



City of Madison

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

Meeting Minutes - Approved ECONOMIC DEVELOPMENT COMMITTEE

Wednesday, November 15, 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 5:05 p.m.

Present: 7 - Rebecca Kemble; Frank Staniszewski; Susan M. Bulgrin; Wayne R. Harris;
Mark R. Greene; Patricia (Pat) A. Schramm and Marianne S. Morton

Excused: 3 - Craig P. Stanley; Steve King and Denise DeMarb

Mark Greene arrived at 5:13 p.m.

Also present: Matt Wachter, Tom Otto, Dan Kennelly, Savannah Erzen, Ruth Rohlich

APPROVAL OF MINUTES

A motion was made by Ms. Morton, seconded by Ms. Bulgrin, to Approve the Minutes of the October 18, 2017, meeting. The motion passed by voice vote.

PUBLIC COMMENT

None.

DISCLOSURES AND RECUSALS

None.

[49544](#)

Imagine Madison Comprehensive Plan Update

- Savannah Erzen of the Planning Division provided a presentation.
- There were questions and answers with the EDC members regarding the draft plan.
 - Regarding a Comprehensive Plan presentation directly to business owners:
 - Is this something that the Comp. Plan team can take a closer look at?
 - Should there be some specific forums with the business community?
 - To what degree has the Connect Madison Strategy been incorporated into the Comp. Plan?

1. [46081](#)

Connect Madison Economic Development Strategy Implementation

- Marianne Morton is taking on the Equity Lens piece of the plan.

- 1) Business Assistance Team: Ms. Rohlich is scheduling the first BAT team meeting for December.
- 2) Development Districts: Staff met with Mr. Stanley to talk through development districts.
 - overlaps with TIF conversation and Capital Revolving Fund.
- 3) Business Retention and Expansion:
 - Get Stoughton Road Business Walk update.
 - MAEDC press release.
 - Bring marketing materials used in recent projects.
- 4) Business Coalition for Transportation: None.
- 5) Youth Work-Based Learning Opportunities: Ms. Schramm reports there is great progress with the Pathways Program. The City is aligning its work-based learning funding to the Pathways Program.
- 6) Equity Lens: Ms. Morton is open to ideas that individuals have. Please follow up with her.

2. [45698](#) Economic Development Committee Chair Updates

- Mr. Greene would like to start crafting the white paper for each aspect of the Connect Madison Strategy; document timelines.

3. [45699](#) Economic Development Division Director Updates

- EDC members requested staff to bring building permit records to a future meeting.

4. [27862](#) Introduction of New Items from the Floor

None.

5. [45135](#) Next Meeting

- Will be on December 20, 2017.
 - Ms. Bulgrin will not be able to attend on January 17, 2018.
- Madison College President Dr. Jack Daniels will provide a presentation regarding the South Campus Initiative at the December 20th meeting.

ADJOURNMENT

A motion was made by Mr. Harris, seconded by Ms. Bulgrin, to Adjourn. The motion passed by voice vote. The meeting adjourned at 6:40 p.m.