



# City of Madison

City of Madison  
Madison, WI 53703  
www.cityofmadison.com

## Meeting Minutes MADISON FOOD POLICY COUNCIL

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Wednesday, January 7, 2015

5:30 PM

Madison Central Library  
201 W. Mifflin Street  
Madison, WI 53703  
Madison Foundation Community Room  
Rooms 301 and 302

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### CALL TO ORDER / ROLL CALL

The meeting was called to order by the chair at 5:35 pm.

**Present:** 14 - Ledell Zellers; Matthew J. Phair; Nan Fey; Nathan S. Clarke; Kathy E. Utley; Taiya R. Bach Streiffer; Steve Youngbauer; Christopher G. Brockel; Carmell R. Jackson; Martin H. Bailkey; Lindsey Day Farnsworth; Satya V. Rhodes-Conway; Anne Reynolds and Kyle Richmond

**Absent:** 6 - Shiva Bidar-Sielaff; Michael M. Bell; Carrie M. Edgar; Eric A. Roang; George C. Reistad and Topf Wells

### APPROVAL OF MINUTES

Reynolds made a motion to approve the December 3, 2014 minutes. Brockel seconded the motion. Motion passed by a voice vote.

### PUBLIC COMMENT

None

### DISCLOSURES AND RECUSALS

None

### SPECIAL PRESENTATIONS

Jordan Bingham and Nick Heckman of Public Health Madison and Dane County presented on the Racial Equity and Social Justice Initiative and the tools that are currently being piloted on projects within the city. Bingham and Heckman discussed how the FPC could use the tools in application for its upcoming projects. A powerpoint of their presentation and training is available.

Lexa Dundore of Dane County UW-Extension presented on the results of the Food Day Summit and the policy recommendations that came out of the workshops. Dundore also described how she adapted a racial equity analysis tool to the workshops during the summit and described the feedback and discussion. The report provided to the FPC is available.

**NEW BUSINESS****36664**

Authorizing the execution of a Memorandum of Understanding (“MOU”) with Dane County Department of Human Services (“DCDHS”) for the purchase of services (“POS”) for the operation and administration of the Electronic Benefits Transfer (“EBT”) and MadMarket Double Dollars (“MMDD”) programs at Madison and Dane County farmers’ markets through the Community Action Coalition for South Central Wisconsin, Inc. (“CAC”).

**Woulf explained the genesis of this resolution. The County matched the City contribution for the EBT and Double Dollars Program for 2015 of \$25,000, and allocated the funds within the Department of Human Services. While the City would prefer to go out to bid, there are many advantages to having the contract for EBT and Double Dollars services with Human Services. Human Services is in a position to amend their contract with the Community Action Coalition in order to provide these services in 2015. Woulf explained that he is satisfied with the work of CAC and this is the best option to deliver the best program in 2015.**

**This Resolution was RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER**

**OLD BUSINESS****33575**

2014-2015 Madison Food Policy Council Goals: Public profile/engagement

**Attachments:** [FPCGoals14.pdf](#)

No update.

**WORK GROUP REPORTS****36718**

Grant Funding January 2015

**Applications for SEED grants have been released and are due on February 13th. A pre-submission gathering of interested parties will be held on January 13th at 6pm in the Catholic Multi-Cultural Center.**

**36719**

Edible Landscapes and Terrace Plantings January 2015

**Woulf will be meeting with IT department on January 12th for an update, and will schedule a meeting of the work group thereafter.**

**36720**

Increasing Food Retail in Underserved Neighborhoods January 2015

**The group has met and is working on guidelines for its grant program that may be ready for preliminary review by the Food Policy Council in the next month or two. Tentative goal is to have an application process in place by summer.**

**36721** Healthy Marketing and Procurement January 2015

No report, had not met.

**36722** Pollinator Protection Task Force Update January 2015

Met on 12/15 and discussed our reactions to the presentation at our last meeting, preliminary ideas, what we need to know from departments regarding how their practices impact pollinators, and our work plan. During this report, the MFPC talked about ways to cooperate with the planned Dane County Pollinator Protection Task Force. Next meeting is Jan. 15th, 3:30 in MMB Rm LL120.

**REGULAR BUSINESS REPORTS****36704** Food and Alcohol Policy Coordinator Update January 2015

**Attachments:** [Verona Road-Allied Drive Resolution.pdf](#)  
[Co-operative enterprises for job creation and business development.pdf](#)  
[Recommmendations on Verona Rd-Allied Drive Food Retail.pdf](#)

Woulf provided an update on the work of the Allied Drive Staff Team. The team release its report on December 15 that recommended three interventions in the area to improve the food access issues. The most significant of the recommendations is a \$300,000 low-interest loan to secure a full-service affordable grocery, to be issued by RFP. Woulf explained that whether staff moves forward on issuing an RFP would depend on how the report is received by Council. He expected a decision on January 20 by the Common Council. Any future RFP language would come through the FPC for review and approval.

**36705** Local Food Committee on Public Market Update January 2015

The Local Food Committee met on December 9. We heard from our consultant, Project for Public Spaces, on preliminary design ideas for the market, along with organizational options. We expect to receive a draft business plan in early February. The next Local Food Committee meeting, on December 13, will focus on public outreach for comments on the draft.

**36706** Community Gardens Committee Update January 2015

At its meeting on December 9th, the committee authorized the sending of a letter in support of the Sheboygan Community Garden which is currently threatened by development proposals on the state-owned property where it is located. Fey asked whether the Food Policy Council was willing to send a similar letter, and received unanimous support for doing so with minor changes in the introductory paragraph of the text that was sent by the Gardens Committee in December. The Community Gardens Committee also discussed the winter leadership summit for garden leaders that is being planned for February 28th, and the soon-to-be completed business plan for the partnership that will be managing the community gardens program in 2015.

[36707](#)

Dane County Food Policy Council Update January 2015

**Attachments:** [Dane County Food Council January Report.pdf](#)

Met on Wed. Dec. 10th. They reviewed the evaluation summary from the Food Summit and discussed the development of a County Pollinators task force and the Chair appointed two members to serve on the City food waste work group. Next meeting is scheduled for Jan 28th.

[36708](#)

Dane County Food Coalition Update January 2015

**Attachments:** [Dane County Food Coalition January Report.pdf](#)

Met on Thursday, Dec. 11th at the East Madison Community Center. Meeting included a tour of the Center, further development of the Dane County Food System timeline and sharing of up coming events. Next meeting will be some time in February or early March.

[36709](#)

Madison Metropolitan School District Update January 2015

Youngbauer was pleased to announce that MMSD had been awarded a grant for \$2,500 to be used at Gompers Elementary School for 3 Educational lunchroom events. We are partnering with REAP Food Group on this effort. This grant will allow us to feature fresh locally grown produce for all students on 3 different dates.

- February, "Root for winter Veggies"
- April, "Spring for a Salad"
- June, "Plant Parts, Taste them all"

This grant has been awarded from the Chef Ann Cooper Foundation and Mission Nutrition.

We are also looking at a possible herb garden project for the Food Production Center. This garden could be used as an educational site. Students and community members could be involved in the annual planting. The herb garden can also be an additional educational component to student tours of the Food Production Center. We would like to apply for a "Sow It Forward Grant" to support this program. We are Partnering with REAP Food Group on this project.

[36710](#)

Public Health of Madison and Dane County Update January 2015

Nick Heckman will begin meeting with FPC representatives over the next few months. Through these interviews, he will gain greater clarity and understanding on the work, priorities and goals of the members and the council as a body. This process will serve to inform and guide the role of the PHMDC and strengthen the connections among city/county agencies working to address food access challenges and improve food security.

[36711](#)

Healthy Food For All Update January 2015

No update.

**ANNOUNCEMENTS**

None

**ADJOURNMENT**

Rhodes-Conway made a motion to adjourn at 7:55 pm. Farnsworth seconded the motion. Motion passed by a voice vote.