



City of Madison

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

Meeting Minutes - Approved ECONOMIC DEVELOPMENT COMMITTEE

Wednesday, July 19, 2017

5:00 PM

City-County Building, 211 S. Carroll St.
Room GR27 (Police Dept. Community Room)

CALL TO ORDER / ROLL CALL

The meeting was called to order at 5:00 p.m.

Present: 7 - Craig P. Stanley; Frank Staniszewski; Susan M. Bulgrin; Wayne R. Harris;
Mark R. Greene; Marianne S. Morton and Steve King

Absent: 1 - Rebecca Kemble

Excused: 2 - Patricia (Pat) A. Schramm and Denise DeMarb

Also present: Matthew Mikolajewski, Ruth Rohlich, Tom Otto, Dan Kennelly

APPROVAL OF MINUTES

A motion was made by Bulgrin, seconded by Morton, to Approve the Minutes of the June 21, 2017, meeting. The motion passed by voice vote.

PUBLIC COMMENT

None.

DISCLOSURES AND RECUSALS

None.

DISCUSSION ITEMS

Rebecca Kemble arrived at 5:05 p.m.

Present: 8 - Rebecca Kemble; Craig P. Stanley; Frank Staniszewski; Susan M. Bulgrin;
Wayne R. Harris; Mark R. Greene; Marianne S. Morton and Steve King

Excused: 2 - Patricia (Pat) A. Schramm and Denise DeMarb

1. [46081](#) Connect Madison Economic Development Strategy Implementation

Craig Stanley gave an update on #2 (Development Districts).

- They would like to focus on tools (zoning, TIF, land banking) for now, rather than specific districts.
- The EDC asked for a report on Land Banking today--how are we measuring our success? This can be included with the white paper on "tools."
- There was discussion about how the EDC should participate in the Comprehensive Plan process.
- Need to look at Town of Madison.

- Rationale, priorities, tools, benchmarks--need to consider relative to development districts (#2).
- Stanley to give follow-up report in September
- Future meeting--could there be a dots-on-a-map exercise for where development districts should be?

Frank Staniszewski gave an update on #3--Business Retention and Expansion

- He provided an update on the Stoughton Road Business Walk.
- Rohlich said the report should be available in August.
- Goal is two more walks in 2018, perhaps with more of an industry focus--perhaps one of the industries in the Connect Madison Plan.
- Harris suggested Monroe Street as a business walk. Rohlich noted that the City is already working with them.
- Bulgrin suggested the south side and Town of Madison--Rimrock to Whitney.
- Rohlich said there is a desire to be more proactive in business retention.
- Recommendation to pick one of the industry clusters to focus on.
- Could we target Latino businesses?
- There will be a Business Retention and Expansion update at the October meeting.

2. [45698](#)

Economic Development Committee Chair Updates

- Business Assistance Team (BAT), and Youth Work-Based Learning Opportunities will be discussed at the next meeting.
- Greene would like individual meetings with EDC members, who should call him with their availability.

3. [45699](#)

Economic Development Division Director Updates

- Matt Mikolajewski reported that the Office of Real Estate Services successfully completed all property acquisitions needed for the Highway M project.
- He provided a hiring update.

4. [27862](#)

Introduction of New Items from the Floor

- Kara Kratowicz and/or Laura Larsen--outcome-based budget
- Greater Madison Area Chamber of Commerce--next month

5. [45135](#)

Next Meeting

August 16, 2017

ADJOURNMENT

A motion was made by Stanley, seconded by Harris, to Adjourn. The motion passed by voice vote. The meeting Adjourned at 6:30 p.m.