



City of Madison

City of Madison
Madison, WI 53703
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Meeting Minutes - Draft ECONOMIC DEVELOPMENT COMMISSION

Wednesday, June 4, 2008

5:00 PM

215 Martin Luther King, Jr. Blvd
Room LL130 (Madison Municipal Building)

1 CALL TO ORDER / ROLL CALL

The meeting was called to order at 5:05 pm.

Present: 7 -

Douglas S. Nelson; Peng Her; Victoria S. Selkove; Susan M. Gleason;
Richard A. Slone; Sandra J. Torkildson and Edward G. Clarke

Absent: 1 -

Zachariah Brandon

Excused: 1 -

Ralph Kauten

Also present were Alder Mark Clear, Alder Brenda Konkell, and Mario Mendoza,
Mayor's Office

2 PUBLIC COMMENT

None

3 APPROVAL OF MINUTES

Ms Selkove noted in Item # 1-Stoughton Road Revitalization Project Plan, that she did not express Alder Palm's and the County Supervisor's concern, only her own about the proposed flyovers as called for in the WiDOT plan.

Mr. Slone moved, seconded by Mr. Clarke, to approve the Minutes as corrected. The motion was passed by voice vote.

INTRODUCTION

Ms. Gleason introduced new EDC member, Douglas Nelson. Mr. Nelson explained he is an Oconomowoc, WI, native and attended UW-Madison. He worked after graduation in Detroit for two years before returning to Wisconsin and Madison to work at Valley Bank. Valley Bank merged with M & I Bank, he moved to Milwaukee, and now is based in Madison.

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3 - 5 Year Strategic Economic Development Implementation Plan

Ms. Gleason mentioned a positive article in the June 2008 issue of the Greater

Madison Chamber of Commerce newsletter about the economic development plan.

Mr. Mikolajewski gave a brief recap of additional work requested of Mr. Ticknor by the ED Plan Subcommittee to complete the plan. He mentioned several conference calls were held with Mr. Ticknor, Ms. Gleason, Ms. Yessa, and him. As a follow-up to the calls, Mr. Ticknor provided:

1. The vignettes which summarize his interviews and the examples he mentioned in various presentations.
2. Additional detail and more rationale in the recommendations section. A key change in the recommendations was deleting recommendation Number 1 and working it into the other recommendations.

Mr. Mikolajewski explained that staff is redrafting and reformatting the PowerPoint document to be more reader friendly by rearranging the text, but not adding new text. Charts will be put in the appendices and not in the text to make the plan more readable.

Mr. Slone asked Ms. Gleason if the workforce training and level of poverty issues were discussed with Mr. Ticknor. Ms. Gleason said middle-skill job opportunities and the school issue are mentioned in the vignettes. She said the EDC Workforce Development Subcommittee could take up these issues.

Ms. Selkove asked how the vignettes would be used in the final plan. Mr. Mikolajewski said these would be placed in the sidebars of the plan.

Ms. Gleason asked Mr. Mikolajewski if he is comfortable with the additional work Mr. Ticknor provided. Mr. Mikolajewski confirmed he is comfortable with what Mr. Ticknor provided.

Ms. Selkove said the extra language from Mr. Ticknor is good and fleshes out the recommendations. She also appreciates the work staff has done on the plan.

Mr. Clarke questioned if the language in section 4. Toolkit, Rationale (on page 12) about TIF was detailed enough. Mr. Mikolajewski explained that Mr. Ticknor realized the TIF Policy Group is still working and there is concern about Mr. Ticknor diving into this group's work. Ms. Torkildson would like the "instead of housing and retail projects" phrase removed. Mr. Clarke noted this language might exclude mixed-use developments from receiving TIF and there is a need to rehab workforce housing. Ms. Gleason is in favor of keeping the language in, as this is the economic development plan and not the TIF policy, however she is OK with its removal if the rest of the EDC concurs on its removal. Mr. Nelson said the tone is still set without this phrase and the details would be set by the TIF Policy reviewers.

Ms. Selkove asked to combine the two bullets under Recommendation 5-3 into one bullet. Mr. Clarke also noted the text under the implementation steps does not always match the text in the corresponding chart. Mr. Mikolajewski noted that the language in the charts summarized the text language. He explained the two sample page layouts; one with charts and one with the chart information integrated into the text. He asked the EDC for their preference of layouts to use in the final plan. Ms. Selkove suggested keeping the chart in the appendix for those readers who want to do a quick scan of it. Alder Konkel liked the idea of the charts in the appendix also. Ms. Gleason asked staff to make sure the language in the text matched the chart language and to imbed the chart in the text and have the charts in the appendices.

Ms. Gleason noted the letter from the Northside Planning Council did not suggest changes to the plan, rather how they want to go forward. She would like to invite the NSPC to the next EDC meeting to further discuss their letter.

Mr. Clarke moved, seconded by Mr. Slone, to invite the NSPC to the July 2nd EDC meeting. The motion was passed by voice vote.

Ms. Gleason then asked the EDC to accept the Ticknor document and move forward with talking to the Alders about the economic development plan. Mr. Slone expressed concern about the grammatical errors and chart language inconsistencies. Mr. Clarke suggested staff prepare the final plan document and have Mr. Ticknor sign-off on the finished plan before close-out of Mr. Ticknor's contract. He also would like to replace the bullets with a letter making the recommendations in a true outline format.

A question was asked if the City has any internal documentation of the work that is done by contractors. Staff will check with the Purchasing Department. Ms. Gleason reminded the EDC that this was a low budget plan and much of Mr. Ticknor's time was used in the interviews. She also mentioned that the City of Racine is doing an economic strategy plan for \$200,000. Alder Konkel stated that the same type of problem occurred with the Inclusionary Zoning Study. It was a low cost project and the study did not produce all that had been expected. Mr. Mendoza stated that this is an institutional issue and not an isolated issue. He explained he thinks the benefit of the plan was in its outreach of economic development issues to the community. This plan also gets out of 1983 plan and into a 2008 plan.

Mr. Slone said if there is no money for these things then staff will have to "unslopify" it and make it more readable. He agreed the substance of it was good.

Ms. Gleason mentioned we knew up front that staff would have to do a lot of work on the plan; however, she did not expect that staff would have to do the back-end work.

Mr. Nelson suggested it makes sense for staff to finish the plan and get Mr. Ticknor to sign off on it.

Alder Clear asked about the proposed June 17 meeting of the EDC and Alders. Ms. Gleason explained the meeting is to present the plan to Council and get their feedback. Alder Konkel explained that Council can "accept" a report and that a resolution is needed to get action on the report.

Alder Brandon arrived at 6:07 pm.

Present: 8 -

Douglas S. Nelson; Peng Her; Zachariah Brandon; Victoria S. Selkove;
Susan M. Gleason; Richard A. Slone; Sandra J. Torkildson and Edward G. Clarke

Excused: 1 -

Ralph Kauten

Mr. Slone asked if the ED Plan Subcommittee should meet one more time to review the final plan before the meeting with the Alders? Mr. Clarke said an option is to go to

the Council with just the draft recommendations. Ms. Selkove noted there has been ample opportunity for Council to give feedback on the plan. She would like the meeting to ask "what next?" Mr. Her agreed that the plan should be finalized before the Alder meeting.

Alder Brandon thinks attendance at the June Council meeting will be low and wondered if the meeting about the plan would be fruitful. Alder Konkel views the meeting as a time to communicate on economic development issues. Alder Brandon thinks many Alders did not read the entire draft of the plan and he heard comments at the beginning of the process but not lately.

Alder Brandon explained that Alders, staff and the public would be at the meeting.

Ms Gleason set a timeline to have a final document for the June 17 meeting with the Alders. The EDC could then discuss a resolution at the July 2 meeting and then send it to Council for action.

Mr. Clarke asked the June 17 meeting with the Alders to ask the Council:

1. What they don't understand
2. What does the Council see as issues
3. What insights does the Council have on what to do next
4. Clarify any issues they have with the plan.

Mr. Mikolajewski asked if staff or the EDC should present the plan at the meeting? Ms. Gleason will do an introduction and Mr. Mikolajewski will review the process and initiate conversation to start and not go recommendation by recommendation.

Mr. Mikolajewski asked the EDC when we should pay Mr. Ticknor for the balance of his work. Mr. Clarke suggested when staff has completed the final plan and Mr. Ticknor has signed off on it.

Alder Brandon moved, seconded by Ms. Selkove, to pay Mr. Ticknor upon his signing the final document. The motion was passed by voice vote.

REPORT

Ms. Gleason told the EDC she has accepted a new position with THRIVE (the Madison Region Economic Development Enterprise) beginning at the end of June. She will remain on the EDC, however not as chairperson. She will abstain when any issues with THIRIVE come up before the EDC. She also mentioned Noel Radomski has resigned from the EDC. A new member, Mr. Joseph Boucher, will be appointed to the EDC by the Common Council on June 17. Ms. Gleason expressed a desire to see more diversity on the EDC.

5 ADJOURNMENT

A motion was made by Mr. Clarke, seconded by Ms. Selkove, to Adjourn. The motion passed by voice vote and the meeting was adjourned at 6:24 pm.