



City of Madison

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

Meeting Minutes - Draft PUBLIC MARKET DEVELOPMENT COMMITTEE

Thursday, June 28, 2018

5:00 PM

City County Building
210 Martin Luther King Jr. Blvd.
GR27 PD Central District Community Room

Rescheduled June Meeting Date

CALL TO ORDER / ROLL CALL

Present: 10 - Marsha A. Rummel; Amanda Hall; Tim Gruber; Barry M. Orton; Anne Reynolds; Donale J. Richards; Mayra Medrano; Sarah M. Larson; Jeffrey M. Glazer and Adam J. Haen

Excused: 3 - Larry Palm; Lindsey Day Farnsworth and Carrie A. Sedlak

APPROVAL OF MINUTES

A motion was made by Gruber and seconded by Medrano to approve the minutes from the April 26, 2018 meeting. The motion was passed by a voice vote/other.

PUBLIC COMMENT

There was no public comment.

DISCLOSURES AND RECUSALS

There were no disclosures or recusals.

REPORTS

1. [52183](#) Staff Report from City Engineering on Planned Reconstruction of Johnson Street

Chris Petykowski, City Engineering, presented on the upcoming East Johnson St. and First St. reconstruction project. The construction is scheduled to start late March or early April 2019 and continuing through October of 2019. It will be from Baldwin St. to the E. Johnson St/First St. Intersection. It includes new bike path and sidewalks to provide a safer path for non-motorized transportation as well as traffic islands and turn lanes.

NEW BUSINESS

2. [52068](#) Authorizing a Request for Proposals for professional architectural and engineering consultant design services for the Madison Public Market. (12th AD)

A motion was made by Orton and seconded by Gruber to RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER. The motion was passed by a voice vote/other.

DISCUSSION ITEMS

3. [27499](#)

Public Market Discussion

Design and Development Update

- Reviewed the new site plans taking into account location of the Market, parking and traffic flow. These examples are not set and there will be additional time for the committee to review plans as the architect team is brought on board and the Term Sheet with the property owners is complete.

Fundraising

- There are new people on advisory council and there are still open seats on the Foundation Board.
- Fundraising team is building and continuing to make connections but was holding off until the initial site plans were available to show to potential donors.
- They are working to secure a \$500K donor and should know more in mid July if this donation will be secured.
- The fundraising team continue to send e-update and social media communications to share stories of the potential impact the Market will have.
- The application for 501c 3 status has been submitted.

Public Market Development Committee Research Team Reports

- There were no updates at this meeting.

New Market Tax Credits

- Continuing to keep in contact with funders with a goal of being "shovel ready" and be able to execute a transaction in early 2019

Operating Agreement

- Approved the Public Market Foundation be operator of the Madison Public Market.
- Collaboration agreement in the works – action items to complete for both the City and the Foundation
- The application for 501c 3 status has been submitted.

MarketReady Update

- The MarketReady Progress Report was reviewed.

Program Delivery Metrics Since October 2017, participants have:

- Attended 867 hours of educational events and workshops
- Received 339 hours of direct business consultation with staff
- Attended 25 peer-to-peer support meetings
- Received 71 hours of business coaching over the course of 45 one-on-one meetings

Program Outcomes

- Participants reported that between October 2017 and April 2018 they
- Hired 19 employees
- Received 5 grants and 2 loans from outside organizations for a total of \$71,425
- 40% plan to hire additional employees in the next 6 months
- 20% have a written business plan and 60% are currently writing one
- Five Participants are currently enrolled in an 8-week business planning class through WWBIC
- 44% made a large purchase for their business in the last 6 months

- Dumping machine will allow one business to scale up for wholesale production
- Second food cart allowed another business to double their number of employees
- Built relationships of trust with one another
- Discussions have started between a few MarketReady participants about starting a co-op
- Informal sharing of equipment, experience, ideas, childcare, and laughter

Mini Grant Update

- \$2,500 will be given to 15 MarketReady participants
- Reviewed by MarketReady Advisory
- Process for giving out \$19,000 to 5 participants in Fall 2018 will be developed and administered by Operator or PMDC
- Timeline:

June 1 Staff shared Spanish and English versions of application materials with Participants

July 5 Deadline to submit application

July 20 Funding decision communicated to applicants

July 24 Checks sent to successful applicants

- Application materials:
- Request For Proposals with background and instructions
- Budget template

Questions

- Business description
- How would you spend the \$2,500?
- How does this \$2,500 fit into your business development strategy for the coming year?
- What are your goals for your business development over the next 3 years?

NEXT MEETING

Next meeting Thursday, August 2, 2018 at 5p. The July 5th meeting is cancelled.

ADJOURNMENT

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