



# City of Madison

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

## Meeting Minutes - Draft ECONOMIC DEVELOPMENT COMMISSION

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Wednesday, February 27, 2008

5:00 PM

United Way of Dane County  
Evjue Boardroom  
2059 Atwood Avenue

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### CALL TO ORDER / ROLL CALL

The meeting was called to order at 5:08 pm.

**Present:** 6 -

Victoria S. Selkove; Susan M. Gleason; Richard A. Slone; Sandra J. Torkildson; Edward G. Clarke and Ralph Kauten

**Excused:** 3 -

Peng Her; Zachariah Brandon and Noel T. Radomski

Also present: Mario Mendoza, Matthew B. Mikolajewski, Peggy Yessa.

### APPROVAL OF MINUTES

Edward Clarke moved and Richard Slone seconded to Approve the Minutes of the January 9, 2008 meeting. The motion passed by voice vote.

1      [09033](#)      3 - 5 Year Strategic Economic Development Implementation Plan

**Attachments:**      [CouncilPresentation20080303.pdf](#)  
                                 [DraftEDPlanEDC2-27-08.pdf](#)  
                                 [Housing Committee Communications.pdf](#)

Mr. Tom Ticknor discussed his PowerPoint presentation

Frank Staniszewski, President of Madison Development Corp., commented on slide #44 and the minimal cost listed for development and implementation of a customer service plan. He noted this would require training of staff and could be more specific.

Phyllis Wilhelm, Director of Economic Development for MG&E, stressed the important role that the tourism industry plays within the Madison economy.

Deb Archer, President of Greater Madison Convention and Visitors Bureau (GMCVB), spoke of her email to Tom Ticknor asking that the GMCVB be included as a team member with the City of Madison in economic development

efforts. Also she would like to the room tax added to the toolkit as an investment in economic development. She also noted Monona Terrace's efforts in customer service as exemplary.

Mr. Ticknor mentioned university cities are attractive places for retirees with high incomes to live in. The way to reach these retirees is often through their tourism and convention contacts.

Mary Carbine, Executive Director of Madison Central Business Improvement District, spoke about the importance of a comprehensive communications strategy and inquired about its cost.

Carole Schaeffer, Executive Director of Smart Growth Greater Madison, commended the City and the EDC for doing this plan and recommending more public/private partnerships. She is concerned that TIF is not used as a recruiting tool in Madison as it is in other communities. She also pointed out that a cost/benefit analysis could show that TIF assistance is not "developer welfare."

John Rothschild questioned Mr. Ticknor's comment that the City of Madison does not consider the fiscal impact of any of its projects. Mr. Ticknor and staff will check this statement for accuracy.

Rick Richards, Progressive Dane, asked if the plan could prioritize basic sector development by offering incentives to companies that bring and keep money in the local economy instead of sending it to corporate headquarters located elsewhere and could the plan look at the major areas the City spends money in and attract these companies here. He also asked Mr. Ticknor how the draft plan addresses Madison competing with other areas in Dane County?

Mr. Ticknor explained that TIF and development approval changes could help attract businesses to the City.

Alder Lauren Cnare questioned if the City was moving up from the minor leagues to the major leagues.

Mr. Ticknor noted that he believed the City was, and that it might be necessary to bring in more people and greater public/private partnership to assist with this movement from the minor to major leagues.

Todd Brei, Voltedge-a marketing and branding firm, said Austin Texas is a good example of what a city could do to promote economic development. He would like the plan to call for more collaboration with other peer cities, and not compete with these cities.

Ralph Kauten wondered why the income for Madison residents is down. Is it because the higher income people are moving out of Madison, or are companies outside of Madison paying higher salaries? He thinks the plan might suggest different approaches depending on the cause of Madison's decreasing income.

Sue Gleason noted the decrease in State jobs that pay higher wages might account for this. Mr. Ticknor will try to get income data by place of employment rather than place of residence.

Ed Clarke had these comments:

- The plan needs to show metrics, especially on Slide 22.
- The TIF policy change recommendations need to be more specific.
- Greater emphasis on job training, slide 20, needs more explanation.
- The emphasis on culture change in the City is appreciated and perhaps the DPCED could go through the Malcolm Baldrige certification process.

Mr. Clarke also would like the plan to show more trends, and suggested that the first priorities of the plan be focused on what the City can do and control, such as TIF.

Vicky Selkove called for the plan to include more specifics especially on how do we know when the plan goals are achieved? Also what is the vision that this plan creates? And what do we get for our money even if the goals are not met?

Mr. Ticknor commented that economic development should be viewed as an investment, and not just as an expense.

Sandy Torkildson expressed concern on public/ private efforts and the issue of transparency and privacy. She also wants "blue collar" job creation.

Ralph Kauten spoke about the power of written goals to motivate and focus the City's efforts and the need for showing the fiscal impact of this plan.

Sue Gleason explained that often, despite the best programs and intentions, outside economic factors can cause job creation and business attractions efforts to fall short of achieving their goals. She suggested the plan call for doing everything it can to create an environment that businesses can grow in. She also mentioned tax base sharing as a way to regionally collaborate, not compete.

Mr. Ticknor explained the plan suggests Madison as a leader and maybe tax base sharing is a longer-range goal.

Ed Clarke suggested trend data could help distinguish macro-economic factors from micro-economic factors and goals.

Richard Slone asked how the plan can foster economic development of all the components that make up Madison.

Mr. Ticknor observed that Madison has a comprehensive plan and many neighborhood plans. The economic development plan was adopted in 1983 and needs to be updated as well.

Vicky Selkove questioned why the plan calls for strong public/private partnerships when the peer cities do not have any. Also, what about workforce development in the plan?

Mr. Ticknor mentioned that the peer cities do not deal with workforce development because it is too expensive. Technical colleges and other educational institutions usually handle it. The City could act as a convener of appropriate workforce development agencies - including non-profits, neighborhoods and the private sector.

Sue Gleason wants the plan to focus on basic sector job creation because why train workers if there are no job opportunities?

Members of the EDC were encouraged to send any additional comments to Mr. Ticknor via email. Mr. Ticknor will be back in Madison on March 3, 2008 to present another draft of the plan that includes these comments to the Common Council Committee of a Whole. He will also be presenting the draft plan on March 25.

**The EDC discussed meeting in one week on March 5. They felt it was not necessary to meet and asked to cancel the meeting.**

## **ADJOURNMENT**

**Vicky Selkove made a motion to adjourn and Richard Slone seconded it. The motion passed by voice vote and the meeting adjourned at 7:36 pm.**