



City of Madison

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

Meeting Minutes - Approved ECONOMIC DEVELOPMENT COMMITTEE

*Consider: Who benefits? Who is burdened?
Who does not have a voice at the table?
How can policymakers mitigate unintended consequences?*

Wednesday, May 19, 2021

5:00 PM

Virtual Meeting

CALL TO ORDER / ROLL CALL

Sabrina Madison called the meeting to order at 5:02pm with quorum present.
Staff Present: Matt Mikolajewski, Saran Ouk, Ruth Rohlich, Mike Miller, Tom Otto and Andrea Freedman. Guests Rob Franklin and members from the Latino, Black and Hmong Chambers were also present.

Present: 7 - Sabrina V. Madison; Susan M. Bulgrin; Wayne R. Harris; Karina Mendoza; Seth W. Lentz; Lindsay Lemmer and Keith Furman

Excused: 2 - Nasra Wehelie and Donna V. Moreland

PUBLIC COMMENT

None.

1. [65525](#) Public Comment EDC 5/19/21

Attachments: [EDC 5-19-21 RegistrantsReport-PriorMeetings \(4\).pdf](#)

APPROVAL OF MINUTES

A motion was made by Harris, seconded by Bulgrin, to Approve the Minutes from the March 17, 2021 meeting. The motion passed by voice vote.

DISCLOSURES AND RECUSALS

None.

NEW BUSINESS

2. [65497](#) SUBSTITUTE P providing Urban Community Arts Network, Ltd. (UCAN) a ~~\$20,000~~ \$26,300 grant for a “MadLit” program on the 100 Block of State Street using Small Business Equity and Recovery Program (SBER) funds and authorizing the Mayor and City Clerk to sign an agreement with UCAN for that purpose.

Sponsors: Satya V. Rhodes-Conway and Michael E. Verveer

Attachments: [Mad Lit Memo.pdf](#)
[V1FILE ID 65497.pdf](#)

Committee agreed to take this item out of order, as Mikolajewski informed that Rob Franklin would be late to the meeting. Franklin shared the MadLit concept and answered Committee's questions.

A motion was made by Harris, seconded by Mendoza, to Return to Lead with the Recommendation for Approval to the FINANCE COMMITTEE and should be returned by 5/24/2021. The motion passed by voice vote.

3. [65499](#) Amending the 2021 adopted operating budget for CDA Redevelopment’s purchased services by \$100,000 and authorizing the Community Development Authority (“CDA”) to manage the Madison Pop Up Shop Program (“Program”), utilizing up to \$100,000 of 2021 Small Business Equity and Recovery (“SBER”) Program Funds.

Sponsors: Satya V. Rhodes-Conway, Michael E. Verveer, Lindsay Lemmer, Keith Furman and Syed Abbas

Attachments: [Madison Pop Up Shop Program Memo \(Legistar # 65499\) 5-13-21.pdf](#)

A motion was made by Lemmer, seconded by Bulgrin, to Return to Lead with the Recommendation for Approval to the FINANCE COMMITTEE and should be returned by 5/24/2021. The motion passed by voice vote.

DISCUSSION ITEMS

4. [65526](#) Discussion with entrepreneur of color business organizations regarding impacts of COVID-19

Members from the Latino, Hmong and Black Chambers spoke to the work they are doing in the community.

5. [63357](#) Economic Development Division Staff Update regarding Small Business Equity & Recovery Program (SBER)

Attachments: [SBER Grant Data 6-16-21.pdf](#)
[SBER Grant Data 5-19-21.pdf](#)
[SBER Budget Options 1-18-21.pdf](#)
[SBER Grant Data 1-15-21.pdf](#)

Rohlich provided an update.

6. [60990](#) Equitable Economic Response and Recovery

Mikolajewski provided an update.

7. [27862](#) Introduction of New Items from the Floor

None.

8. [45135](#) Next Meeting

June 16, 2021.

ADJOURNMENT

**A motion was made by Furman, seconded by Lemmer, to Adjourn at 6:57pm.
The motion passed by voice vote.**