



Dane County

Minutes - Final Unless Amended by Committee

Commission on Economic & Workforce Development

Consider:

Who benefits? Who is burdened?

Who does not have a voice at the table?

How can policymakers mitigate unintended consequences?

Wednesday, July 11, 2018

4:00 PM

City-County Building, Room 421
210 Martin Luther King, Jr. Blvd
Madison, WI 53703

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A. Call To Order

The meeting was called to order at 4:00 p.m.

Staff and others present: Patrick Miles (Dane County); Peter Ouchakof and Dave Phillips (staff).

Other Commission members present but not listed in Legister due to pending re-appointment approvals: Morton, Krause.

Present 3 - MICHAEL ZIMMERMAN, JOE OSWALD, and YOGI BROWN

Excused 1 - Chair NADEEM AFGHAN

B. Public Comment on Items not on the Agenda

None.

C. Consideration of Minutes

1. [2017 MIN-610](#) MINUTES OF THE MARCH 14, 2018 COMMISSION ON ECONOMIC AND WORKFORCE DEVELOPMENT MEETING.

Attachments: [3.14.18](#)

A motion by Morton, seconded by Oswald, to approve the minutes of the March 14, 2018 meeting. Motion passed unanimously by a voice vote.

This Minutes was approved

D. Action Items

Phillips provided an overview of the business walk program.

The Commission posed several questions about the business walk program, and discussed ways in which a future business walk can extend the reach of the County government to add value with minimal expense and maximum benefit.

Krause asked if there is a possibility to focus only on minority businesses in an area.

Morton favored the idea of a bigger pilot area verses isolated walks in smaller municipalities.

Phillips noted that Chambers of Commerce offer opportunities to be partners in the program.

Oswald stated that while information and data is good, following up and taking action on the results of the business walk is crucial to making a project like this a success. The County should consider what happens after the walk, and who/how/when and what type of follow-up occurs.

Phillips remarked that the write-up and findings that come out of the business walk should be used as a blueprint for future action.

Brown advised that soliciting information from businesses can be harmful if there is not adequate follow-up and the needs identified by the businesses are not addresses in a timely fashion. She also advocated for a business walk in rural areas of the county.

A motion by Morton, seconded by Oswald, to approve the County undertaking a business walk in 2019, but that staff meet with Kennedy Turner (facilitator of the business walk program) prior to the next Commission meeting to explore the idea further and discuss feasibility. Motion carried unanimously by a voice vote.

E. Presentations and Discussion

Phillips provided overview of the Office of Economic and Workforce Development (OED) duties, responsibilities, and goals. Dane County partners with a unique network of organizations involved in economic development, and the County's OED is generally organized and functioning to meet the goals of prosperity and inclusion.

Oswald remarked on the complications of meeting an areas workforce development needs, as compared to meeting traditional economic development needs, because there are so many moving parts. He noted that the County is the only local unit of government in contact with all the proper organizations that are involved in a persons ability to join the workforce- the leverage the County can have on workforce development is huge, and it is important to consider how the County can help create and support a network and infrastructure that reaches to all persons.

[2018](#)
[RPT-120](#)

OED OVERVIEW

Attachments: [OfficeofEconomicDevelopment\(OED\) Overview](#)

F. Future Meeting Items and Dates

August 8, 2018.

G. Adjourn

Motion by Oswald, seconded by Brown, to adjourn. Motion carried unanimously by a voice vote, and the meeting was adjourned at 5:30 p.m.

This was adjourned