



City of Madison

Meeting Minutes - Final

ECONOMIC DEVELOPMENT COMMISSION

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

Wednesday, June 6, 2007

5:00 PM

Warner Park Community Center
1625 Northport Drive

1 CALL TO ORDER / ROLL CALL

The meeting was called to order at 5:08 pm

Michael Still arrived at 5:10 pm; Ralph Kauten at 5:20 pm.

Present: Patricia E. Jenkins, Zachariah Brandon, Susan M. Gleason, Richard A. Slone, Sandra J. Torkildson, Thomas W. Still, Mark D. Bugher, Edward G. Clarke and Ralph Kauten

Excused: Michael E. Falk and Jeff C. Erlanger

Vicky Selkove, future EDC member, was introduced. Her EDC appointment will start June 19.

Sandi Torkildson, owner of A Room of One's Own, is the new EDC member representing small business. Sandi has owned this business for 33 years. She replaces Alder Mark Clear.

2 PUBLIC COMMENT

None

3 MINUTES OF THE MAY 2, 2007 MEETING

There was a motion by Ed Clarke and seconded by Sue Gleason, to approve the minutes. The motion passed by acclamation.

4 NORTHSIDE BUSINESS OVERVIEW

Stacey Schultz, past Northside Business Association (NBA) President and Rylee Wedekind, current NBA Vice President, explained the NBA mission of promoting economic development on the Northside for business and residents. The NBA was started in 1992 and currently has 80 members. They meet 8 times per year. Their boundaries are Aldermanic districts 12 and 18.

NBA Concerns:

1. Traffic flow on North Sherman Avenue

Rumors of adding turning lanes, pedestrian crossings, and bike lanes. The NBA wants to be involved but doesn't know what is happening. There is a rumor of a traffic/pedestrian study to be started by the City. The NBA does not know the City's vision for the Northside. Alder Brandon urged them to contact the Pedestrian Bike Commission and City staff Dan McCormick and David Dryer, and Alders Compton, Webber and Skidmore to be proactive and get involved in what the City is doing.

2. NBA wants a level playing field -- does not like City laws superseding State laws.

Examples are Madison's non-smoking ordinance and minimum wage ordinance. These put Madison businesses at a disadvantage to similar businesses located across the

street in other towns.

3. NBA is concerned about the recent spike in crime, especially in the Downtown and the Northside. The NBA was encouraged by EDC members to work with other business associations to speak as a united voice. They should contact the Northside Police Captain who directs the work of the Community Policing Team (CPT). Also NBA should attend the meetings of the Metropolitan Neighborhood Business Council, held at the Chamber of Commerce, to interact with other business associations.

Mark Olinger, Director of DPCED, explained that North Sherman Ave is in the target area of the Facade Improvement Grant Program. No Northside business has yet to take advantage of this program. He also talked about the City's involvement with the Northside Towne Center Mall signage and interactions with the mall's owners, the Bruns. He also mentioned the start of the Northside Neighborhood Concentration Plan process which includes the Northside Town Center Mall. The NBA can participate in this process along with the Northside Planning Council and other groups.

The Office of Business Resources staff is willing to come to an NBA meeting to talk about the Facade Improvement Grant and other business related issues. The NBA can also participate in the upcoming 3-5 Year Economic Development Strategic Implementation Plan process.

**5 3 - 5 YEAR ECONOMIC DEVELOPMENT STRATEGY IMPLEMENTATION PLAN
SUBCOMMITTEE REPORT**

Mark Olinger announced the RFQ was posted on June 5. It is posted on the Wisconsin Economic Development Association (WEDA) website, the OBR website, the City's website, the American Planning Assoc (APA) website and the Wisconsin Chapter of APA website. It will also be posted on the International Economic Development Council (IEDC) website. It was sent to many consultants directly and to the EDC members.

Ed Clarke, Sue Gleason and Mark Bugher will be in the submittal review and interview groups.

**6 DEPARTMENT OF PLANNING AND COMMUNITY AND ECONOMIC
DEVELOPMENT REPORT**

Matt Mikolajewski, the new Manager of the Office of Business Resources, was introduced. Matt, a West Allis native, attended undergraduate school at the UW-Madison and received his Masters degree in Urban and Regional Planning from UW-Milwaukee. After working for the Village of Elm Grove and as director of the Wauwatosa Economic Development Corp for three years, where he administered a facade improvement program, a revolving loan program and participated in long range planning projects, he looks forward to working and living in Madison.

7 COMMON COUNCIL UPDATE

Alder Brandon explained that the TIF Policy Committee is still working on updating the policy, and the equity kicker component of the policy is still being discussed. He wants to make economic development the number one priority of the TIF policy.

Alder Brandon is on the newly formed CARPC (Capital Area Regional Planning Commission). While this type of commission historically deals with water and sewer issues, he will work to make economic development a focus of the group.

The Neighborhood Conservation Districts ordinance was passed at the last Common

Council meeting. These are an overlay district to conserve distinguishing characteristics in an area that has at least 8 block faces. It is not a historic preservation district and does not supersede existing zoning districts. This will recognize and save the eclectic nature of an area. The process to create a district can be started by businesses or residents and must receive Common Council approval to begin the planning process and to accept the district plan. It is a lengthy process.

8 CHAIRPERSON'S REPORT

Chairperson Mark Bugher explained that Vicky Selkove will replace Michael Falk, who has resigned from the EDC.

He asked for suggestions for places to hold future meetings of the EDC.

The next EDC meeting is July 11.

9 ADJOURNMENT

There was a motion by Ed Clarke, seconded by Thomas Still, to adjourn. The motion passed by acclamation, and the meeting adjourned at 6:34 p.m.