



City of Madison

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

Meeting Minutes - Draft PUBLIC MARKET DEVELOPMENT COMMITTEE

Thursday, March 1, 2018

5:00 PM

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

CALL TO ORDER / ROLL CALL

Present: 10 - Marsha A. Rummel; Amanda Hall; Larry Palm; Lindsey Day Farnsworth; Tim Gruber; Barry M. Orton; Anne Reynolds; Donale J. Richards; Jeffrey M. Glazer and Adam J. Haen

Excused: 4 - Mayra Medrano; Sarah M. Larson; Carrie A. Sedlak and Julie A. Winzenried

APPROVAL OF MINUTES

A motion was made by Day Farnsworth and seconded by Palm to approve the February 1, 2018 minutes. The motion was approved by voice vote/other.

PUBLIC COMMENT

DISCLOSURES AND RECUSALS

NEW BUSINESS

1. [50461](#) Reaffirming the intent of the City of Madison to conduct a national search for the Public Market Operator and requiring the drafting of a new Request for Qualifications (RFQ) that focuses on operations and management experience of a Public Market.

A motion was made by Glazer, seconded by Day Farnsworth, to table the resolution. The motion passed by a voice vote/other.

A motion was made by Gruber, seconded by Palm, to take the resolution off the table. The motion passed by a voice vote/other.

A motion was made by Gruber, seconded by Palm, to recommend to place on file.

A substitute motion was made by Gruber, seconded by Hall, to **RECOMMEND TO COUNCIL WITH THE FOLLOWING RECOMMENDATIONS - REPORT OF OFFICER**. The motion to adopt failed by the following vote:

Noes: 9 - Marsha A. Rummel; Amanda Hall; Larry Palm; Lindsey Day Farnsworth; Tim Gruber; Barry M. Orton; Anne Reynolds; Donale J. Richards and Jeffrey M. Glazer

Excused: 2 - Mayra Medrano and Sarah M. Larson

Non Voting: 3 - Adam J. Haen; Carrie A. Sedlak and Julie A. Winzenried

DISCUSSION ITEMS

2. [27499](#)

Public Market Discussion

- **Fundraising Campaign Update**
Big announcement coming soon
Fundraising going well
Spring Taste of the Public Market April 21 11a-2p Downtown Madison College Campus
Keeping process on track to hire an operator is important for fundraising
- **New Markets Tax Credits Update**
Awards announced \$3.5B in awards
73 awards nation wide
Key allocatees did not receive funds
One CDE has a local champion and seeking a reservation letter
- **PMDC Research Team #1 (Event Space)**
Plan to get a better sense of what it goes for
Researching categories
- **PMDC Research Team #2 (Parking)**
Reviewed zoning code (don't apply to all zoning areas)
Was helpful to figure out high and low
Analysis of minimum/maximum parking Pros and Cons
Survey markets to determine parking needs
- **MarketReady Update**
Firm up Twin Cities trip 3/17
12 mentors secured
3:1 mentor/mentee plan
Small group change-up in April
- **Project Timeline Review**
Reviewed handout
- **Document Sharing and Management**
Project website gallery of documents

ADJOURNMENT