



# City of Madison

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

## Meeting Minutes - Approved ECONOMIC DEVELOPMENT COMMITTEE

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Wednesday, July 1, 2009

5:00 PM

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

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### CALL TO ORDER / ROLL CALL

The meeting was called to order at 5:08 pm.

**Present:** 8 -

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

**Absent:** 1 -

Julia Stone

**Excused:** 1 -

Joseph W. Boucher

Also present: Ron Adams, Wisconsin DOT; David Trowbridge, City Planning Division; Tim Cooley, EDC Director; Matt Mikolajewski, OBR Manager; Peggy Yessa, OBR.

### APPROVAL OF MINUTES

A motion was made by Selkove, seconded by Clear, to Approve the Minutes of the June 3, 2009 meeting. The motion passed by voice vote.

### PUBLIC COMMENT

Chairperson Nelson asked the speakers to hold their comment until their item was presented.

### DISCUSSION ITEMS

- 1 [15217](#) Update on Current Status of Passenger Rail and the Regional Transit Authority (RTA)

**Attachments:** [HSR-adams-070109.pdf](#)  
[EDC-T2020-070109.pdf](#)  
[Gore-YaharaConceptPlan.pdf](#)

Ron Adams, Wisconsin DOT, Chief, Railroads and Harbors Section began the update with a PowerPoint presentation. David Trowbridge, City of Madison Transportation Planner's presentation immediately followed Mr. Adam's presentation.

Mr. Trowbridge said service to Madison from Milwaukee could be operating within three years after funding is received.

Ms. Selkove questioned the total amount of our funding application request?  
Mr. Trowbridge replied the service to Madison is \$519 million.

Mr. Trowbridge said the rail station identified in the pre-application is at the airport. The airport site has already been evaluated by an environmental impact study. Cost estimates are \$700,000 to \$1.4 million for a shuttle service between the Downtown and the Airport.

A question regarding the operating budget of the rail line was asked. Mr. Adams said the Legislature controls the operating budget and the Chicago to Milwaukee routes receive a \$6 million yearly subsidy.

Mr. Trowbridge noted the recently signed State budget allows Dane County to create a regional transit authority and it will be a referendum on the Fall 2010 ballot. He referred to a slide in his presentation showing workers' commuting patterns into Dane County done by the Madison Planning Organization (MPO). He was asked about the boundaries of the MPO and explained they are determined by the decennial census.

Mr. Trowbridge said an economic impact study of the rail line is in the proposed budget. He was asked if the sales tax is the only way to fund an RTA? He responded that it is a commonly used funding mechanism and somewhat progressive. Wheel tax and rental car tax are also possible funding sources. He added no transit system is self-supporting and maybe 25% of the operating budget comes from fares.

Registered speaker Barry Gore spoke in favor of a Madison Amtrak station location at First Street and East Washington Avenue. The proposed idea for a station, called Yahara Station, is described further in the attached file. Mr. Gore noted that the Yahara Station location provides better access for people to walk to the trains and asks that the City consider this location for a station to connect to the Downtown.

Mr. Trowbridge noted that many sites are possible for a train station and this one will be added to the list.

Mr. Trowbridge said everyone: business people, conventioners and families will ride the train. Models show people utilizing the train to travel between Milwaukee and Madison.

Mr. Cooley asked if there would be any unintended consequences to having a rail station, such as people riding the train instead of using airplanes?

Registered speaker Larry Warman asked about where the trains would be built and if auto plants could be converted into train plants?

Mr. Adams responded that four sets of trains would be needed on the Milwaukee to Madison route. A total of sixty-six train sets would be needed nationwide for build out of the system.

Mr. Cooley mentioned a demonstration project he had seen in Denmark that allowed for cars to be on guide-ways and recharged during a guide-way trip.

**The Committee took a Recess at 6:20 pm.**

**The meeting was Reconvened at 6:30 pm.**

- Present:** 8 -  
Peng Her; Mark Clear; Victoria S. Selkove; Richard A. Slone; Sandra J. Torkildson; Gabriel A. Sanchez; Douglas S. Nelson and Edward G. Clarke
- Absent:** 1 -  
Julia Stone
- Excused:** 1 -  
Joseph W. Boucher

**2**      [14184](#)      2010 Economic Development Work Plan

- Attachments:**    [2010 ED Work Plan EDC Draft 9-2-09.pdf](#)  
[Tally Sheet.pdf](#)  
[CC ED Workplan presentation - 6-22-09.pdf](#)  
[2010 ED Work Plan Council Forum 6-22-09.pdf](#)  
[2010 ED Work Plan Priorities 6-2-09.pdf](#)

Mr. Mikolajewski, Manager of the Office of Business Resources, reviewed the June 22nd presentation to the Common Council. He has received some feedback from Alderpersons. He would like the EDC to discuss their Work Plan preferences so that they could be forwarded to the Common Council in September.

Mr. Slone asked if EDC members should consider money as no object when the EDC members consider projects and priorities?

Mr. Cooley asked the EDC to look at what the City should be doing?  
Alder Clear added that the issue of cost was visited during the Council presentation and once priorities are set the costs would be decided.

Mr. Cooley asked the EDC to look first at establishing the priorities and then partnership possibilities.

Mr. Clarke noted ranking of forty items is hard to do. He said finishing the zoning code rewrite and road construction information are important.

Mr. Slone suggested ranking the top 5 items in each recommendation with a 5 ranking as the highest possible.

Chairperson Nelson suggested an additional meeting might be needed to do this.

Ms. Torkildson said having a website is an important tie-in to zoning and streamlining processes. She give a new website a ranking of 5.

Mr. Clarke gave these as his top five priorities:

- Recommendation # 2 - business requests and prospects
- Recommendation # 3 - physical development projects
- Recommendation # 4 - future TIF opportunities
- Recommendation # 4 - project facilitation funds
- Recommendation #5 - work with other partners

Chairperson Nelson said working proactively with business prospects is a priority with him.

Ms. Torkildson said it is important to be pro-active and make sure people stay here

and know their needs.

Chairperson Nelson said physical development is a priority in 2010 and 2011, and it ties into jobs and recruitment.

Mr. Cooley asked how important it is for the EDC to see proposals from the Common Council?

Mr. Clarke said it is in his top ten, and Mr. Slone said it is important.

Mr. Clarke said it is essential for the Mayor to get key people together for big projects. Mr. Mikolajewski said that "red" teams are rolled into recommendation # 5 -better utilization with allied businesses and economic development organizations.

Ms. Selkove said the City just had a small business conference, and it is important to continue providing small business assistance.

Alder Clear is interested in finding out more about product beta testing and if it is the same as economic gardening?

Mr. Cooley noted that the City has sustainability goals, and there might be something the City can do to enable manufacturers to do research and development here. He also mentioned the gaming cluster that is in Madison and connecting it with the UW and MATC.

Chairperson Nelson said this partnership could emphasize core competencies and be used to leverage development here. Alder Clear said this ties into branding and positioning Madison.

Mr. Slone asked if there is enough activity to support many clusters?  
Mr. Cooley said a cluster is creativity and creation.

Mr. Her supports small business assistance, especially minority owned business through language assistance and a website.

Chairperson Nelson inquired about Mr. Cooley's top priorities?

Mr. Cooley responded his top priorities are:

- evangelism
- economic impact of projects
- business requests
- commercial real estate database
- project facilitation fund
- economic development getting funds from the room tax
- BID creation and TIF as proactive

Mr. Mikolajewski said responding to business requests is his first priority.

Mr. Slone mentioned that based on his experience as a business incubator manager, we should follow-up with those businesses that come to us for assistance.

**Ed Clarke left the meeting at 7:10 pm. A quorum was still present.**

**Present:** 7 -  
Peng Her; Mark Clear; Victoria S. Selkove; Richard A. Slone; Sandra J. Torkildson; Gabriel A. Sanchez and Douglas S. Nelson

**Absent:** 1 -  
Julia Stone

**Excused:** 2 -  
Joseph W. Boucher and Edward G. Clarke

Ms. Selkove noted the connection between physical development and jobs created.

Mr. Mikolajewski asked EDC members to respond with their rankings of the recommendations by July 15th. He will then aggregate all of the recommendations for discussion at the August meeting.

Ms. Selkove suggested getting comments from the Chamber of Commerce, DMI and THRIVE also.

Mr. Cooley added the recommendations could be completed either by the City or by other organizations within the City.

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

Mr. Mikolajewski said the City submitted a proposal for energy grant dollars. The City is waiting for a response from the Federal government in September and internally staff are working on program guidelines and applications.

**INTRODUCTION OF NEW ITEMS FROM THE FLOOR**

None.

**ADJOURNMENT**

**The meeting was Adjourned at 7:17 pm.**