**Next Meeting - October 15**

**ADJOURNMENT**

**A motion was made by Mr. Younkle, seconded by Alder Resnick, to Adjourn.  
The motion passed by voice vote and the meeting adjourned at 7:35 p.m.**