



City of Madison Meeting Minutes - Final

City of Madison
Madison, WI 53703
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COMMUNITY DEVELOPMENT BLOCK GRANT COMMISSION

Monday, June 26, 2006

5:00 PM

210 Martin Luther King, Jr. Blvd.
Room 310 (City County Building)

Note New Room Location

ROLL CALL

Present: Ald. Cindy Thomas, Ald. Santiago Rosas, Kristina L. Dux, Arthur V. Robinson, Sophia Angelina Estante, Carl G. Silverman, Justin O. Markofski and Charlie R. Sanders

Excused: Steven C. Bartlett

Staff present: Hickory Hurie, Mary Charnitz, Barb Constans, Nancy Dungan, Pam Rood, Audrey Short, Sue Wallinger

WELCOME

Estante called the meeting to order at 5:03 PM.

SPECIAL ITEM: PRESENTATION BY APPLICANT AGENCIES OF PROPOSALS TO ADDRESS THE OBJECTIVE OF ECONOMIC DEVELOPMENT AND NEIGHBORHOOD CIVIC PLACES

African American/Black Business Association (AABBA), Smarter Black Business (E-1), Nedra Bobo, President, Milele Anana, Ray Allen

Bobo introduced her group and the proposal AABBA submitted for funding. She said there is a need for the kind of assistance AABBA provides to African American/Black businesses. She said that AABBA's mission is to promote economic capabilities of the African American/Black community.

Bobo presented data regarding African American/Black business startups and said that business startups are usually successful. However, once started, the businesses are not as successful at staying in operation. AABBA's goal is to change that trend with funds provided by the CD Office.

AABBA plans to hire a consultant to conduct a survey of African American/Black businesses in the community to assess which 20 businesses would best participate in their program. Their specific plan after the initial assessment is to develop business plans for two businesses and increase profitability for 15 businesses. AABBA will have an advisory committee of various community members.

Estante asked for questions from Commissioners.

Discussion highlights:

- AABBA has been providing their services informally over the past year and will be providing more counseling for established business.*
- They have estimated the program costs to be about \$42 per hour for business consultations.*

- *Dr. Clark of MATC is a member of AABBA's board and provides information and economic outreach.*
- *AABBA has met with Madison Development Corporation's (MDC) president and vice-president, and Bobo said that MDC will assist them in coordinating loan papers and be a part of AABBA's advisory committee.*
- *AABBA will be fundraising and looking for other fund sources besides CDBG to maintain long-term sustainability of their program.*

Building & Construction Trades Council of South Central WI, Skilled Trades Apprenticeship Readiness Training (N-2), Earl Buford, Scott Vaughn, Mary Watrud

As a point of order, Rosas disclosed that he has worked with this group more than one year ago. Hurie said that if it has been more than one year since working with them, then HUD would find no conflict of interest.

Watrud said that the focus of the Buildings and Construction Trades Council's proposal is to help people, particularly low income, minority, and female residents, get into building trades apprenticeships. She said that apprenticeships typically start at \$12/hour plus benefits and require minimal set up time. Recruits will be started in apprenticeships as soon as possible. The Council is especially interested in recruiting residents from the Allied Drive area for the program, especially participants in the MAPS program.

Buford added that the Council tries to pull together and work jointly with other apprenticeship programs. They also try to employ people from distressed neighborhoods.

Estante asked for questions from Commissioners.

Discussion highlights:

- *Due to the aging workforce, the need is high for new apprentices.*
- *The trades are well paying professions, and new professionals will be needed as workforce professionals numbers decline.*
- *Curriculum will include reading, math, and spatial training.*
- *The Council hopes to have 100% of their program participants meet the apprenticeships standards.*
- *The program cost is \$960/person with a total of 80 persons.*
- *The Council now has the license to administer tests.*

Common Wealth Development (CWD), Inc., Madison Public Market (E-3), Marianne Morton and Richard Sloane of CWD and Jim Bower of Blue Planet

Morton said that CWD, in collaboration with Blue Planet and other partners, is asking for seed money to open a public, year-round, indoor market that would have a broadly inclusive customer base and over 40 permanent vending stalls. She said Madison Public Market would have three main goals: (1) to expand the local food economy by offering a seven-day market for locally grown food; (2) to serve as an economic development generator and a business incubator, creating 120 new full-time jobs for residents; and (3) to provide a vibrant, diverse public space.

Bower said that public markets are nothing new. He said that they usually have a very strong economic impact on the community, encouraging a wide range of businesses and ethnicities to participate.

Estante asked for questions from Commissioners.

Discussion highlights:

- *Food will be a big part of the market, but other products will also be offered.*
- *The Madison Public Market would not compete with local farmers' markets.*
- *CWD has not yet selected a location for the market, but they are working on it.*
- *Some seasonal produce will come from other parts of country during the winter months here.*
- *CWD has been working with the Wisconsin Department of Commerce and others in the pre-development phase.*

Latino Chamber of Commerce, Latino Chamber of Commerce Small Business Initiative (E-4), Juan Jose Lopez, Noemi Mendoza, Jay Jurado

As a point of order, Rosas disclosed that he has worked with this group more than one year ago. Hurie said that if it has been more than one year since working with them, then HUD would find no conflict of interest.

Lopez said the Latino Chamber of Commerce is seeking funding to support and assist 25 Latino individuals in initiating or expanding their small businesses. Jurado said their strategy is simple - to assist Latino businesses with technical aspects of business startup, such as accounting, permits, etc.

The Latino Chamber of Commerce has been working on a shoestring budget and needs extra funds to meet their goals. Lopez said they are trying to leverage CDBG money to bring in another staff person to fund-raise - for other resources.

Estante asked for questions from Commissioners.

Discussion highlights:

- *Helping educate clients about business plans and helping them to complete their own business plans will be two of the most critical activities.*
- *The Latino Chamber of Commerce chose to ask for only \$55,000 in funding because they wanted to be able succeed with these funds and prove to the CD Office that they could meet their goal of assisting 25 businesses.*
- *Volunteers and new staff will be conducting business counseling.*
- *The organization does not yet have a secretary or accountant to gather statistics, but they will try to get performance indicators to the commission soon.*

Wisconsin Women's Business Initiative Corp. (WWBIC), Jobs, Opportunity, Hope: The Microenterprise Development Continuum (E-5), Wendy Baumann and Julann Jatczak

Baumann showed the commission an article on two businesses already funded by CDBG through WWBIC. She said WWBIC is seeking funds for business education and assistance to accomplish three goals: (1) to provide quality business education and training to get businesses up and running; (2) to provide access to capital in the form of micro loans to businesses targeted in the city of Madison; and (3) to provide business assistance throughout the life of a loan.

WWBIC will leverage CDBG money with state and federal money.

Estante asked for questions from Commissioners.

Discussion highlights:

- *Eight of nine businesses WWBIC has funded are still in operation.*
- *WWBIC assists businesses they fund throughout life of the loan; and even after the loans have been repaid, they have provided counseling and assistance to businesses.*

- Loan amounts range from hundreds of dollars up to \$25,000.
- The Madison WWBIC office has been building its staff over the last two years.

Break: The CDBG Commission recessed for dinner at 6:15 PM.

Estante called the meeting back to order at 6:35 PM.

Atwood Community Center, Kupfer Center Project (Facilities-1), Becky Steinhoff, Executive Director, and Jefren Olsen, Board President

Steinhoff said that the Kupfer Center site dates back to 1880 and is an abandoned manufacturing center. Olsen brought renderings of the rehab of the building. Atwood is doing a major donor cultivation until Spring, 2007, when they will focus on the corporate phase of the community fundraising campaign. The overall project cost is \$10,000,000. Steinhoff said they are looking into new market tax credits and historical building site funds. They plan to have construction completed by the end of 2007 and will occupy the building by the end of 2008.

Estante asked for questions from Commissioners.

Discussion highlights:

- *Atwood expects to see an increase in services, with a 30% increase in the preschool, elementary, middle and high school programs and a doubling of other capacities.*
- *As Atwood grows bigger, it will serve a bigger community. Their geographic service boundary, however, will not change; and they will not compete with other neighborhood centers.*
- *Atwood's current facility size is 22,000 square feet across three buildings with maintenance costs of \$100,000 annually. Their new facility will be 45,000 square feet with an annual operating increase of \$200,000, for a total of \$300,000.*
- *Atwood will not increase programs unless they have funds.*
- *Regarding a concern about site contamination, Atwood spent \$25,000 on environmental investigation, which found mostly surface contamination to 12". The DNR has tentatively approved a remediation plan that will involve removing 18" from the surface soil. They will then have clean fill brought in and put on top of a barrier. They have received a \$300,000 brownfield grant to assist with the environmental remediation.*

Atwood Community Center, Facility Use (C-1), Becky Steinhoff, Executive Director, and Jefren Olsen, Board President

Steinhoff discussed Atwood's facility use proposal. She said they are requesting a \$10,000 increase because Lussier Teen Center needs more funding to be able to operate at its fullest potential.

Estante asked for questions from Commissioners.

Discussion highlights:

- *For children, eligibility for participation in activities at Atwood is based on their GPAs. Mentors help students achieve academic success.*

Boys and Girls Club of Dane County (BGC), Inc., Taft Core (C-2), Marcia Hendrickson, Executive Director, Bonnie Krattiger, Wyolanda Singleton

Hendrickson reviewed BGC-Taft's application for CORE funding with a COLA. She said BGC has been serving the Taft area since 1999 and that their primary focus is youth

development. They have also increased their efforts to provide more family programs and community outreach since 1999.

Estante asked for questions from Commissioners.

Discussion highlights:

- Taft population is becoming more Latino, which presents an issue for BGC because they have no Spanish-speaking staff.
- Outreach efforts to Latinos include creating partnerships with Centro Hispano and other Latino serving agencies, as well as adding other new partnerships.
- BGC provides incentives for participation. As members participate, they earn points, which they may use toward purchasing items at the BGC store.

Boys and Girls Club of Dane County (BGC), Inc., Allied Core (C-3), Marcia Hendrickson, Executive Director, Von Krattiger(?), Wyolanda Singleton

Hendrickson said the new building at Allied has opened, and programs began the on June 19. She said they are requesting CORE funding for the Allied site.

Estante asked for questions from Commissioners.

Discussion highlights:

- The new Tech Center is directed toward adults as well as children.
- The focus of the Tech Center for adults is job preparation using some of Urban League's curriculum. Staff in the Tech Center assists adults with job searches or research for classes.
- Staff has received a lot of positive feedback on the new facility, especially about the safety measures taken in the facility. Challenges that staff will face include expectations among area residents that the center will solve all neighborhood problems, but they are working with other partners, including police, JFF, etc., to meet the challenges of the neighborhood.
- Diversity at Allied is currently better than at Taft due to ads about the center's opening.
- BGC-Allied will work together with the Madison Schools Learning Center, which helps many elementary kids now. BGC will not be competing on any level with the Learning Center. They will work together to make sure programs are complementary to one another.

Bridge Lake Point Waunona (BLW) Neighborhood Center, Facility Management (C-4), Tom Solyst, Cora White, Tanya Armor, and Regina Warren

Warren explained a handout she gave the commission showing how the neighborhood center bridges many gaps in the community. She said BLW's needs include expansion of their Latino program, assistance for the Head Start and Age 4 programs, and more programs for middle school-aged children.

White, Program Coordinator at BLW, shared an article with the group. She said BLW provides programs for children and teens, as well as providing many family resources. She said diverse ethnicities are served at center.

Armor said that the food pantry at BLW serves over 100 families.

Estante asked for questions from Commissioners.

Discussion highlights:

- *BLW does not finance the food pantry. The pantry receives donations primarily from Second Harvest Food Bank.*
- *BLW staff provide education and outreach to pantry customers, as well as education on good eating habits and food preparation.*
- *Food pantry customers include not only unemployed local residents, but also many local elderly or other residents on fixed incomes (e.g., Social Security).*
- *BLW has made a lot of progress in the last three years and will continue to serve the neighborhood provided they receive sufficient funds.*
- *Some of the programs BLW offers include the Latino Family Center, Girl Scouts, a teen program, a preschool for Latino children, and senior programs.*

Vera Court Neighborhood Center (VCNC), Core (C-5), Tom Solyst, Executive Director

Solyst reviewed Vera Court's request for funding in 2006, with a COLA in 2007. He said that the center has established great relationships with community partners and is a strong leader on north side. Solyst also provided some statistics about the Vera Court neighborhood. He said that the Vera neighborhood is a pocket of poverty on the north side where 52% of households are headed by single parents, 30% of the neighborhood residents are children, and 95% of the neighborhood children receive free or reduced lunches. He also pointed to the growing need for services for the Latino population in the Vera neighborhood.

Estante asked for questions from Commissioners.

Discussion highlights:

- *Vera Court's fundraising goal has actually increased, and fundraising expectations are expanding.*

Community Action Coalition (CAC) for South Central WI, Food and Gardens (C-6), Greta Hanson, Executive Director and Chris Brockel, Coordinator of Food Security, Food and Gardens Division

Hanson reviewed CAC's request for funding for its Community Gardens Program and said that new gardens have been added to the program.

Estante asked for questions from Commissioners.

Discussion highlights:

NOTE: Markofski said he would refrain from discussing and voting on gardens due to a possible conflict of interest because of his involvement with Troy Gardens. Estante recommended he talk with Hickory Hurie about whether or not a conflict of interest exists.

- *Gardens are a key element to community development. They bring together diverse groups of people, as well as help them raise food.*
- *Families have one or more garden plots and grow food for their own use or to share with pantries, but they do not sell their produce at the Farmer's Market.*
- *Generally, a community or neighborhood approaches CAC about starting a local garden.*
- *Rosas suggested CAC do outreach to challenged neighborhoods and recommended developing a garden in the Darbo Drive area.*

Neighborhood House Community Center, Inc., Facility Use (C-8), Linda Weyenberg, Executive Director

Weyenberg went over Neighborhood House's funding proposal for 2006-07 and said they are requesting a 4% COLA. She also said that Neighborhood House is the oldest community center in Madison and has been operating since 1916. The center has much diversity, is a focal point of the neighborhood, provides meeting space and space for other groups, and offers a variety of programs, including dance, fencing, karate, and language programs. More than 51% of the local population is low income.

Estante asked for questions from Commissioners.

Discussion highlights:

- Neighborhood House has submitted an updated budget.

Wexford Ridge Neighborhood Center, Facility Use (C-9), Paul Terranova, Executive Director and Tracy Benson

Terranova reviewed Wexford's request for facility use funding. He said that the center is located in three, two-bedroom apartments in the Wexford Ridge apartments complex. They have developed a partnership with the school district to provide a site for their new building.

Among their programs is a neutral site program where high school teachers come to the center to work with students who have been expelled or who don't go to school regularly.

Terranova said that senior programs are taking off and that MSCR senior programs have signed on to provide women's group activities at the new center.

Estante asked for questions from Commissioners.

Discussion highlights:

- The center has had mixed results with monitoring education programs at its community education center. They have been able to track middle school grades, but elementary education programs have been harder to track because teachers have generally not responded to the questionnaire that the center has sent them.
- Wexford's total 2006 budget is \$335,228, which includes a request for facility use funding from CDBG of \$28,421 in 2006.

Wil-Mar Neighborhood Center, Core (C-10), Gary Kallas, Executive Director

Kallas said that Wil-Mar is a good investment, but has become challenged. The center has helped turn the neighborhood around since the 1990's. Kallas said many success stories have come from center due to CD money. The challenge they face now is fundraising. Kallas said that although fundraising has become more difficult, Wil-Mar is raising nearly 37% of its budget. However, he said they are now stretched to the limit of how much they can fund raise.

Estante asked for questions from Commissioners.

Discussion highlights:

- Wil-Mar has a nine-week summer camp program and is a licensed childcare facility.
- Many success stories have come out of Wil-Mar's efforts to assist families in need.
- Wil-Mar had some of its senior participants write memoirs.
- Wil-Mar conducts many social events and helps the neediest neighborhood families.

Wisconsin Youth Company, Inc., Center Operations (C-11), Nancy Goodell, Executive Director and Lisa Subach

Goodell said that Wisconsin Youth and Family Center (WYFC) serves the southwest area of Madison and has been operating since 1974. WYFC primarily provides after-school programs to youth at many schools in Madison. Goodell said that southwest Madison has changed significantly, and in addition to increased safety issues, the area has an increased need for programs.

Goodell said the Wisconsin Youth Company had never thought of itself as a "neighborhood center," but that is what they've become recently due to the emerging needs of the southwest side. They are converting office space into program space, and they need funds to cover operating expenses. She said the City gave the center \$40,000 in operating expenses last year, but due to increased maintenance needs and greater overhead costs, WYFC is asking for an increase to \$50,000.

Estante asked for questions from Commissioners.

Discussion highlights:

- The original mission of the Wisconsin Youth Center was to provide educational and recreational programs for children.*
- The WYFC is not really a neighborhood center, but they have been functioning as one to help meet the needs of the southwest side and have begun offering programs for seniors and families.*
- The facility is 10,000 square feet in size and has a gym, art room, science room, kitchen, and multi-purpose room.*
- The WYFC is across from Elver Park.*
- This is the third year that WYFC has sponsored a leadership program for older children ages 10-15.*
- In response to the hazards for pedestrians on McKenna Boulevard, the WYFC has acquired a huge fleet of vans to transport a large number of children living around Elver Park to and from their homes.*
- The WYFC has arranged with their insurance company to operate the vans on a vendor model, and various internal divisions of WYFC have to rent the vehicles.*

CD staff have recommended that the Wisconsin Youth Company, Inc., Gym Divider (Facilities-2) proposal be considered as part of the Acquisition/Rehab Proposal review at the September commission meeting.

After presentations were finished, Hurie asked commissioners to fill out and turn in their goldenrod rating sheets.

ADJOURNMENT

Rosas moved to adjourn the meeting. Robinson seconded, and commissioners voted unanimously to adjourn at 9:05 PM.

*Respectfully submitted,
Anne Kenny*