

[www.SMBA-Madison.org](http://www.SMBA-Madison.org)

## 2004-05 Officers & Board of Directors

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graduate of the University of Wisconsin - Madison with a degree in Economics/Finance and the Certificate Program in the University of Wisconsin - Madison's Center for Urban Land Economic Research. Mr. Kessenich is a Wisconsin Certified Teacher and teaches real estate investment and appraisal courses at Madison Area Technical College. Prior to joining the D.L. Evans Company in 1991, Mr. Kessenich was President of Kessenich Realty Company, specializing in acquisition and management of investment real estate.

### SAVE THE DATE

Join Madison small business owners and managers on **Tuesday, February 22, 2005** for the City's first conference dedicated entirely to Madison's small business community. The conference will be held at the Monona Terrace Community and Convention Center from 8:00 a.m. until 1:00 p.m. Look for the official announcement late January. Space will be limited and advance reservations will be required.

### Holiday Food Drive

Thank you to all who participated in our Holiday Food Drive this year. We had a very successful event thanks to your generosity in bringing food items and cash to the November and December meetings. We were able to provide food items to benefit local families through the Early Childhood Family Enhancement Center and St. Mark's Food Pantry. Our gifts are very much appreciated.

## NEXT MEETING! 1/20/05

**When:** Thursday, 1/20/05  
**Where:** Coliseum Bar and Restaurant  
**Time:** Noon - 1:15 p.m.  
**Format:** 12:00 Noon Lunch  
 12:15 - 1:15 Announcements &  
 Open Discussion Meeting

RSVP to Jean Vogel @ 273-6300 x160 or [jeanv@sergenians.com](mailto:jeanv@sergenians.com)  
 by Noon on Tues. 1/18

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### This Month's Meeting... Wingra Creek BUILD Project Presentation

The Wingra Creek BUILD Project focus was to conduct a market and trade area study, identify business retention and attraction strategies, and develop alternative redevelopment scenarios for the area bounded by South Park Street on the east, Fish Hatchery Road on the west, and West Wingra Drive on the south. The end project of this study will help serve as a marketing tool for the redevelopment of the area, specifically detailing the short-term and long-term revitalization strategy of the area. The end project will be presented at our January meeting.

The Wingra Creek BUILD Project is bounded on the north and west by Fish Hatchery Road, on the east by South Park Street, and on the south by Wingra Creek. Two arterial streets, Fish Hatchery Road and South Park Street, border the target area: Fish Hatchery Road carries roughly 26,000 and South Park Street roughly 30,000-50,000 vehicles per day.

The Target Area is a major gateway site to both south side neighborhoods, the Downtown, the University of Wisconsin-Madison and St. Mary's and Meriter Hospitals. The total land area is approximately 64-acres (including existing rights-of-way). There are a total of 56 parcels occupied by uses ranging from single-family residential units to large commercial and institutional sites. The larger sites in the study area are owned/occupied by: Copp's Grocery Store, Morningstar Dairy, Dean Medical Center, Madison Labor Temple, US Army Reserve, US Post Office, and St. Mary's Care Center (now vacant).

A series of reports were generated from the project study many of which are available on the website: [www.wingrabuild.org](http://www.wingrabuild.org).

### Program Funding: Dane County BUILD (Better Urban Infill Development)

The Dane County Better Urban Infill Development Program (BUILD) assists local governments to prepare plans to redevelop and promote infill development within parts of their communities that may have become obsolete, rundown, or environmentally contaminated. The City of Madison was fortunate to receive two grants of \$25,000, totaling \$50,000, to assist in the planning for the Wingra Creek BUILD area.

The local match required for planning projects is 20 percent for visioning, design and implementation plans, and 50 percent for follow-up predevelopment studies. **South Metropolitan Business Association (SMBA) has raised \$5,000 to apply toward the required match.** Other private matching funds are anticipated to help offset the overall planning cost.

For more information on the Dane County BUILD Program visit their web page at: <http://www.countyofdane.com/plandev/build/index.shtml>

### Wingra Creek BUILD Advisory Project Team and Consultant

The Wingra Creek BUILD Advisory Project Team will provide input to the consultant team that has been hired on to conduct the market and feasibility studies. Fourteen members were confirmed by the Madison Common Council to serve on the team.

John Stockham, *Stockham Consulting*, has been contracted to conduct the market and feasibility studies, identify business retention and attraction strategies, and develop alternative redevelopment scenarios. Mr. Stockham will be working with the Wingra Creek BUILD Advisory Project Team from the onset of the project.

Two other firms, **D.L. Evans (Real Estate Analysis)** and Ehlers & Associates (Municipal Financing Analysis), will be consulted during the project study.

### This Month's Speaker...

**Andrew H. Kessenich, President  
D.L. Evans Company**

Andy Kessenich is President of the D.L. Evans Company, a Madison, Wisconsin based company founded in 1964 by Madison native Donald L. Evans. The firm is a full-service real estate company that specializes in advisory services including real estate valuation, counseling, brokerage and development. Clients include institutional organizations, public and privately held companies and private parties. A sixth-generation Madison native, Mr. Kessenich is a Counselor of Real Estate (CRE), licensed Real Estate Broker, a Certified General and Licensed Real Estate Appraiser, a National Association of Realtors General Accredited Appraiser (GAA), and a Realtor. He is a

## Mark Your Calendar

### S.M.B.A. MONTHLY MEETING SCHEDULE

**When:** January 20, 2005

**Where:** Coliseum Bar and Restaurant

**Time:** Noon - 1:15 p.m.

**Speaker:** Andy Kessenich  
D.L. Evans Company  
Wingra Creek Build Project  
Presentation

SMBA meetings are held on the **third Thursday of every month at The Coliseum Bar, from 12:00 Noon to 1:15 pm** unless otherwise indicated in the newsletter. Following is the schedule for 2004-2005:

January 20, 2005 - Wingra Creek BUILD Project Presentation

February 17, 2005 - StoryBook Presentation by Park Street Partners

March 17, 2005 - Aldermanic District Candidate Forum

April 21, 2005 - Darrel Brazell, 100 Black Men of Madison (invited)

May 19, 2005

June 16, 2005 - Annual Meeting

July and August - Summer Break

September 15, 2005

October 20, 2005

November 17, 2005

December 15, 2005

#### SMBA "POOLS" RESOURCES

It's official. Madison's first public swimming pool will be in our backyard! Franklin Field on the city's south side has been chosen as the site for the new pool.

Now SMBA has an opportunity to make a splash for pool fundraising. We want to take pride in this long-awaited facility coming to our area.



#### OUR GOAL: \$10,000.00

With over 100 members in SMBA, we feel that a realistic goal of \$10,000.00 is achievable. Just \$100.00 from each of our members could easily fill up the "pool". Can't contribute \$100? Donate what you can. Whatever it is, it's important that you participate! We have contributions coming through. Remember: You and the company you represent will be honored with a listing in our March newsletter.

With everything that is happening on the Southside, having the Public Pool in our area is just one more positive. This is a unique opportunity for SMBA to show its commitment to our neighborhood and support this exciting initiative. This is an extraordinary event, so let's show the rest of the City what our Association can do for the community!

We will also be collecting individual donation as well as corporate donations. There are several ways to participate:

- Bring a company check or a personal check for individual contributions to the January or February member meeting.

- Send your company check or individual check to SMBA at the address listed below.

- Pledge a contribution at the January meeting and send in your check (envelopes provided.)

- Wish to contribute stock or other assets? Contact Rob Waterman of Edward Jones Investments at 271-5100 who has offered his expertise to this project.

Donation checks should be made out to **Madison Parks Foundation**. The SMBA Board of Directors will present all donations together so each member business will receive individual recognition in addition to recognition of SMBA as a whole. Checks should be sent to our mailing address no later than February 25, 2005:

**SMBA PO BOX 259893 Madison WI 53725-9893.**

**Come to the February meeting to learn more about the pool challenge. We will have a short presentation by a member of the pool committee.**

If you have any questions or comments, please call Mike Flynn at 223-5148 or Pablo Sanchez at 283-6891.

#### New Member Welcome

As always please try to do business with fellow members and let them know that you are supporting them as part of the South Metropolitan Business Association. Please welcome the following new members and their representatives:

**Inland Madison, LLC - Commercial Property Management and Leasing**  
**-Dan Holuick, Vice President Property Management and Operations**

#### Member Business Listing

**Sergenian's Floor Coverings** - Quality Residential, Builder and Commercial Flooring for 75 years

#### REMINDER

We will be listing up to 5 member businesses each month in our newsletter. The business will be listed with their name and a 5-7-word description of their business - it could be a list of services you have to offer or a short statement about why members should consider doing business with you. It is up to you!

Send your business name and description to Jean Vogel via fax to (608) 663-1396 or via e-mail at [jeanv@sergenians.com](mailto:jeanv@sergenians.com). We will begin the member listing rotation on a First Come, First Served basis, so send your info now!

#### IMPORTANT NOTICE ABOUT NEWSLETTERS

Beginning this month, our Member Newsletter will be sent electronically to members and/or be advertised in an e-mail blast that it is available on our Website. If you need to receive a hard copy of the newsletter, please advise Jean Vogel via e-mail at [jeanv@sergenians.com](mailto:jeanv@sergenians.com) or by phone (608) 663-2560.