



City of Madison

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

Meeting Minutes - Approved OSCAR MAYER STRATEGIC ASSESSMENT COMMITTEE

Monday, April 9, 2018

5:30 PM

Goodman South Madison Library
2222 S Park Street

1. CALL TO ORDER / ROLL CALL

Present: 10 - Steve King; Rebecca Kemble; Maurice C. Sheppard; Satya V. Rhodes-Conway; Renee A. Walk; Douglas Leikness; Ken Opin; Annette M. Gelbach; Gary J. Wolter and Paul F. Jadin

Excused: 3 - Larry Palm; Syed (John) Mustajab Abbas and Chandra M. Miller Fienen

2. APPROVAL OF MINUTES

A motion was made by Kemble, seconded by Leikness, to Approve the March 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, noted that the City is getting closer to hiring a consultant, but they have not entered into a contract yet.

6. Equitable Development Presentation

Sarah Treuhaft with PolicyLink, a research institute that works with communities to advance racial and economic equity, presented on equitable development and how cities can integrate these goals into their economic development plans. Treuhaft described the changing demographics in Madison, including the continuing growth of the non-white population and the economic insecurity that disproportionately affects these residents. With the redevelopment of the Oscar Mayer site and surrounding area, the City has an opportunity to ensure that potential benefits to the community, especially quality jobs, are prioritized as plans for the area are created.

7. Economic Development

Dan Kennelly, City of Madison Economic Development Division, provided information on Connect Madison, the City's Economic Development Strategy.

He noted that Madison's economy is growing steadily and jobs are being added, though mid-size businesses and jobs with mid-level wages are growing more slowly than those at the high and low ends. He described Dane County's growing population and more diverse future workforce, as well as how Connect Madison's new economic strategies are responsive to our changing community. The primary strategies include providing more support for businesses, targeting specific areas in the City for more widespread redevelopment, focusing on transportation improvements, and investing in the future workforce by aligning job programs for adults and students with growing industries in the area.

Paul Jadin from the Madison Region Economic Partnership (MadREP) described the agency's strategies for developing the region's economy by building upon existing assets and resources in our area with goals of job creation and business growth. They have analyzed extensive data on the region in order to provide potential businesses with a picture of the area in terms of the workforce, quality of life, and key industries. MadREP also provides information and resources regarding the region's business climate including incentives, infrastructure, and potential sites that are available for companies looking to move or expand their business.

8. Environmental Issues

Brynn Bemis, City of Madison Engineering, spoke about the Summary of Environmental Conditions report provided by the site owners, Reich Brothers and Rabin Worldwide. The phase one environmental review of historic documentation is complete and phase two is currently underway. Phase two involves testing the soil and groundwater to assess whether contaminants have been released into the environment. The testing found three new releases at the site, which have been reported to the DNR. After DNR reviews the test results and evaluates the extent of the contamination, they will inform the owners if any remediation is required.

9. Owners Status Report

Nathan Wautier, the attorney representing Reich Brothers and Rabin Worldwide on this project, provided an update from the owners. Equipment sold at the auction is still being moved off the site. They recently received an Idle Sites Grant, which they will use for infrastructure work to get the first buildings ready for tenants to move in. They are still seeing office and industrial interest in the site, and hope to fill the first industrial buildings by late summer or early fall.

10. Boundary Discussion (continued)

Fruhling continued discussion of the potential focus area the committee should consider once they begin to create recommendations for the Oscar Mayer area. He showed a composite image of committee members' boundary drawings that they completed at the last meeting, which illustrated the broad range of areas the committee finds important to include in future

plans. Some were more focused on the area near Oscar Mayer, while others had a wider focus on the larger North Madison area.

11. ADJOURNMENT

**A motion was made by Walk, seconded by Leikness, to Adjourn at 7:32 pm.
The motion passed by voice vote/other.**

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Oscar Mayer Strategic Assessment Committee Meeting Materials