



City of Madison

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

Meeting Minutes - Approved ECONOMIC DEVELOPMENT COMMITTEE

Wednesday, June 3, 2009

5:00 PM

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

CALL TO ORDER / ROLL CALL

Present: 9 -

Peng Her; Mark Clear; Victoria S. Selkove; Julia Stone; Richard A. Slone;
Sandra J. Torkildson; Joseph W. Boucher; Douglas S. Nelson and
Edward G. Clarke

Absent: 1 -

Gabriel A. Sanchez

Also present: Timothy Cooley, EDD Director; Mathew B. Mikolajewski, OBR
Manager; Peggy Yessa, OBR; Kevin Little, Greater Madison Chamber of Commerce;
Susan Schmitz, Downtown Madison, Inc.

APPROVAL OF MINUTES

A motion was made by Clear, seconded by Slone, to Approve the Minutes of
the May 6, 2009, meeting. The motion passed by voice vote/other.

PUBLIC COMMENT

None

DISCUSSION ITEMS

1 [14882](#) Business Improvement District(BID) Presentation

Chuck Law, Community Planning and Design Specialist, UW Extension, explained
there are over 80 BIDs in Wisconsin.

Gabriel Sanchez arrived at 5:15 pm.

Present: 10 -

Peng Her; Mark Clear; Victoria S. Selkove; Julia Stone; Richard A. Slone;
Sandra J. Torkildson; Gabriel A. Sanchez; Joseph W. Boucher; Douglas
S. Nelson and Edward G. Clarke

Mr. Law gave an overview presentation on BIDs in Wisconsin. He urged EDC
members to go online to <http://lgc.uwex.edu/cpd/bidpage/bid.html> to learn more
about BIDs and for a statewide list of BIDs. He also mentioned the website of the
Wisconsin Association of BIDs, www.wisconsinbids.org as being a useful reference.

Ms. Susan Schmitz, President, Downtown Madison, Inc., noted the long time period of one year, and numerous meetings required to gain support from property owners and business owners for the creation of Madison's first BID.

Mr. Slone asked about creating BIDs in a divisive climate?

Mr. Law explained it happens all the time and there are public hearings where everyone is at the table.

Mr. Boucher asked about a sunset clause in BIDs?

Ms. Schmitz explained these are things that are written into the operating plan of the BID. She further explained the Madison BID is a retail BID and the BID fees are based on lineal frontage of the property. The Madison BID was formed to create a special place in the City and in response to the fear of locally owned businesses leaving the Downtown.

Mr. Clarke asked about the numerous business organizations that already existed, such as Greater State Street Business Association and DMI? Mr. Law noted business associations are voluntary and a BID is more organized.

Ms. Selkove asked if workforce development and human capital issues were discussed in the formation of the BID?

Mr. Law replied most BIDs offer some type of business development programming and the challenge is to not have them compete with one another.

Mr. Slone asked how the pre-development of a BID is funded?

Ms. Schmitz noted DMI did Madison Central BID's groundwork, with the help of the DMI Board members. Mr. Law noted Milwaukee earmarks a commercial area and then has staff paid with CDBG grants to start BIDs.

Ms. Torkildson noted the BID fee is paid by the small business owners as part of their triple net leases.

Alder Clear asked for the top business benefits to being in a BID?

Mr. Law said the ability to call the BID manger when there is an issue and the advocacy of a group of representatives are important benefits.

Chairperson Nelson called a break at 6:07 pm.

The meeting resumed at 6:10 pm with all members present.

Present: 10 -

Peng Her; Mark Clear; Victoria S. Selkove; Julia Stone; Richard A. Slone; Sandra J. Torkildson; Gabriel A. Sanchez; Joseph W. Boucher; Douglas S. Nelson and Edward G. Clarke

2 [14184](#)

2010 Economic Development Work Plan

Mr. Mikolajewski reviewed that when the Common Council accepted the *3-5 Year Strategic Economic Development Implementation Plan* in 2008, they requested a yearly ED work plan as part of the annual budget review process. He also reviewed the two recent Common Council sessions, sponsored by Alders Bruer and Clear, looked at the City's economy and finances. He noted the upcoming June 22nd session to discuss what Madison can do in the current economic climate. EDC

members are invited to attend and participate.

Mr. Mikolajewski explained the June 22nd meeting will be an opportunity to engage the Alders in setting the priorities for the City in 2010.

Mr. Cooley said the Common Council recognizes the importance of the EDC and Alder Bruer and Alder Clear are co-sponsoring a resolution to add two more Alders to the EDC.

Mr. Mikolajewski explained the 2010 Economic Development Work Plan Survey handout is a brainstorming handout meant to kick-off the conversation on June 22nd.

Alder Clear left at 6:26 pm. A quorum was still present.

Present: 9 -

Peng Her; Victoria S. Selkove; Julia Stone; Richard A. Slone; Sandra J. Torkildson; Gabriel A. Sanchez; Joseph W. Boucher; Douglas S. Nelson and Edward G. Clarke

Excused: 1 -

Mark Clear

Mr. Mikolajewski noted that none of the organizational recommendations from the *3-5 Year Strategic Economic Development Implementation Plan* are included in the 2010 handout.

Chairperson Douglas asked if the survey is to be handed in?

Mr. Mikolajewski said it is for EDC members to use and think about for the June 22nd meeting.

Ms. Selkove asked two questions:

1. What are staff's priorities?
2. How do the June 22nd initiatives fit in?

Mr. Cooley said things have changed since the *3-5 Year Strategic Economic Development Implementation Plan* was written. He said the survey would be taken to business groups for feedback. He noted Madison area household income is falling and the household income in the suburbs is growing. The future of Madison is building and growing businesses locally. He also noted the lack of local early stage capital for growing businesses. He would rather not duplicate what others are doing and said the role of government is to create a stable job environment.

Mr. Slone noted the public market is not included in the physical development recommendation.

Mr. Cooley responded it would be added.

Mr. Clarke said in terms of threats to the Madison economy, the Overture Center needs to be added in the physical development recommendation. It is central to economic development downtown. He added that now is the perfect time to look at economic development opportunities in physical development and its demands on the City.

Mr. Cooley noted we need to deal with TIF and zoning also.

Mr. Clarke said the Regional Transit Authority(RTA) needs to be added to the

physical development recommendation. Transit oriented development needs to be looked at to promote economic development and not pushed around. We need to take a forward leading role.

Mr. Cooley said every organization is struggling. He asked if it is proper for the EDC to comment to the Common Council and have the Common Council look at the economic impact of their actions.

Chairperson Nelson said the EDC could become more proactive.

Mr. Cooley said actively reviewing economic development legislation would be added to the list. He does not want to put Madison at a competitive disadvantage.

Mr. Clarke hopes Mr. Cooley could be at Common Council meetings to get items referred to the EDC.

Ms. Selkove would like job creation to become a part of physical development. She questioned how do we ensure projects create jobs?

Mr. Cooley noted the Royster Clark redevelopment is a unique large plat and is being developed by Habitat for Humanity. Ms. Selkove added Union Corners is another example. What does the City get out of it?

Ms. Stone agreed with Ms. Selkove that talent needs are immediate. She cautioned us to look at the long-term trends.

Mr. Slone said Madison has a reputation as a green city. A green business incubator or commercial center could be developed. Green businesses would benefit from synergy.

Mr. Clarke said:

1. Branding is being done by THRIVE, don't redo.
2. Concentrate on promoting entrepreneurship, have a free incubator, this could be a pro-active use of empty buildings.
3. Pay attention to the Downtown Plan, it has ideas left out such as lab space for pharma and new offices Downtown.

Ms. Selkove left at 6:53 pm. A quorum was still present.

Present: 8 -

Peng Her; Julia Stone; Richard A. Slone; Sandra J. Torkildson; Gabriel A. Sanchez; Joseph W. Boucher; Douglas S. Nelson and Edward G. Clarke

Excused: 2 -

Mark Clear and Victoria S. Selkove

Chairperson Nelson asked if the EDC should form a subcommittee? He asked staff to keep the EDC up to date on meetings.

Mr. Her said he does not see small business in physical development. Where is support for small business?

Mr. Cooley said BID creation is where small business is represented.

Mr. Boucher left at 6:57 pm. A quorum was still present.

Present: 7 -
Peng Her; Julia Stone; Richard A. Slone; Sandra J. Torkildson; Gabriel A. Sanchez; Douglas S. Nelson and Edward G. Clarke

Excused: 3 -
Mark Clear; Victoria S. Selkove and Joseph W. Boucher

3 [14183](#) Update on City of Madison Economic Stimulus Funds

Mr. Mikolajewski said the CDBG Office and the OBR are working on program guidelines and the City of Madison should know in September if we have a grant. He said the funds would need to be used within a year.

Mr. Slone asked what types of improvements for energy would be funded?

Mr. Mikolajewski said HVAC, windows, solar and geothermal power.

4 [13496](#) Update on the Small Business Conference

Mr. Mikolajewski said over 200 people attended the conference and the eighteen surveys have been very positive. He thanked all those who had attended.

5 **INTRODUCTION OF FUTURE TOPICS FROM THE FLOOR**

None.

ADJOURNMENT

The meeting adjourned at 7:30 pm.