



City of Madison

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

Meeting Minutes - Draft PUBLIC MARKET DEVELOPMENT COMMITTEE

Thursday, April 26, 2018

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 at 5:04p with quorum present. Richards arrived at 5:21p and was not present for the vote on item 1.

Present: 7 - Larry Palm; Tim Gruber; Barry M. Orton; Anne Reynolds; Donale J. Richards; Mayra Medrano and Jeffrey M. Glazer

Excused: 4 - Marsha A. Rummel; Amanda Hall; Lindsey Day Farnsworth and Sarah M. Larson

Non Voting: 2 - Adam J. Haen and Carrie A. Sedlak

APPROVAL OF MINUTES

One correction to new business on page 1 of the March 1, 2018 minutes. Anne Reynolds recused herself and abstained from the vote. The change will be made on the March 1, 2018 minutes. With the correction noted the minutes were approved by voice vote/other.

PUBLIC COMMENT

There was no public comment.

DISCLOSURES AND RECUSALS

Anne Reynolds and Mayra Medrano recused themselves from item 1 (51091) on the agenda.

NEW BUSINESS

1. [51091](#) Approving the Madison Public Market Foundation as the future operator of the Madison Public Market and directing staff to begin working with the Madison Public Market Foundation on creating an Operating Agreement for the Madison Public Market.

Orton acted as Chair for agenda item 1. A Motion was made by Palm and seconded by Gruber to approve the resolution as presented. Reynolds and Medrano recused themselves and did not participate in the discussion or vote, but remained in the room to ensure quorum was present. The motion was approved by a voice vote/other.

Absent: 1 - Donale J. Richards

Ayes: 4 - Larry Palm; Tim Gruber; Barry M. Orton and Jeffrey M. Glazer

Recused: 2 - Anne Reynolds and Mayra Medrano

Excused: 4 - Marsha A. Rummel; Amanda Hall; Lindsey Day Farnsworth and Sarah M. Larson

Non Voting: 2 - Adam J. Haen and Carrie A. Sedlak

DISCUSSION ITEMS

2. [27499](#) **Public Market Discussion**

- **MarketReady Update**

- Survey to collect data on business development 23 out of 30 responses
- Plan to do survey every 6 months
- Business coach program starting. Tracking sheets will be required.
- Bus trip to three public markets in Minneapolis, MN. Very successful 28 of 30 MarketReady participants attended plus city staff, alders and MarketReady staff.

- Vendors are ready to be involved in the planning of the public market process
- Small group meetings continuing and adding a working meeting
- Cooking classes at Meadow Ridge Library – well received and will continue
- Timeline:

Contract end in Feb of 2019

Goal is to expand one more year Feb of 2020

- **Fundraising Campaign Update (Amanda White)**

- Madison Rotary Event was successful
- Taste of the Public Market April 21 at Over 1000 people and 20 vendors

- **Lease and Rent Comparisons**

- Function or percent of sales lease structure. Vendor accountability can be a challenge. A common POS provided by the market can limit this challenge.
- Cash sales different rent structure
- Permanent vendors are normal retail
- Non-long term tenant are discounted rent/or subsidized

- **Loading and Storage**

- Some market offer no storage or limited storage
- Farmers did not want storage but may want some in their stalls
- Market operators said they recommend storage – Experienced Market Managers recommended to think about future needs of the market
- Fee based \$10/sq ft for storage
- Box truck and accommodate two vehicles at a time
- Did have a street scape for semi load-in

- **Parking**

- Recommend 90-120 dedicated stalls
- Researching a transportation management plan and alternative off-site parking within 8 block
- Review Cap East Parking study

NEXT MEETING

The May 3rd meeting will be cancelled. The next meeting will be June 7th at 5p in the City County Building, 210 Martin Luther King Jr. Blvd. room GR27 PD Central District Community Room.

ADJOURNMENT

A motion was made by Palm and seconded by Orton to adjourn the meeting. The motion was passed by a voice vote/other. The meeting was adjourned at 6:45p.