



## Office of the Mayor

David J. Cieslewicz, Mayor

City-County Building, Room 403  
210 Martin Luther King, Jr. Boulevard  
Madison, Wisconsin 53703-3345  
PH 608 266 4611  
FAX 608 267 8671  
TTY 866 704 2340  
mayor@cityofmadison.com

September 26, 2007

Mark D. Bugher, Director  
University Research Park  
510 Charmany Drive, Suite 250  
Madison, WI 53719-1235

Dear Mark:

Thank you for your service on the Madison Economic Development Commission. In your time on the EDC, you and I have worked productively together on many issues, and I look forward to continuing to work with you as you become board chair of the Greater Madison Chamber of Commerce next year.

Over the last four years, we have taken many positive steps together:

- Creation of the Small Business Advisory Council
- Acquisition of Enterprise Software to speed and improve business interaction with City government
- Moving forward on a One Stop Shop to make it easier for developers and others to do business with the city
- Two very successful small business conferences
- The creation and implementation of the Healthy City economic development blueprint
- The start of a new economic development plan for the City of Madison
- The start of a new, more user-friendly zoning code
- Support for the Collaboration Council and funding for its Regional Economic Development Entity
- Creation of a Rapid Response Team to act promptly in cases of businesses seeking to relocate or grow

- A record amount of Tax Incremental Financing support for a variety of projects
- Strengthening the Economic Development Commission by adding three seats representing small business, high-tech/bio-tech industries, and higher education
- Implementing a buy-local purchasing policy for City of Madison purchasing
- Boosting our City's ability to attract convention business by entering into a 5-year funding agreement with the Greater Madison Convention and Visitors Bureau
- Bringing WiFi to downtown Madison

With so much we have agreed upon and accomplished together, I am disappointed that you would decide to resign your position on the EDC because of a rare occasion on which you and I simply have an honest disagreement.

I believe that with your long experience as a top government administrator, you can appreciate the need to be able to choose your own team, as you are responsible for those you hire.

In the case of the Economic and Community Development Director, Bill Clingan was hired through the normal process for hiring top managers. The business community representatives on the initial screening committee, which rates candidates, both rated Bill first.

A second committee, which conducts oral interviews, is not required to rate candidates, but simply certifies that any of the candidates it forwards to me are qualified for the position. This panel, which included a representative of the business community, unanimously certified three candidates, including Bill Clingan, as qualified for my consideration. In this case, my Chief of Staff asked the oral panel to go further and also offer their ratings of the three candidates they forwarded on to me. Most of the members of that panel rated Bill second.

Nonetheless, my role is not to simply rubber stamp the preferences of a committee. If that were the case, there would be no need for me to interview any of the candidates. Instead, my job is to carefully interview the candidates and then to make my own decision using my best judgment. There is no question in my mind that I made the right choice in this case.


This is a job that requires strong administrative skills and knowledge of the community. Bill Clingan grew up in Madison, served his community on the School Board, and is a seasoned administrator with two decades of experience in large, complex organizations. The other primary candidate, while also a fine person with his own skill set, had no comparable administrative experience and virtually no knowledge of the Madison community.

I have often said -- and I think you have agreed with me -- that economic development is not just about the important focus on business retention and recruitment. (And, in fact, we have those capabilities stronger than ever in the great staff of the Office of Business Resources, the newest member of which you played a central role in helping select.) Economic development is also about improving the overall quality of life that is the bulwark of our strong local economy. In recognition of that fact, we created a new Division of Economic and Community Development with all the tools available in City government to do the job. Bill Clingan possesses all of the qualities to make this new more powerful and complex organization a great success.

It is my hope that, despite your disagreement with my decision, in your new role as chair of the Chamber of Commerce and in your continuing role as head of the University Research Park, you will give Bill Clingan a chance. I have asked Bill to set up a meeting with you and other key community leaders soon, and I hope you will take that opportunity to begin a long and productive partnership.

Again, thank you for your great service to me and to the City of Madison. I look forward to working with you in the future.

Sincerely,



David J. Cieslewicz  
Mayor

DJC/III

cc: President and Members, Madison Common Council  
Economic Development Commission members  
Jennifer Alexander, President, Greater Madison Chamber of Commerce  
Bill Clingan  
John Wiley, Chancellor, UW-Madison