



City of Madison

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

Meeting Minutes - Draft ECONOMIC DEVELOPMENT COMMITTEE

Wednesday, December 19, 2018

5:00 PM

Room 207, Madison Municipal Building
(215 Martin Luther King, Jr. Blvd.)

CALL TO ORDER / ROLL CALL

The meeting was Called to Order at 5:10 p.m.

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

Excused: 3 - Craig P. Stanley; Susan M. Bulgrin and Steve King

Staff Present: Dan Kennelly, Tom Otto, Ruth Rohlich

APPROVAL OF MINUTES

A motion was made by Schramm, seconded by Staniszewski, to Approve the Minutes of the October 17, 2018, meeting. The motion passed by voice vote.

PUBLIC COMMENT

Satya Rhodes-Conway, of the Oscar Mayer Strategic Assessment Committee, spoke in support of the Oscar Mayer Strategic Assessment and provided background on that initiative

DISCLOSURES AND RECUSALS

None.

1. [53917](#) Adopting the Oscar Mayer Area Strategic Assessment Report, dissolving the Oscar Mayer Strategic Assessment Committee, and authorizing the development of the Oscar Mayer Area Special Area Plan.

A motion was made by Harris, seconded by Morton, to Return to Lead with the Recommendation for Approval to the PLAN COMMISSION. The motion passed by voice vote.

Tom Otto, Economic Development Division Staff, provided a presentation about the Oscar Mayer Strategic Assessment. This included information about the process of creating the assessment, the specific identified opportunities, and the goals of the project. Committee members then discussed how the Strategic assessment relates to the next step of developing a Special Area Plan for the site. Committee members asked questions and discussed issues related to the zoning of the property, the city's partnership with the property owner, and transportation connectivity to the site. Morton thanked the Oscar Mayer Strategic Assessment Committee and complemented their work. Alder Kemble reiterated thanks to the Committee and complemented its chair (Satya Rhodes Conway) and City staff on their work.

2. [54142](#) Doyenne Presentation Regarding the Entrepreneurship and Small Business Development Resource Fund

Amy Gannon from the Doyenne group provided a presentation on the Doyenne group's work on the city-funded Entrepreneurship and Small Business Development Resource Fund. Committee members asked questions about the how the Doyenne group recruits entrepreneurs, how they work with selected entrepreneurs, and the future of the program after the City's funding expires.
3. [46081](#) Connect Madison Economic Development Strategy Implementation

City Staff provided updates on the Business Assistance Team (BAT) and the Development Districts (now referred to as Strategic Growth Areas) projects from the Connect Madison Strategy. Staff also provided updates on the Business Walks Program and the Transportation Projects. The Committee and Staff discussed how work will proceed on these initiatives in 2019.
4. Statement of Interest Filing Reminder

Committee members were reminded to complete their Statement of Interest Forms
5. [54143](#) 2019 Meeting Dates

No discussion.
6. [27862](#) Introduction of New Items from the Floor

The Committee requested an update on Opportunity Zones. Staff recommended that Opportunity Zones be discussed in combination with the "Strategic Growth Areas" concept.
7. [45135](#) Next Meeting

- Wednesday, January 16, 2019

ADJOURNMENT

A motion was made by Schramm, seconded by Morton, to Adjourn. The motion passed by voice vote. The meeting adjourned at 6:55 p.m.