



City of Madison

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

Meeting Minutes - Draft PUBLIC MARKET DEVELOPMENT COMMITTEE

Thursday, December 7, 2017

5:00 PM

210 Martin Luther King, Jr. Blvd.
Conf Rm CCB GR27 PD
Central District Community Room

CALL TO ORDER / ROLL CALL

The meeting was called to order by the Chair at 5:07p,

Present: 7 - Amanda Hall; Tim Gruber; Barry M. Orton; Anne Reynolds; Sarah M. Larson; Jeffrey M. Glazer and Adam J. Haen

Excused: 6 - Marsha A. Rummel; Larry Palm; Lindsey Day Farnsworth; Mayra Medrano; Carrie A. Sedlak and Julie A. Winzenried

APPROVAL OF MINUTES

A motion was made by Orton and seconded by Hall to approve the November 2, 2017 minutes. This motion passed by a voice vote/other.

PUBLIC COMMENT

There was no public comment.

DISCLOSURES AND RECUSALS

There were no disclosures or recusals.

NEW BUSINESS

[27499](#)

Public Market Discussion

Fundraising Update Amanda

- Nov House Party
 - 20+ people
 - Good connections
 - Jan meeting with one good connection
- Cap Campaign Leadership Team has begun 4 people involved (from Advisory Team)
- Downtown Rotary event possibility in spring
- Taste of the Public Market event on 12/6/17 was great with over 400 attended
- 1200 fans on Facebook page over 100 shares for event

New Market Tax Credit Update Carrie

Carrie is monitoring status of New Market Tax Credit program in Federal Tax Reform Bill.

Update on City Budget

Project approved in 2018 Budget. Ongoing communication with Alders recommended.

Entrepreneur Education and Acceleration Presentation Jeff Glazer

Taking idea of MarketReady and applying it to an entire ecosystem. –JG
Public Market can be thought of as an incubator and accelerator

MarketReady Update

- Program delivery phase
- Connecting people to mentors
- Stipend really helped (\$500)
- Several participants attended Edible Start-up Summit
- Small group meetings have begun
- Tracking system created and roadmap
- Created a financial/reimbursement system
- Partnership with Nehemiah and MarketReady helped a vendor close a loan.

Madison Public Market Foundation (MPMF) Update

Foundation continues to be very active. Continuing to recruit people. Working closely with Amanda White on fundraising.
City staff developing an RFQ to identify a Public Market Operating Organization.

ADJOURNMENT

A motion was made by Gruber and seconded by Hall to adjourn the meeting.
Motion was passed by a voice vote. Meeting was adjourned at 6:40p.