



# City of Madison

City of Madison  
Madison, WI 53703  
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## Meeting Minutes - Approved OSCAR MAYER STRATEGIC ASSESSMENT COMMITTEE

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Tuesday, November 28, 2017

6:30 PM

Goodman Community Center  
149 Waubesa Street, Evjue Room

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### 1. Call to Order / Roll Call

**Present:** 12 - Larry Palm; Rebecca Kemble; Maurice C. Sheppard; Syed (John) Mustajab Abbas; Satya V. Rhodes-Conway; Renee A. Walk; Douglas Leikness; Ken Opin; Chandra M. Miller Fienen; Annette M. Gelbach; Gary J. Wolter and Paul F. Jadin

**Excused:** 1 - Steve King

### 2. Introductions of Committee Members and Staff

### 3. Opening Remarks by Mayor Soglin

Mayor Soglin described the unique aspects of the Oscar Mayer site, including transportation access, high capacity water and sewer service, and power availability. He said the City's expectation is that it be developed as an employment site that offers quality, well-paying jobs (at least \$15/hr) with benefits. He acknowledged concerns regarding preservation of buildings on the site as well as any environmental remediation that may be necessary. Lastly, he expressed his hopes that the new owners will acknowledge the City's and citizens' concerns regarding future plans for the property and take them into consideration as they move forward.

### 4. Introduction of New Owners - Reich/Rabin

Marc Esrig from Reich Brothers and Nate Ellis from Rabin Worldwide described the work of their respective companies and their current plans and progress on the Oscar Mayer facility, including auctioning the factory equipment, assessing the existing infrastructure with engineering studies, and working to attract businesses to the site. They stated that a Phase I and Phase II environmental assessment has been done that revealed a couple relatively minor issues given the size of the site.

### 5. Election of Chair and Vice-Chair

Bill Fruhling called for chair nominations from the floor.

Opin nominated Rhodes-Conway; Rhodes-Conway accepted nomination.

Abbas nominated himself as co-chair.

A motion was made by Kemble, seconded by Jadin to have one chair. The motion passed by voice vote.

Rhodes-Conway approved as chair by unanimous consent.  
Rhodes-Conway opened floor for vice-chair nominations.  
Walk nominated herself as vice-chair.  
Rhodes-Conway nominated Opin; Opin accepted nomination.  
Opin approved as vice-chair by majority.

**6. Public Comment**

Jim Powell, registering as neither supporting nor opposing and wishing to speak. He spoke of environmental concerns surrounding the site and a recently opened issue by the DNR, on which he hopes the Committee can get more information.

**7. Disclosures and Recusals**

None

**8. Review Resolution #47316 and Committee Charge**

Bill Fruhling described the phases of the Oscar Mayer redevelopment and detailed the Committee Charge as described in Resolution #47316. The Committee was interested in having members involved in the selection process for the Strategic Assessment consultant. Rhodes-Conway asked for volunteers to serve on the selection panel; Abbas and Opin volunteered.

**A motion was made by Walk and seconded by Miller Fienen to approve Abbas and Opin as selection panel members. The motion passed by voice vote.**

**9. Overview of Site and Surrounding Area**

Tom Otto and Bill Fruhling described the attributes and history of the site, along with information on the relevant City zoning code, plans, and economic development strategies for the Oscar Mayer area.

**10. Review Proposed Work Plan and Meeting Schedule**

Bill Fruhling summarized the tentative committee meeting schedule and project timeline. The next Committee meeting will likely be in March or April after the Strategic Assessment consultant is hired. Committee members emphasized the importance of developing a public engagement plan with the consultant. Committee members also expressed interest in touring the Oscar Mayer facility and grounds; representatives from Reich and Rabin said this would be possible when they are at the site next week.

**11. Adjournment**

**A motion was made by Kemble, seconded by Palm, to Adjourn at 8:43 pm. The motion passed by voice vote/other.**

The slideshow used to facilitate this meeting can be found under Legislative ID

#49726 and can be viewed at the following link:

<https://madison.legistar.com/LegislationDetail.aspx?ID=3268860&GUID=561BCC6C-A398-4F3A-B9FD-877C11D352A7&Options=ID|Text|&Search=49726>