



City of Madison

City of Madison
Madison, WI 53703
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Meeting Minutes - Approved COMMUNITY DEVELOPMENT BLOCK GRANT COMMISSION

Monday, June 30, 2008

5:00 PM

210 Martin Luther King, Jr. Blvd.
Room 201(City County Building)

CALL TO ORDER / ROLL CALL

Charlie Sanders called the meeting to order at 5:15 p.m.

Present: 7 -

Carl G. Silverman; Thuy Pham-Remmele; Monya A. Choudhury; Arthur V. Robinson; Steven C. Bartlett; Justin O. Markofski and Charlie R. Sanders

Excused: 3 -

Tim Bruer; Marsha A. Rummel and Lina Trivedi

Staff Present: Mary Charnitz, Nancy Dungan, Pam Rood, Audrey Short, Sue Wallinger, Anne Kenny

PUBLIC COMMENT

No one from the public registered to speak under this item.

WELCOME FROM THE CHAIR

Sanders explained that tonight's agenda focuses on presentations by applicants of their proposals for 2009-2010 funds. Following each presentation, Commissioners may ask questions of agency representatives about their proposals.

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

The Community Development Block Grant Commission will hear from applicants for 2009-2010 CDBG, HOME, and City funds. Each agency has been requested to briefly describe the major goals, participants, and benefits of their project.

5:15

[10974](#)

Wisconsin Women's Business Initiative Corporation (WWBIC), Micro Enterprise Development Continuum (E1)

Julann Jatzcak, Dan Beccue, and Arlene Bollig

Jatzcak said that WWBIC is located in the Villager Mall and serves not only

Madison, but also South Central Wisconsin. She explained WWBIC's request is for CDBG funding for their Micro-Enterprise Continuum programs. WWBIC's clients are mostly low- and moderate-income women and minorities. In addition to providing loans to eligible businesses, WWBIC proposes to provide business education, financial workshops, and bilingual counseling services.

Loan Officer Dan Beccue said that WWBIC's loan volume has increased since 2006 when they started their business loan fund with \$66,300 to four clients. In 2007, that amount grew to \$98,921 including program income, and WWBIC closed four more loans. In 2008, their loan fund and program income is up to \$125,550. They have approved five loans totaling \$97,200 from January to May 2008.

Arlene Bollig said that she provides bilingual counseling to South Central Wisconsin and collaborates with the Latino Chamber of Commerce. They have served 230 clients.

Discussion highlights:

- WWBIC's assisted businesses have created and retained 20 FTE jobs. Less than 5% of their loans have been written off, and 95% are still active.
- Some of the clients WWBIC serves only take classes and do not apply for business loans.
- WWBIC has made 18 business loans to date. Fifteen of those businesses are still active. Three of the businesses that received loans have closed, but two of those are still paying on their loans from WWBIC.
- WWBIC will continue its collaboration with the Latino Chamber of Commerce.
- In 2007, WWBIC provided four loans to businesses, which created 5.5 jobs. Since 2006, 24 jobs have been retained in Madison through businesses funded by WWBIC.
- Participation in WWBIC's training classes varies. They have a 75% completion rate in their 15-week Start Smart program.
- WWBIC provides outreach to the Hmong community.

WWBIC tries to meet with as many people interested in business loans as they can and to make as many connections as possible.

5:30 [10976](#)

Madison Northside Planning Council, Northside Economic Development Study, (E2)

Tim Carlisle, Lead Organizer and Helen Marks Dicks, Council Co-Chair

Marks Dicks said that the NPC is a coalition of neighborhood associations, community organizations, and businesses. The NPC has successfully worked in partnership with the CDBG Office in the past, for example, at Warner Park Community Recreation Center and Troy Gardens. After 15 years of working

together, the NPC wants to bring the partnership to a new level to think about the future. Their number one priority is planning.

Carlisle said that the north side has a unique workforce: 80% of workers do not have a bachelor's degrees, and many are blue-collar workers. The north side has plenty of workforce housing, as well as lots of transportation access. The north side has more home-based businesses than other part of Madison.

Carlisle said that the NPC is requesting CDBG funds to do an economic development study.

Alder Michael Schumacher said he had not seen the application until last Friday. He said that the City has just sent out an RFP for a market study and asked how the NPC's study would differ from the study requested by the City. Carlisle said that the City is only studying broad trends, whereas the NPC's study would focus on specifics. Schumacher asked how the NPC would conduct its analysis, and Carlisle said it could be done in different ways, such as through an RFP.

Discussion highlights:

- The NPC has not identified any experts to do the study yet.
- The Northside Business Plan is going into practice, and the NPC is seeking CDBG funds to take the plan to the next step.
- The NPC hopes to supplement CDBG funds with other funds and would be open to conditions of City agencies helping with the study.

5:45 [10978](#)

Latino Chamber of Commerce of Dane County, Latino Business Development, (E3)

Gabe Sanchez, President of the LCC, Juan Carlos Reyes, and Juan Jose Lopez

Sanchez said that the LCC continues to expand its programs and to provide outreach and technical assistance to Latino businesses. The LCC works with the Multicultural Business Center at MATC's south campus. Sanchez said that LCC is actively pursuing programs and funds for self-sufficiency. They want to establish a full-time executive director position. Sanchez gave his personal commitment to helping LCC become self-sufficient.

Lopez, who is on LCC's board of directors, said the LCC is working toward three major outcomes: 1) to set up new leadership with Gabe Sanchez; 2) to continue providing resources, such as workshops in Spanish; and 3) to create jobs in the Latino community and Madison in general beyond restaurants and grocery stores. Lopez said the LCC has established credibility in the community and broken through the fear barrier that exists among the Latino community in seeking assistance. The LCC needs more funds because they are at a crossroads where additional funds are required for

them to continue to prosper.

Discussion highlights:

- The LCC assists Harry Truman College with the certification process with different jobs, such as forklift operator, for which OSHA pays the tuition and LCC provides referrals to the college.
- The LCC did not have as good a foundation two years ago as they do now and had difficulty reaching its two-year goal of self-sustainability. In the past two years, LCC has lost some key people and membership has changed significantly, which has slowed their progress. But new members with a whole new attitude are helping LCC remain persistent. They believe they will succeed this time now that they have their structure in place.
- MATC/MSCR have both given LCC a formal memorandum of understanding acknowledging their collaboration with LCC.
- LCC will try to get funds to match their CDBG funds for scholarships. Last year, the average scholarship was \$500, and LCC is hoping to raise that to \$1,000 soon.

6:00 [10980](#)

Common Wealth Development, Inc., Madison Public Market, (E4)

Marianne Morton, Executive Director and Jim Bouer, Blue Planet Partners

Bouer said that CWD is requesting capital funds to assist with its four-season public market. Public markets are extraordinary spaces that provide extraordinary economic development opportunities. CWD's public market is at a critical stage of its progress. They have done two years of predevelopment, market research, and site location. The site will likely be the Brayton Lot currently owned by City Parking Utility and the State of Wisconsin.

The public market will provide 42,000 square feet of market space, which will accommodate 41 locally owned businesses, including a number of minority-owned and women-owned businesses. CWD is now in the midst of a capital funds campaign, and they hope to leverage other funds with CDBG funds.

Morton said that CWD will be 30 years old next year. CWD's Madison Enterprise Center (MEC) has created over 300 new jobs, and the Main Street Incubator has created 193 new jobs. CWD has a strong background in business incubation. Multi-layered funding, including CDBG funds, is critical to the financial structure of the public market project.

Discussion highlights:

- CWD is requesting money only for 2010.
- The City owns two-thirds of the Brayton Lot, and the State one-third. The State has not yet committed to the sale of its portion of the

Brayton Lot, but the market would work without the State parcel. CWD is pretty comfortable that they will be able to reach an agreement with both the City and the State

- The market will support 41 permanent businesses long-term in addition to 50 stalls.
- Local ownership of businesses in the market will be required. The market doesn't work otherwise.
- The market site will be mixed-use, not a stand-alone project. The Brayton Lot is central to the redevelopment of the area.
- Public markets are difficult to get done, but provide very concentrated job creation. They are a magnet for economic development and can bring in millions of dollars.
- CWD has a list of potential vendors, but it's too early to say for sure who they would be. Lots of vendors have expressed interest in the market.

(2) NEIGHBORHOOD CIVIC PLACES

Charnitz explained that the CDBG Office funds neighborhood centers in one of two ways: either through the Core or Facility Use funding models. She described how Core funding developed in the 1990's when a committee of City, County, and school representatives met with both CDBG and OCS representatives to consider more efficient ways to fund centers. The committee piloted three neighborhood centers as Core-funded centers: Wilmar, Allied and South Madison. These three centers used the Core model to fund the overhead costs of the center including the executive director, utilities, financial management, and space rather than the cost allocation method where each program was charged a percentage of overhead based on a particular allocation formula. OCS transferred their City program funds to CDBG for Core administration. The Core method was determined a success, and Vera Court was added to the Core model. With tighter budgets in the last few years, City money has become less available for Core funding, and no additional centers were added as core centers. The other neighborhood centers have been funded on the Facility Use model. Facility Use pays both administration and direct costs associated with outside groups meeting or providing programs at the center

This year, both Wexford and Atwood applied for expansion funds to their existing to Facility Use funds because of their new centers and expanded space. East Madison Community center is asking for capacity building funds in addition to Facility Use funds which could translate to CORE funding.

Two years ago, the CDBG Commission faced a dilemma with Core funding when the OCS Commission moved some of its funds from Core to non-center programs. The Mayor restored these cuts to CORE in the City budget. This year, OCS has stated that \$175,000 will be funded to Core without jeopardy.

Nancy Goodell, Executive Director and Jean Colin

Goodell and Colin said that WYC is seeking a continuation of their Facility Use funding from the CDBG Office. A number of different groups use the facility to provide programs to youth, adults, and seniors. WYC provides outreach to involve middle and high school students in programs that help them to socialize and learn new skills. WYC also provides adults with job training.

Discussion highlights:

Silverman said he advocates incentives for participation in recreation programs that are tied to academic achievement programs. Colin said that the Homework Club provides incentives for kids to do well academically.

- Silverman said he advocates incentives for participation in recreation programs that are tied to academic achievement programs. Colin said that the Homework Club provides incentives for kids to do well academically.
- Nancy Goodell said that Memorial students use WYC's recreational facilities as well as their academic programs. WYC encourages students to volunteer with senior lunches and younger kids' lunches. Youth will be running a vending program at WYC this winter.
- Pham-Remmele asked whether the center reaches out to youths in the Park Edge and Park Ridge neighborhoods. She said she requested a meeting with school principals to discuss youth loitering on McKenna Boulevard.
- Colin said that kids in the WYC service area have high needs and that WYC has committed to the youth center and its programs.
- Goodell said that for us, as an organization that provides programming, the Facility Use model has been tricky. The problem is that as a Facility Use-funded entity, we can't use the funds for our programs, which is why we fund our own programs so heavily.
- Charnitz said that since WYC has been funded with City money, CDBG funds cannot supplant City funds due to HUD regulations prohibiting it.

BREAK: The Commission recessed for a dinner break and reconvened after 15 minutes.

6:45 [10998](#)

Wil-Mar Neighborhood Center, Core, (G2)

Gary Kallas, Executive Director

Kallas said that programs are working well at Wil-Mar, and the center is working to develop the community one person at a time. He described the success Wil-Mar has had with its food pantry and said that people in the community leave donations for the pantry on their front porches for Wil-Mar volunteers to collect. One woman in particular had filled her entire porch with food items, explaining that her large donation was her way of repaying Wil-Mar for all the help she had received from the center over the years. Kallas said that the neighborhood has a strong belief in community and in building the community. The center works toward that end by gathering the community at various festivals throughout the year.

Discussion highlights:

- The center plays more of a supportive role in helping students with their schoolwork based on the amount of time students have at the center.

Wil-Mar continues to help kids perform better in school, while also giving them a sense of belonging through use of center programs.

- Kallas said the Commission should look deeper beyond the cost per hour to run programs. Wil-Mar helps people in a number of ways and doesn't count the thousands of people who show up at its festivals in its reports to the City. If they counted all those who participated at festivals, Wil-Mar's cost per participant would be about 33 cents.

7:00 [11000](#)

Wexford Ridge Neighborhood Center, Facility Use (G3)

Paul Terranova, Executive Director

Terranova introduced various participants to speak about their experiences at the center and about the new expanded facilities, which will open this fall.

Erika Braunginn, of the UW-Madison Pre-College Initiative, said that she works to provide outreach about the University to kids at Wexford. Pre-college programs offered at Wexford supplement school programs to ready students for college.

Romilia Schlueter, Director of Partners in Parenting Family Resource Center, said that her group offers parenting programs at Wexford that strengthen families and prevent child abuse, and they will be expanding their programs when the new space opens.

Ingrid Kunder, Director of West Madison Senior Coalition, said that the center offers a nutrition site for seniors and will expand its services at the new location this fall.

Dobbin McNatt, Coordinator for the Wexford Ridge Food Pantry, said that his group is looking forward to moving to the new facility, which will be a better location to serve the community.

Bruce Dahmer, Memorial High Principal, said that the high school offers some of its academic programs off campus at the center. They will do more programs and more mentoring and tutoring at the new center. They have written a grant to provide more opportunities for training at the center and would like to see more teachers to help with academic programs at the new center.

Janet Dyer, Madison School-Community Recreation (MSCR) Supervisor, said that MSCR will be continuing its partnership with Wexford and even expanding when the new center opens. They will be offering preschool for children from birth to five years old at the new center. They will also offer 50-plus fitness and youth dance classes.

Terranova said that MATC will have adult and continuing education programs at the center.

Discussion highlights:

- The new building became a necessity for expanding center programs. Building it next to Jefferson Middle School and Memorial High School allowed the center to stay close to Wexford Ridge Apartments where the center originated.
- Elementary and preschool programs include both opportunities for academic enrichment and arts and expression. The new center will accommodate a preschool.

The center will remain an autonomous entity and will own the new building with a ground lease from the school district.

7:15 [11001](#) Wexford Ridge Neighborhood Center, Facility Use - Expanded Services (G4)

7:30 [11002](#) Vera Court Neighborhood Center, Core, (G5)

Tom Solyst, Executive Director

Solyst explained that Vera is a strong center and everything is going very well there. He described the area where center is located as primarily low-income. He said that more kids have been attending after school programs during the school year. The center has received a new grant from the Madison Community Foundation. They have also opened a new computer lab. They now offer a Latino family resource program. MSCR runs a new preschool program at the center.

Board President Leon Miller spoke about the center and invited Commissioners to visit there.

7:45 [11003](#) Neighborhood House Center, Facility Use, (G6)

Zanna Majerle, Executive Director

Majerle said that NH has undergone some major changes recently, with herself starting as the new executive director in April, along with other new staff. She said that the position attracted her because the neighborhood is non-representative of the majority and serves fringe populations of Madison.

She said that NH proposes to serve 3,200 people in 2009 and 3,300 in 2010. They hope to serve 30 user groups in 2009 and 35 in 2010. New programs will target neighborhood residents more intensely, and a new advisory board is planned for specific programs, such as senior programs and the youth community service leadership program.

Discussion highlights:

Bartlett complimented Majerle on reaching NH's fundraising goal.

8:00 [11004](#)

Goodman Community Center, Facility Use (G7)

Becky Steinhoff, Executive Director

Steinhoff said that five years ago, Atwood Community Center began looking at expansion possibilities due to the space restrictions of their current Atwood Avenue location. She said the current center has only three spaces for facility users. After years of planning and completion of a capital campaign in which they raised \$12.4 million, Atwood purchased a historic building for its new center that is actually closer to some center users. The new building provides 47,000 square feet and will be packed with new programs. The expansion requires more funding to maintain the center. Steinhoff introduced program providers to speak to the Commission.

Laurel Franczek, of La Leche League of Madison, said that her group offers breastfeeding support with 10-15 mothers and babies at the old center and hopes to expand at the new center to provide free one-on-one and group support for members. She said finding free meeting space in Madison is very difficult.

Sayrei Jayo, of Brises de Peru, said her dance group has been using the old Atwood Center to meet. She said she was here to support more funding for Goodman-Atwood's expansion.

Margo Tiedt, Room Coordinator for the center, said she gets all the calls from groups inquiring about using center space. Not enough space exists at the current center to accommodate the many groups who call. Ten non-profits currently use space for small rental fees, but 15 additional groups would like to partner with Goodman Community Center to use the new space. She said she has already booked 17 events at the new center beginning in September.

Board Member Tiffany Roberts said that getting everything together for the new center has been an amazing process. Youth are very excited about the new gym. The center will help to keep kids out of trouble and in a safe place. She said having all programs under one roof will also be great.

Steinhoff said that the center is working with Mentoring Positives as a new partner in the new space. They will also be establishing a peer court. East High School will be teaching after school classes for credit toward graduation. The center will offer elementary school programs, and Music Makers will offer a strings program for LMI kids. The Goodman Community Center's grand opening is scheduled for September 27, 2008.

Discussion highlights:

If CDBG is unable to provide funding to assist with the services expansion, Goodman Center will find other funds because they are committed to offering free space for facility users.

8:15 [11006](#) Goodman Community Center, Facility Use Expansion (G8)

8:30 [11007](#) East Madison Community Center Facility Use (G9)

Tom Moen, Executive Director

Moen said that EMCC is located in the Truax housing complex. He said EMCC evolved as a focal point on the east side over the past 40 years. He said that more than half of the families EMCC serves have no private transportation, and the average income is less than \$15,000 per year. The center is open from 7:00 a.m. to 8:00 p.m. and attracts primarily LMI in the area. EMCC also offers space for meetings for groups like Madison Community Foundation. He said that more Hispanic people are utilizing the center. The center has tripled its space with a 13,000 square-foot addition.

With the expansion in space, the center is soliciting new programs and seeking more funds for capacity building. Moen said that with its capacity building funding request, EMCC seeks to level the playing field between Core-funded centers and Facility Use-funded centers. EMCC would like to add an operations manager who will allow other personnel to manage administration of the center.

Discussion highlights:

- EMCC is also requesting funds from OCS for programs.
- Moen said that currently funding isn't distributed equitably between Core and Facility Use centers. The only criteria for receiving Core funding seems to be the history of the funding itself. He said that the City needs to find more money for Facility Use centers that don't get the same amount of
- EMCC's current and expanded programs do not compete with other centers or duplicate other centers' programs. Traditionally, EMCC serves mostly the Truax area, although they define their service area as anywhere within a two-mile radius. EMCC will do outreach to other communities and neighborhoods within its service area now that it has expanded its facilities.

8:45 [11008](#) East Madison Community Center, Capacity Building (G10)

9:00 [11010](#) Community Action Coalition, Community Gardens (G11)

Greta Hansen, Executive Director and Chris Brockel

Hansen said that CDBG has supported community gardens for years. Brockel provided an overview of CAC's accomplishments with gardens. He said that in the past five years, CAC has increased the number of families gardening at gardens, as well as increased the number of garden spaces available. Gardens are extremely successful and growing rapidly. Additionally, diversity among gardeners has increased. CAC has received requests for expansion at several gardens. Currently, CAC oversees 18 community gardens and works intensively with five to eight of these gardens using CDBG funds. Using CDBG funds, CAC assists gardens with tilling, capital improvements, insurance, and education and leadership opportunities so that the gardens can work effectively and efficiently and hopefully become self-sufficient one day. CAC also offers workshops to gardeners.

Hansen said that part of the community gardens program is trying to assist the gardens to become self-sufficient. She said CAC helps the gardens start up so that they can eventually become independent and self-sufficient. In the past, CAC has helped other gardens, which have now spun off on their own. After a garden becomes independent, CAC moves on to help another garden.

Discussion highlights:

- CAC has seen a need for increased food security with the current economy.
- CAC is working with a master preserver to offer safe, effective food preservation techniques.
- Many schools are currently pushing to have their own individual school gardens, and CAC is offering assistance to PTA/PTO groups for this purpose.
- CAC does look for additional funding from other groups, such as the Madison Community Foundation, as well as grants, such as the Romnes Grant.
- CDBG provides structural funds for new gardens and capacity for CAC to assist existing gardens that need help.
- Participants who pay a plot fee are able to stay and garden year after year. Expansion is important to meet the needs of new gardeners.
- CAC has rolled out its new plot fee structure with different approaches in different gardens. CAC also address issues of equity among gardens.

9:15 [11011](#)

Bridge Lake Point Waunona Neighborhood Center, Facility Management (G12)

Tom Solyst, Executive Director and Cora White

Solyst said that Vera Court has been managing the BLW center for four years now. They started out with just CDBG funds. Before Vera took over, BLW was a facility use center only and offered no programs of their own.

White said that BLW's budget has increased to \$300,000 in 2009 due to capacity increase and increase in programming, such as senior programs and Latino preschool. BLW encourages resident participation. They offer a monthly food pantry run by volunteers.

Solyst said they have entered into a three-year lease for a building across the street from the center, which will double space for facility use programs and other programs. The schools asked BLW to expand its after school programs for kids outside the area.

Discussion highlights:

- BLW has applied for Emerging Neighborhood Funds as seed money for a feasibility study for expansion of the center. They are looking at park space at the end of Lake Point Drive as a potential site for a new center.

9:30 [11012](#)

Boys and Girls Club, Taft Street (G13)

Marcia Hendrickson, Executive Director

Hendrickson said that the BGC-Taft has been the cornerstone of stability in the south Madison neighborhood for years. The center's space has been used for baby showers and graduation parties. Currently, BGC-Taft is working on outreach to groups in need of meeting space. CDI and Quaker Housing are working with BGC-Taft. The main focus at Taft continues to be children and youth. They have 800 members. Focus on education has become more important now to close the achievement gap for children of color.

Core funding is very important to both Boys and Girls Club centers in Madison. They have to raise a lot of funds, and Core solidifies their partnership with the City.

Discussion highlights:

- The same programs for children and youth are offered at both Taft and Allied. They also offer adult and senior programs for their respective service areas.
- Hendrickson said she has recommended to other Boys and Girls Clubs that they act more as neighborhood centers to accommodate all groups.
- Hendrickson said that what is critical about this kind of funding is that it funds things that other programs don't fund.
- BGC has not requested Dane County CDBG funds because the County's priorities lie more with housing than with our program areas.

9:45 [11013](#)

Boys and Girls Club, Allied Drive, (G14)

Sanders said that ranking sheets for programs presented this evening are due by the end of the meeting. He also said that the next meeting will be involve the regular CDBG Commission meeting and more summer process presentations.

ADJOURNMENT

Robinson moved to adjourn, and Pham-Remmele seconded. The Commission voted unanimously to adjourn the meeting at 9:30 p.m.

Respectfully submitted,
Anne Kenny, recorder.