

Minutes

**Wingra Creek BUILD Advisory Project Team
Thursday, October 21, 2004
South Madison Police District, 825 Hughes Place
4:00 p.m. – 6:00 p.m.**

Present: Advisory Team Members: Barb Constans, Michael Felker, Andy Heidt, Jeanne Hoffman, Melissa Huggins, Marsha Gahagan, Michael Gay, Lindsey Lee, Don Marx, Eric Schwartz, Kevin Snitchler, Don Marx. Other: Bob Stoffs.

Consultants and Staff: John Stockham, Andy Kessenich, and Jule Stroick

Excused Absent: Jeff Leckwee, Dan McCormick, and Archie Nicolette

I. Introductions

II. Approval of September 23 Minutes

One a motion by Hoffman, seconded by Huggins, the September 23, 2004 minutes were approved.

III. Review of Preliminary Reports

The consultant team, John Stockham and Andy Kessenich, distributed two reports to Advisory Project Team members.

- Wingra Creek Market Study and Redevelopment Plan (Phase I: Background Reports)
- Draft Summary Of Findings Market And Trade Area Analysis

The consultant reports indicated no significant population growth is expected in the primary trade from present to 2009. The secondary trade area is expected to grow from 90,624 to 96,058 by 2009. The figures are based on existing conditions and project growth projections for the area. A question was raised if the *assumptions* that the economic model used were valid for this area. It was pointed out the economic model, Claritas, is used by financial institutions, health care facilities, and retailers in determining the market for their services. It is important to understand the information that these sectors are reviewing in their siting decisions.

A power point presentation was shown to illustrate the points that were summarized in the *Draft Summary of Findings: Market and Trade Area Analysis (October 21, 2004)*.

IV. Next Meeting Agenda

The next meeting is scheduled for Thursday, October 4, at South Madison Police District from 4:00-6:00 p.m. At this meeting, the consultant team will present financial analysis, conceptual designs of the project area, and discuss public open house.

V. Adjournment

On a motion by Gay, seconded by Gahagan, the meeting was adjourned at 6:00 p.m.