



# City of Madison

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

## Meeting Minutes - Approved ECONOMIC DEVELOPMENT COMMITTEE

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Wednesday, April 1, 2009

5:00 PM

215 Martin Luther King, Jr. Blvd  
Room 313 MMB (Madison Municipal Building)

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### 1 CALL TO ORDER / ROLL CALL

The meeting was called to order at 5:07 pm.

**Present:** 6 -

Mark Clear; Susan M. Gleason; Sandra J. Torkildson; Gabriel A. Sanchez;  
Joseph W. Boucher and Douglas S. Nelson

**Absent:** 1 -

Edward G. Clarke

**Excused:** 3 -

Peng Her; Victoria S. Selkove and Richard A. Slone

Also Present: Matthew Mikolajewski, Manger of Office of Business Resources; Peggy Yessa, Office of Business Resources; Michael Gay, Office of Business Resources; Timothy Cooley, Director of the Economic Development Division; Julia Stone (newly appointed EDC member as of May 5, 2009).

### 2 APPROVAL OF MINUTES

A motion was made by Susan Gleason, seconded by Joe Boucher, to approve the minutes of March 4, 2009. The motion passed by voice vote.

### 3 PUBLIC COMMENT

None

### 4 [14182](#) Staff Presentation on BioAg Gateway and BioLink Commercialization Center

Michael Gay, Office of Business Resources, said the Common Council approved funding of the BioAg Gateway BioLink Incubator at their March 31st meeting. He began presenting the slide show about the project that was shown to the Common Council.

Ed Clarke arrived at 5:12 pm.

**Present:** 7 -

Mark Clear; Susan M. Gleason; Sandra J. Torkildson; Gabriel A. Sanchez;  
Joseph W. Boucher; Douglas S. Nelson and Edward G. Clarke

**Excused:** 3 -

Peng Her; Victoria S. Selkove and Richard A. Slone

Mr. Gay finished the slide show and was asked about the operating budget. He responded that after year three there would be a \$130,000 surplus based upon estimated occupancy rates in the business plan and EDA's potential contribution of \$930,000 for operational costs.

Mr. Clarke asked about the graduation policy for the BioLink tenants.

Mr. Gay explained that the BioLink Incubator gets one percent of equity in each tenant for each year the company is located in the incubator unless they graduate before the end of their second year. There will also be a stringent selection process for tenants, as well as the on-site CEO working with each tenant to make sure the company is moving ahead.

Mr. Clarke asked about what efforts would be taken to make sure the business stays in Southeast Madison.

Mr. Cooley said the incubator staff would work with the company to keep it in Southeast Madison or in Madison if possible.

Mr. Clarke noted that it will be five years before the first company graduates from the BioLink Incubator and the City of Madison should take this time to prepare and develop areas in Madison for these companies to relocate in.

Mr. Gay said the BioLink tenants would already be used to doing business in the area and noted it is likely they would stay in the Highway 51/Stoughton Road Corridor to maintain these connections.

Mr. Cooley mentioned the BioLink is also a portable, virtual incubator and its CEO could provide value-added services that could be used by area businesses not located in the BioLink Incubator facility for a fee.

Mr. Gay said the 2008 marketing plan by Heibing and Associates calls for marketing materials, a website and attendance at BioAg conferences and that these items are underway now. He said the EDC funding would be announced in late May/early June and some pre-leasing requirements need to be completed before construction can start on the facility. It could be in operation by January 2011.

Mr. Clarke complimented Mr. Gay on all the work that has been done on this project.

Mr. Clarke asked about the marketing of the eastside of Madison that was noted in the original RFP for a marketing consultant.

Mr. Gay said the Highway 51 Corridor is promoted and he will review the original RFP.

Mr. Mikolajewski noted the slideshow will be added to the Legistar file and sent to the EDC members.

Alder Clear noted the Common Council approval of the funding of the BioLink is a huge, unprecedented use if TIF funding that borrows against future increment.

Mr. Cooley complimented the Common Council for this approval. Mr. Clarke hopes this helps the Common Council realize the value of a flexible TIF policy.

Alder Clear said the word "pro-active" is used in the ED Plan eighteen times and the funding of this project is a perfect example of what the City can do.

Mr. Gay said the BioAg Gateway is economic development infrastructure not just a real estate development deal. Mr. Cooley added this is not corporate welfare.

5 [13496](#)

Update on the Small Business Conference

Mr. Mikolajewski explained the conference is May 12th at Monona Terrace. The website and press releases will come out next week. He noted that the four sessions are:

- How to Build and Sustain a "Green" Business
- Adjusting Operations to the New Economic Climate
- Financing Challenges and Opportunities in Today's Economy
- High Impact Entrepreneurship: Expanding the Local Business Model

The conference will begin with remarks from Mayor Cieslewicz, and attendees will have the opportunity to attend a networking luncheon.

Mr. Mikolajewski noted the generous sponsorship by local businesses will keep the conference attendance fee at \$10.00.

Mr. Clarke asked if the SBDC or UW could simulcast the session at the libraries or on campus to students.

Mr. Mikolajewski noted that City Channel will be taping the session and they will be available from the website and on TV.

**The meeting was recessed at 6:00 pm.**

**The meeting reconvened at 6:07 pm.**

**Present:** 7 -

Mark Clear; Susan M. Gleason; Sandra J. Torkildson; Gabriel A. Sanchez;  
Joseph W. Boucher; Douglas S. Nelson and Edward G. Clarke

**Excused:** 3 -

Peng Her; Victoria S. Selkove and Richard A. Slone

6 [13505](#)

Discussion Regarding Possible Small Business Assistance

Mr. Mikolajewski explained the Common Council will hold a session on Wednesday, May 8th at 5:00 PM until 7:24 PM, in the Council Chambers to look at the impact of the recession on Madison and in the future.

He reviewed that at the last meeting, the EDC expressed interest in following up with the effects of the recession on small businesses. Given the May 12th Small Business Conference and the Common Council presentation, he asked the EDC how they wished to proceed.

Mr. Sanchez said he would like to wait to hear issues before the EDC takes any action.

Mr. Boucher said there is no time to do anything before May 12th.

Ms. Torkildson said these are two good events to hear what businesses are saying.

Mr. Clarke said he prefers to wait until after these events and then discuss what was heard and what should be done.

7      [14183](#)      Update on City of Madison Economic Stimulus Funds

Mr. Mikolajewski referred to the formula grants graph from the City's website that shows the funding allocations. He noted there is not a lot of funding for small businesses.

Alder Clear added there are some funds that the City needs to apply for, such as the Police Department is doing to hire more officers earlier than already budgeted for.

Mr. Clarke asked about the proposed uses for the \$500,000 CDBG funds.

Mr. Clear said we need to check with Bill Clingan, Director of Community Services, for the details and this could be a future agenda item.

Mr. Clarke noted these grants are on a fast track and in the cases of the NIH and NSF the funds are used to supplement existing programs or as a type of bridge financing.

8      [13499](#)      Update on Economic Development Work Plan

Mr. Mikolajewski said the Council approved the 2009 work plan at the March 31, 2009 meeting.

9      [14184](#)      2010 Economic Development Work Plan

Mr. Mikolajewski reviewed that when the Council approved the 3-5 Year Strategic Economic Development Implementation Plan, they asked for a work plan prior to a budget being submitted. The 2010 budget process begins in May. He suggested this be the main topic on the May 6th EDC agenda.

10      **Introduction of Future Topics from the Floor**

Mr. Clarke asked that an update on the Federal Stimulus Funds be an agenda item on all future EDC agendas. He also asked to hear more about the Overture Center and the Downtown Hotel.

Ms. Gleason asked that the ED Plan recommendations be checked for matches with the stimulus funding.

Mr. Mikolajewski mentioned the recently released Survival Guide for Road Construction could be discussed.

**NOTES**

Chairperson Nelson thanked Ms. Gleason for her six years of serving on the EDC. He noted her leadership as EDC Chairperson during the creation of the ED Plan.

Ms. Gleason said she will still be involved in economic activities. She is working to develop economic opportunities for the Northside of Madison.

11      **ADJOURNMENT**

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The meeting was adjourned at 6:40 pm.