



City of Madison

City of Madison
Madison, WI 53703
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Meeting Minutes - Approved BUSINESS AND ECONOMIC RESOURCES COMMITTEE

Wednesday, August 19, 2026

5:00 PM

Virtual

The purpose of the Business and Economic Resources Committee is to promote a healthy economy in which businesses can locate, open, and expand, and in which all residents have access to living wage jobs and the ability to build generational wealth.

The City of Madison is holding the Business and Economic Resources Committee meeting in virtual format.

Written Comments: You can send comments on agenda items to berc@cityofmadison.com

Register for Public Comment:

- Register to speak at the meeting
- Register to answer questions
- Register in support or opposition of an agenda item (without speaking)

If you want to speak at this meeting you must register. You can register at <https://www.cityofmadison.com/MeetingRegistration>. When you register to speak, you will be sent an email with the information you will need to join the virtual meeting.

Watch the Meeting: If you would like to join the meeting as an observer, please visit <https://www.cityofmadison.com/watchmeetings>.

Listen by Phone: (877) 853-5257 (Toll Free) Webinar ID: 858 2505 2562

Interpretation and Accessibility

Call to Order/Roll Call

The meeting was Called to Order at 5:03pm. Chaired by Gombar. Staff present: Mikolajewski, Makinen, Rohlich, Ouk, Miller, Otto

Present: 7 - Joann Pritchett; Dina Nina Martinez-Rutherford; Melissa Gombar; Wayne R. Harris; Susan M. Bulgrin; Seth W. Lentz and Ashleigh M. Hacker

Absent: 1 - Ellen Zhang

Excused: 1 - Jeffrey J. Liggon

Approval of Minutes

A motion was made by Harris, seconded by Bulgrin to Approve the Minutes from the July 15th, 2026 meeting. The motion passed by voice vote. Pritchett and Lentz were absent from that meeting so abstained from the vote.

Chair Gombar recommended that the Committee move item 3 before Public Comment for a review of meeting procedures related to Public Comment. There were no objections to this move.

Public Comment

1. [94290](#) Public Comment - BERC 8/19/26

Attachments: [BERCRegistrantsReport-8-19-26.xlsx](#)

Del Lorenson and Chip Cruz spoke in support of item 2 on the agenda and answered questions from members.

Disclosures and Recusals

None

New Business

2. [94250](#) Amending the 2026 Economic Development Division (EDD) Operating Budget by transferring \$200,000 from contingent reserve and \$75,000 from other agency budgets to EDD and authorizing intra-departmental transfers within EDD, approving program materials, and authorizing the Economic Development Division to administer a Williamson Street Business Stabilization Support Program (District 6).

Attachments: [Williamson Street Business Stabilization Program BERC Memo - Legi: 94250 v1.pdf](#)
[083126 CC public comments.pdf](#)
[090826 CC public comments.pdf](#)
[Contingent Reserve and 2026 GF Projection \(CC 09.08.26\).pptx](#)

Mikolajewski presented a memo that described an outline for the program followed by questions and suggestions from members. Harris and Hacker expressed concerns about the immediacy of the needs of the businesses. Harris also expressed concerns about a business accepting funding and closing soon after. Pritchett suggested the application be simple to not deter applicants. Hacker also suggested a clear and simple application and including clear examples of what documentation will satisfy requirement of showing a loss of sales. Martinez-Rutherford asked if it was possible to release the application after Finance Committee approval. Lentz asked if there is a possibility of there being a second round of funding. Hacker recommended that BERC meet early to approve the final allocation of funding.

A motion was made by Martinez-Rutherford and seconded by Hacker to return to Lead with the Recommendation to Approve a program as outlined in the

staff memo with the following recommendations:

1. If possible, releasing the application early, after Finance Committee approval, with the understanding that it does not have Council approval yet. This would be to expedite the application process.
2. Make the application materials clear and simple to fill out.
3. Include clear examples of what documentation will satisfy requirement of showing a loss of sales.
4. Provide technical assistance sessions to applicants.

The motion passed unanimously by voice vote.

Discussion Items

3. [93898](#) Committee Member Training - Overview of Meeting Procedures and Roberts Rules

Attachments: [Legislative Process for BCCs 1.26.pdf](#)
[Robert's Rules for BCCs 1.26.pdf](#)
[Robert's Rules tips for BCCs.pdf](#)

Mikolajewski gave an overview of procedures and Roberts Rules.

4. [93553](#) 2026/2027 Business and Economic Resources Committee Work Plan

Attachments: [BERC Work Plan Survey - Staff Responses - Legistar 93553 9-16-26](#)
[BERC Work Plan Survey - BERC Member Responses - Legistar 93553](#)
[Legistar 93553 BERC Work Plan Memo 8-19-26.pdf](#)

Mikolajewski gave an overview followed by suggestions from members.

Bulgrin asked about the Committee working with other organizations to further Economic Development.

Hacker brought up a possible discussion around setting up an Emergency Business Fund in the work plan.

5. [81529](#) Economic Development Division Financial Assistance Dashboard

Attachments: [08-2026 BERC Financial Assistance Dashboard.pdf](#)

Rohlich presented the Dashboard to the Committee and also gave an update that of around 119 businesses funded over the last couple years, 11 have closed, and 9 are still in the process of opening. Many of the 11 that have closed are restaurants and the equipment purchased can be useful to a new business that will use the building.

6. [94302](#) Discussion Regarding Future In-person BERC Meeting

Gombar discussed a possible in-person meeting at the November meeting, at a to be determined location.

7. [93554](#) Announcements and Future BERC Agenda Items

Mikolajewski updated members that the Madison Public Market is open.

Adjournment

A motion was made by Martinez-Rutherford, seconded by Harris, to adjourn at 7:01pm. The motion passed by voice vote.