



City of Madison

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

Wednesday, July 2, 2008

5:00 PM

215 Martin Luther King, Jr. Blvd
Room LL110 (Madison Municipal Building)

CALL TO ORDER / ROLL CALL

Also Present: Mario Mendoza-Mayor's Office, Alder Michael Schumacher-District 18, Alder Satya Rhodes-Conway-District 12, Matthew Mikolajewski-Manager of the Office of Business Resources, Peggy Yessa-Office of Business Resources, Carole Schaeffer-Smart Growth Greater Madison, Delora Newton-Greater Madison Chamber of Commerce

Present: 8 -

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

Excused: 2 -

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APPROVAL OF MINUTES - June 4, 2008

A motion was made by Slone, seconded by Selkove, to Approve the Minutes.
The motion passed by voice vote.

PUBLIC COMMENT - None

PRESENTATIONS

1. [11082](#) Northside Planning Council Presentation

Northside Planning Council members introduced themselves.

Jeff Shokler, Co-Vice Chairperson, started the presentation by explaining the Northside Planning Council (NPC) is a coalition of 28 organizations. He further explained the Northside lacks economic opportunities and needs an economic engine. He stated that the NPC sees economic development as a key to the future of the Northside.

Ellen Barnhard, Cherokee Park representative, explained that Mr. Mikolajewski's presentation of the economic development plan draft to the Northside Business Association in March of 2008 got the Northside to think about economic development and partnership with the City.

Sterling Lynk, Lakeside Lutheran Church representative, defined the Golden Triangle of

the Northside as the area bounded by North Sherman Ave, Packers Drive, and Northport Drive. He called this area a gateway to Madison for people using the airport. He noted 80% of the residents of this area do not have a bachelor's degree. He also noted that there are a large number of home-based businesses in this area. He said this area has a great workforce, a range of housing from small starter homes on up.

Tim Carlisle, NPC Lead Organizer, continued that no other part of the City is like the Northside. He gave these examples of ways the City and business and community could partner with the NPC:

1. A long-term partnership needs to be in place to recognize the unique needs of the northside groups.
2. The NPC agrees with the ED plan focus on business retention, attraction and growing our own entrepreneurs.
3. The NPC wants to access the ED Toolkit for the Northside, using TIF, BIDs and CDBG assistance.
4. The NPC also recognizes not all growth is equally desirable and would like criteria to evaluate economic development opportunities, especially to include those that are often left out of economic development.

Ms. Gleason thanked the presenters and noted she lives on the Northside and is a former board member of the NPC. She explained the NPC is looking for opportunities and partnerships, something they had not done before.

Alder Brandon likes the enthusiasm of the NPC. He noted that the word "partnership" came up in the presentation and wonders what it means. He is concerned about each neighborhood potentially drafting their own economic development plan.

Mr. Carlisle explained that the NPC is applying to the CDBG Office for funding of a feasibility study to implement economic development opportunities on the Northside.

Helen Marks Dicks, Co-chair of the NPC, stated the NPC wants to be part of the economic development plan and shares common goals.

Ms. Selkove thanked the NPC for representing their neighborhood. She is interested in the Northside workforce issues given the demographics, proximity to MATC and the proposed new training pilot programs. She explained that the EDC has a Workforce Development Subcommittee that will begin to meet again and invites the NPC to attend. She noted that what businesses want and what neighborhoods want are often different and asked how the NPC reached out to jobs and neighbors.

Ms. Marks Dicks noted that the NPC is experienced in balancing development adjacent to neighborhoods and gave the Tennyson Road condominium project as an example of business development in close proximity to homes.

Ms. Selkove noted this type of tension would come up again in the future. Mr. Carlisle added that is why having economic development criteria would be beneficial.

Mr. Clarke asked how the NPC reaches out to the business community?
Ms. Marks Dicks explained a NBA representative is on the NPC board.

Mr. Slone asked if the NPC has a list of types of businesses they want on the Northside?

Ms. Marks Dicks handed out the results of the NPC 2007 Consumer Questionnaire.

She further noted the NPC communicates these results to many groups.

Alder Brandon asked if the NPC has considered the four Northside sites identified in the City's Comprehensive plan as employment centers and if the NPC has done any promotion of these sites.

Mr. Carlisle said NPC has spoken to business owners and is pleased to see the Alexander Company has recently bought the Northside Shopping Center. He noted the NPC tried to reach out to bring a grocery store to the Northside. The Northside was built by blue-collar workers and may be more accepting of this type of business development.

Alder Brandon again questioned what the NPC has done pertaining to the four sites? Mr. Carlisle explained that is what the CDBG funds could help with.

Alder Rhodes-Conway agreed some conversations with businesses had occurred. She stated that there is tremendous opportunity and the time is right now because:

- Two shopping centers need redevelopment
- There is a large parcel of land adjacent to the City that will need to come into the City if any development is to there.
- There is emphasis on transit with a transfers point and the airport located nearby.
- MATC and the job center being located here.
- Oscar Mayer being located here.

A community survey has been completed and the market study is underway. The top issues on the Northside are economic development and the transit corridors. Oak Park Terrace trailer park backs up to the airport and in the future would be better used as an employment center. The northside is looking for the businesses that are kicked out of other areas of the City. The economic development plan recommend jobs for middle skill workers that are located on the Northside.

UNFINISHED BUSINESS

2. [09033](#) 3 - 5 Year Strategic Economic Development Implementation Plan

Delora Newton, of the Greater Madison Chamber of Commerce, thanked the EDC, Alders, and Mayor's Office for their work and support of the plan. She also liked the redesign of the plan. The Greater Madison Chamber of Commerce supports the plan. The Chamber supports the EDC as they set priorities and budgets to implement the plan.

Mr. Mikolajewski gave an overview of changes to the draft by Tom Ticknor. He explained many of the changes are format changes. No new recommendations have been added. Mr. Ticknor does propose the addition of an executive summary.

Mr. Clarke has no problem with adding an executive summary as long as it mirrors what is elsewhere in the document.

Mr. Mikolajewski noted on page 3 of the handout the list of specific changes such as putting the first sentence of each recommendation in a bold typeface. Item # 2 is Mr. Ticknor's desire to remove the dates and priorities from the text of each recommendation. Mr. Mikolajewski asked if the EDC wanted to change this and they

did not want to change it. He further explained the change in wording of recommendation 5-4 and 5-5(a) to clarify and explain these recommendations with more specificity.

Mr. Mikolajewski pointed out item # 17 as a clarification of the cost of a yearly update on the progress of the current plan and the cost of a new plan in the future.

Item # 24 calls for moving the recommendation charts from the Appendices to directly follow each recommendation. The EDC liked this proposed change.

Mr. Clarke made a motion to accept the plan including these changes, and forward the plan with these changes to the Common Council with a recommendation for acceptance. Mr. Slone seconded the motion.

Alder Brandon would like to incorporate these changes as discussed and send the plan to Council.

Mr. Clarke is comfortable with the noted changes to the draft plan.

Ms. Gleason asked if the EDC is willing to accept staff making the changes or does the EDC want to see the final document before sending it to Council?

Mr. Nelson is comfortable with staff making the changes and supports moving forward with submission.

Ms. Selkove sees no problem with doing this and understands hesitancy to accept changes this way.

Mr. Slone asked if the final document could be sent via email to the EDC?

Alder Brandon noted that errata changes could be submitted on the Council floor.

Ms. Gleason questioned if everyone is comfortable with the Executive Summary? She noted that the summary reflects what is written elsewhere in the document. She asked that the numbers under the numbered headers be changed to letters to appear in outline style.

Ms. Torkildson was concerned that having an executive summary would allow people not to read the entire document and fears the details would be lost. Could it be at the end?

Ms. Gleason said an executive summary is a snapshot of the document.

Alder Brandon mentioned the reality is people may not read the document anyway. He wonders if there are any flashpoints in the executive summary that would trigger unexpected responses from readers.

Mr. Nelson stated it is helpful to have an executive summary.

Alder Brandon questioned the EDC if they would be comfortable submitting the executive summary as a separate document?

Mr. Clarke asked if a sub-group could be empowered to do this?

Alder Schumacher noted another option is for the EDC to meet again, sooner.

Mr. Clarke questioned why we are rushing?

Ms. Gleason stated having the executive summary as a separate document is a new idea.

Mr. Clarke thinks the executive summary is needed in the plan document, so the EDC needs to be OK with it now or wait until the August meeting.

Mr. Boucher said in his experiences a perfect document does not exist. We don't know what everyone thinks and a summary is needed.

Ms. Torkildson asked if the executive summary is a cut and paste from the rest of the document.

Ms. Selkove sees wording the same from the rest of the document as she looked through the plan.

Mr. Mikolajewski questioned the EDC if they wished to keep the 15,000 jobs metric in the plan.

Mr. Nelson suggested target numbers of jobs pulled out of the document.
Ms. Gleason noted the two sentences after the Plan Benefit/Cost header might draw unintentional attention to the dollar amounts.

Mr. Clarke reminded the EDC that this is Mr. Ticknor's executive summary and plan.

Ms. Gleason asked for a motion to recommend to the Common Council to accept the report with the changes from Mr. Ticknor and those discussed by the EDC.

Alder Brandon noted he could do changes from the Council floor.

Mr. Nelson asked if we could take out the job numbers and still have Mr. Ticknor sign-off on the plan.

Mr. Clarke recalled that Mr. Ticknor put those in the plan at the EDC's request.

Ms. Selkove noted the report was lacking in outcomes but the numbers seemed to not be based on anything.

Mr. Slone questioned if Mr. Ticknor would take the numbers out?

Alder Brandon said to ask Mr. Ticknor to take them out but leave in if Mr. Ticknor preferred them in.

Also he asked the numbers be taken out of the executive summary, the text and the charts.

There appeared to be concurrence on the part of the ED that the number of jobs be removed from the document.

Mr. Clarke asked what is next for the EDC?

Alder Brandon suggested the EDC work on how to plug into the plan. He would like the EDC to have public hearings to make sure the EDC engages people. He would like the final plan emailed to all the people interviewed, and those who sent in comments as well as the plan's sponsors.

Mr. Clarke suggested another step is to gather additional items for consideration: those items just above the low hanging fruit. He has already picked up 26 items from the input we received.

Alder Brandon also asked the EDC to be present when the Common Council votes on the ED plan.

Mr. Clarke asked if a delegation from the EDC should have a conversation with the Mayor about the ED plan?

Alder Brandon said they should ask the Mayor his priorities.

Ms. Selkove said the EDC needs to set their priorities first.

Mr. Clarke asked staff to create a timeline of the recommendations for the next meeting.

COMMUNICATIONS

3. [10301](#) City of Madison Planning Initiatives

Ms. Gleason explained that frustrations regarding the low budget for the ED plan led to her asking staff to create a list of plans and their costs.

Mr. Mikolajewski noted that many of the recent plans have an economic development component, such as the Downtown plan, the Stoughton Road plan and the East Washington Gateway plan.

Alder Schumacher noted the Northside plan currently underway includes a market study. He said he is not happy yet with the request by NPC for \$20,000 of CDBG funds in addition to the funding of the Northside Plan.

Alder Brandon suggested that the 2007 budget page dealing with funding plans be printed for the EDC.

Alder Schumacher said this list is a real eye opener and questions if the spending is strategic.

Ms. Gleason asked if the EDC wants to ask if economic development aspect be factored into the neighborhood plans.

Mr. Clarke said the City over all has an economic development plan and asked what the EDC thinks of separate ED plans for neighborhoods.

Ms. Gleason noted that the survey from the Northside called for all retail job development.

Alder Brandon mentioned he is on the TIF subcommittee to represent the EDC as the guidelines are being reworked.

Ms. Yessa notes that OBR staff have been a part of the development of the Wingra BUILD plan, the East Washington Capitol Gateway Plan and are currently leading the Northside Market study aspect of the Northside neighborhood concentration plan.

Mr. Clarke wants staff to take the general direction of the ED plan into consideration as various plans are being developed.

Ms Selkove suggested the EDC create economic development criteria, maybe three or four key questions or criteria that could be covered in each plan. This would be a consistent way for all plans to include economic development.

Mr. Nelson asked if the EDC sees all plans?

Alder Brandon reasoned that the EDC could have the plans referred to it. As an Alder, he could get them referred to the EDC.

COMMISSION BUSINESS

4. 11113 Election of New Chairperson and Vice-Chairperson

Ms. Gleason stated how pleased she has been to serve as the EDC Chairperson and explained that she now works for THRIVE as their Director of Regional Assets and Metrics.

Alder Brandon thanked Ms. Gleason for stepping up and leading the development of the Economic Development Plan as well as congratulating her on her new job. He motioned to nominate Mr. Clarke as the new EDC Chairperson. Ms. Selkove seconded the motion.

Mr. Clarke said he is interested in implementing the ED Plan. He also thinks a private sector representative should be the EDC Chairperson. He will accept the nomination to be EDC Chairperson as long as it takes to have the ED Plan implemented.

Alder Brandon reminded the EDC that Mr. Clarke took leadership at the Common Council presentation to direct the conversation. He mentioned Mr. Clarke could step down at anytime.

Alder Schumacher has known Mr. Clarke for seven years and noted his leadership at MATC, DMI and on the Transient and Occupancy Tax committee.

The motion was passed by acclamation.

Mr. Clarke nominated Ms. Gleason to serve as vice chairperson. Mr. Slone seconded the nomination.

Alder Brandon would like the EDC members to develop leadership capabilities and stated we need to do this for the future.

Ms. Gleason is OK with accepting the nomination if no one else is nominated.

Alder Brandon asked Ms. Torkildson and Mr. Nelson, being from the private sector, if either one of them would consider being vice chairperson.

Ms. Torkildson is very busy with her store and would not have time to be the vice chairperson.

Mr. Nelson said he is interested in being the future leader of the EDC.

Ms. Selkove nominated Mr. Nelson as vice chairperson. Mr. Clarke seconded the nomination.

The nomination was passed by acclamation.

Mario Mendoza said the Mayor appreciates Ms. Gleason stepping in and tackling the ED plan, as well as all EDC members for their work on the plan. He further thanked Mr. Mikolajewski and Ms. Yessa and others for their involvement.

ADJOURNMENT

A motion was made by Brandon, seconded by Selkove, to Adjourn. The motion passed by voice vote. The meeting adjourned at 7:50 p.m.