



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, July 21, 2021

5:00 PM

Virtual Meeting

CALL TO ORDER / ROLL CALL

Sabrina Madison called the meeting to order at 5:01pm with quorum present.
Harris arrived at 5:06pm.

Staff Present: Matt Mikolajewski, Saran Ouk, Mike Miller, Tom Otto, Dan McAuliffe.

Present: 8 - Sabrina V. Madison; Nasra Wehelie; Susan M. Bulgrin; Wayne R. Harris;
Karina Mendoza; Seth W. Lentz; Lindsay Lemmer and Keith Furman

Excused: 1 - Donna V. Moreland

PUBLIC COMMENT

1. [66484](#) Public Comment EDC 7/21/21

Attachments: [EDC 7-21-21 Registration Report.pdf](#)

DISCLOSURES AND RECUSALS

Madison discloses that the Center for Black Progress has a working relationship with Husch Blackwell; the law firm of one of this evening's public speakers. The Center has no direct relationship with this individual or agenda item.

APPROVAL OF MINUTES

A motion was made by Bulgrin, seconded by Lemmer, to Approve the Minutes from the June 16, 2021 meeting. The motion passed by voice vote. Harris not yet present.

NEW BUSINESS

2. [66098](#)

Adopting the Odana Area Plan as a supplement to the Comprehensive Plan and directing staff to implement the recommendations contained in the plan.

Sponsors: Satya V. Rhodes-Conway, Yannette Figueroa Cole and Keith Furman

Attachments: [Odana Area Plan draft_062221.pdf](#)
[210721_EDC_memo.pdf](#)
[Public Comments as of 0721.pdf](#)
[Memo BPC 2021-08-02 .pdf](#)
[OAP BPC Presentation 2021-08-11.pdf](#)
[2021-08-16_TPPB_memo.pdf](#)
[2021-08-16_TPPB_PPT.pdf](#)
[Link to 64442: Odana Area Plan Update](#)
[Link to 64606: OAP TPPB Update](#)
[2021-08-23_PC_memo.pdf](#)
[Odana Area Plan Public Comment.pdf](#)
[2021-08-23_OAP_PC_PPT.pdf](#)
[2021-09-16_OAP_CC_Memo.pdf](#)

William Orosz (registrant) provided public comment. Orosz owns the High Point Apartments and believes that properties in the area could see a higher density of residential development than the five stories proposed in the plan.

Eric McLeod (registrant) provided public comment. McLeod is an attorney representing West Towne Mall. McLeod argued that the proposed official mapping of streets through the West Towne Mall property constitutes a taking.

Joe DuPerre (registrant) provided public comment. DuPerre manages West Towne Mall and provided an overview of recent investments on the property.

Dan McAuliffe gave a presentation regarding the plan.

Bulgrin questioned the impact of proactive zoning on current businesses in the plan area. Several EDC members and staff conversed on what the impact might be.

Mendoza expressed concern about residents being priced out of the neighborhood.

Wehelie inquired about whether or not a formal RESJI Analysis had been completed for the plan; it had not.

Furman represents the planning area and expressed support for the plan.

EDC members discussed several options for a recommendation regarding the plan.

A motion was made by Furman, seconded by Lemmer, to Adopt the Odana Area Plan and Return to Lead with the Following Recommendation: RESJI analysis be done on the plan, but the RESJI Analysis and the Plan need not return to the EDC for formal action once completed. The motion passed by voice vote.

DISCUSSION ITEMS

3. [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](#)
- Ouk provided an update regarding SBER COVID Grants and the Madison Pop Up Shop Program.
- EDC members discussed whether or not pop-up tenants in direct competition with in-line retailers should be placed right next to each other. There was varying opinions on the matter.
- EDC members asked that the selected pop-up retailers be invited to a future meeting once they have been selected.
4. [60990](#) Equitable Economic Response and Recovery
- 1) City efforts underway
2) Economy and Culture Recovery Team
3) Open discussion regarding Economic Development Committee and Economic Development Division related goals and work
- Mikolajewski gave an overview of the City's allocation of ARPA funding.
5. [66487](#) Discussion Regarding Format of Future EDC Meetings
- The EDC agreed to continue with a virtual format through the end of the year.
6. [27862](#) Introduction of New Items from the Floor
- The EDC asked that the Streatery Program be brought to a future EDC meeting for additional discussion.
- The EDC also requested that the Black, Latino, and Hmong Chambers be invited back to a future meeting.
7. [45135](#) Next Meeting
- August 18, 2021.

ADJOURNMENT

A motion was made by Bulgrin, seconded by Mendoza, to Adjourn at 7:08pm. The motion passed by voice vote.