



City of Madison

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

Meeting Minutes - Draft PUBLIC MARKET DEVELOPMENT COMMITTEE

Thursday, October 5, 2017

5:00 PM

210 Martin Luther King, Jr. Blvd.
Room 108 (City-County Building)

CALL TO ORDER / ROLL CALL

Present: 11 - Marsha A. Rummel; Amanda Hall; Lindsey Day Farnsworth; Tim Gruber;
Barry M. Orton; Anne Reynolds; Mayra Medrano; Sarah M. Larson; Jeffrey
M. Glazer; Adam J. Haen and Carrie A. Sedlak

Excused: 2 - Larry Palm and Julie A. Winzenried

APPROVAL OF MINUTES

A motion was made by Medrano and seconded by Orton to approve the minutes. Motion was passed by a voice vote/other.

PUBLIC COMMENT

There was no public comment.

DISCLOSURES AND RECUSALS

There were no disclosures or recusals.

DISCUSSION ITEMS

1. [49058](#) Reviewing and affirming the recommendations of the MarketReady Advisory Group on the 30 selected participants in the MarketReady Program

Orton made a motion to approve the MarketReady Participants list as presented and commend the staff and consultant and every participant in the process for a very successful process.

2. [27499](#)

Public Market Discussion

Fundraising Update:

-10/11 Taste of the Public Market Event

16 - 20 vendors and Dane Dances is supplying music. There has been a matching gift to be presented at the event.

-Send potential vendors to Dan Kennelly or Amanda White for follow-up or direct them to the vendor interest form.

Budget Update:

\$7.5B PM

\$3M federal sources

\$2.5M fundraising

11/10 Finance Budget Amendments

11/13 – 11/14 Budget Hearing

Public Market Foundation Updates and Next Steps:

- New Board Member Jamaal Stricklin

- Amanda White working on 501c3

- Working with Annette Miller to work on outreach

New Markets Tax Credits Update:

- In process...keep relationships warm

- 10/19 and 10/20 New Market Tax Credits Conference

- EDA application process focusing on the Food innovation aspect of the project

Design Update:

- RFP for architectural and engineering team to move to next phase of development in progress

Next Steps:

Finalize numbers – letter of intent – Letter to Council – PMDC – Finance Committee (whole package)

NEXT MEETING

Thursday, November 2, 2017 at 5p
City County Building Room 108

ADJOURNMENT

Hall made a motion and it was seconded by Rummel to adjourn the meeting at 5:55p. The motion passed with a voice vote/other.