



City of Madison

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

Meeting Minutes - Approved OSCAR MAYER STRATEGIC ASSESSMENT COMMITTEE

Tuesday, March 13, 2018

5:30 PM

Goodman Community Center
149 Waubesa Street, Evjue Room

1. CALL TO ORDER / ROLL CALL

Present: 8 - Rebecca Kemble; Maurice C. Sheppard; Satya V. Rhodes-Conway; Douglas Leikness; Chandra M. Miller Fienen; Annette M. Gelbach; Gary J. Wolter and Paul F. Jadin

Excused: 5 - Steve King; Larry Palm; Syed (John) Mustajab Abbas; Renee A. Walk and Ken Opin

2. APPROVAL OF MINUTES

A motion was made by Kemble, seconded by Gelbach, to Approve the February 13, 2018 Minutes. The motion passed by voice vote/other.

3. PUBLIC COMMENT

None

4. DISCLOSURES AND RECUSALS

None

5. General Updates and Announcements

Bill Fruhling, City of Madison Planning Division, provided an update on the consultant hiring process; the City has chosen a consultant and is currently negotiating a contract, which should be complete by early April.

6. Owners Status Report

Nate Ellis from Rabin Worldwide noted that the majority of the equipment has been removed from the Oscar Mayer site and they are now working on cleanup. Ellis mentioned that they have had more interest in Building 20 (at corner of Packers & Commercial) than they have space to offer, and there are many opportunities to make Building 20 "an interesting community location." There is also a lot of interest in the north warehouses (Buildings 43 & 50). They are assessing the cost to modernize the corporate office (Buildings 27 & 27a) and working to generate interest in Buildings 71 & 72 (shipping/receiving & cold storage warehouse). Currently, they are bidding out all of the infrastructure work that they hope to begin in April or May; this includes separating utilities among all of the existing structures to create a multi-tenant facility. They hope to have their first tenants move in this

summer.

7. Tax Increment Finance Process Overview

Dan Rolfs, City of Madison Economic Development Division, provided background information on the basic elements of TIF and TID, explaining how the City invests money in private projects that will benefit the community by growing the property tax base, redeveloping deteriorating properties, and fostering the creation of family-supporting jobs; the cost of the investment is then recovered through taxes generated by the new growth in the district. He pointed out that there must be an agreement in place before any TIF funds can be spent; the money cannot be used to pay for any work that occurs before the TID is created, nor can it be used for environmental remediation when there is a property owner. His advice to the Committee as they create their recommendations is to consider what is important for the site and the community and how much value that will generate, then balance that with the resources necessary to accomplish those goals in order to create a plan that will be successful.

Dan Kennelly, also from Economic Development, briefly discussed the newly created federal Opportunity Zone program. Wisconsin can designate up to 120 low-income census tracts to be considered Opportunity Zones, and any private investment within these zones can take advantage of tax incentives. The area around the Oscar Mayer site is eligible for this program, and was included as a top priority in the proposal submitted to the governor for the Madison area.

8. Regional Food Systems Presentation

George Reistad, City of Madison Food Policy Coordinator, described the City's investment in various food policy initiatives, which aim to increase availability and access to healthy food and engage the community in prioritizing food policy goals long-term.

Kennelly spoke about the Madison Public Market and local food economy, emphasizing the importance of agriculture to Dane County's economy. The food preparation and service industry is projected to have the second-largest employment growth in the county by 2024 and Dane County has already seen significant growth in food service workers who are African American and Latino. In order to support new entrepreneurs in this growing, diverse industry, the City created the MarketReady program to train and prepare new vendors to open a business in the Public Market, which is planned to open in 2020 and already has 160 interested vendors.

Lindsey Day Farnsworth and Michelle Miller from the UW-Madison Center for Integrated Agricultural Systems presented on the importance of growing Madison's wholesale food infrastructure in order to provide lower price points and move higher volumes of products with more efficient distribution, all of which would enhance market access for local farmers. There is opportunity for food warehousing and distribution at the Oscar Mayer site, which could

drive employment and improve food access in the area.

9. Initial Study Area Boundary Mapping Exercise

Fruhling conducted a mapping exercise to help the Committee begin thinking about potential boundaries for the Special Area Plan and TIF district. He pointed out that there are many opportunities in the area beyond Oscar Mayer itself, and prompted Committee members to consider which areas they should be looking at to guide their work. He also requested that members use their RESJI training as they think of potential areas or populations they want to ensure are integrated into the plan as social and economic opportunities are developed.

10. ADJOURNMENT

**A motion was made by Jadin, seconded by Gelbach, to Adjourn at 7:31 pm.
The motion passed by voice vote/other.**

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Oscar Mayer Strategic Assessment Committee Meeting Materials