



City of Madison

City of Madison
Madison, WI 53703
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Meeting Minutes - Amended MADISON FOOD POLICY COUNCIL

Wednesday, August 1, 2018

5:30 PM

Madison Public Library-Central Branch
201 W. Mifflin St. Rm.302
Madison WI 53703

CALL TO ORDER / ROLL CALL

Convened by Chair Fey at 5:33 PM.

Present: 17 - Rebecca Kemble; Ledell Zellers; Arvina Martin; Nan Fey; Kellie A. Strinz; Garrett P. Peterson; Elisabeth C. Reynolds; Steve Youngbauer; Christopher G. Brockel; Jennifer N. Lam; Lindsey Day Farnsworth; Claire Mance; Teal M. Staniforth; Devika J. Suri; Satya V. Rhodes-Conway; Regina M. Vidaver and Kyle Richmond

Absent: 3 - Henry D. Aschauer; Martin H. Bailkey and Erica C. Anderson

OTHERS PRESENT

George Reistad (City of Madison), Nick Heckman (Public Health Madison & Dane County), Michelle Miller (Center for Integrated Agriculture Systems (CIAS) at UW-Madison), Ben Rush (doctoral student in nutrition), Ben Van Pelt(American Heart Association), Kimberly Krentz, Nicodemus Ford.

APPROVAL OF MINUTES

A motion was made by Richmond, seconded by Day Farnsworth, to approve the minutes from the July 11, 2018 Madison Food Policy Committee meeting. The motion passed by voice vote/other.

PUBLIC COMMENT

None.

DISCLOSURES AND RECUSALS

None.

NEW BUSINESS

52538

Authorizing the City of Madison to purchase services creating a feasibility study for a food terminal cross-dock facility within the City of Madison and making a funding allocation of no greater than \$100,000 for purchase of services.

Sponsors: Paul R. Soglin, Rebecca Kemble, Larry Palm, Ledell Zellers, Arvina Martin, Steve King, Sara Eskrich, Samba Baldeh, Marsha A. Rummel, Amanda Hall, Matthew J. Phair and Shiva Bidar-Sielaff

Attachments: [Letter to MFPC_LDF_Reso52538 080118.pdf](#)
[HRAWG Recommendation_Reso 52538 080118.pdf](#)
[FPC_Slides_18-08-01_Final.pdf](#)

Authorizing the City of Madison to purchase services creating a feasibility study for a food terminal cross-dock facility within the City of Madison and making a funding allocation of no greater than \$100,000 for purchase of services.

Attachments

- Letter to MFPC_LDF_Reso52538 080118.pdf
- HRAWG Recommendation_Reso 52538 080118.pdf
- FPC_Slides_18-08-01_Final.pdf

Presentation by Lindsay Day Farnsworth and Michelle Miller from Center for Integrated Agriculture Solutions at UW-Madison about “Wholesale Food Infrastructure Needs & Opportunities in Madison”. See FPC Slides above.

Richmond: It is important to advance the narrative of food as a public good.
Miller: Co-ops, government, and nonprofits represent a huge portion of our economy.

Q (Suri): Who would run this type of project?

A: Different models. Often nonprofits, government can help secure land or manage operation. Ensuring that the facility begins with solid financial footing. The proposed study will come up with alternatives to explore.

Q: Is the feasibility study looking at this site? Or just the general idea’s feasibility?

A: It would look at multiple sites. Oscar Mayer obviously has some connectivity due to circumstances and current status.

Q: What is the deliverable of the study?

A: Addressing the operational and site considerations. Organizational structure. General economic impact.

Oscar Mayer has been purchased, which presents an opportunity to create a proposal to lease space. That site is not predetermined, however if it is to remain an option, there is some urgency to the resolution.

Q: The \$100,000 HRAP authorization is a cap for the proposals. What is the range of costs on the feasibility studies?

A: RFP process will deliver proposals under this limit. Purchasing Department staff think RFP process will be feasible to complete in 2 months. The workgroup will be working with content experts (such as UW CIAS and MadREP) there may be other funding streams explored this year and in the future.

Motion to recommend authorizing the city of Madison to accept this funding recommendation made by Rhodes-Conway. Second by Day-Farnsworth. Motion passed with a voice vote.

WORK GROUP REPORTS

[52578](#) Community Engagement August 2018

The Community Engagement Work Group convened on Mon 7/30 and discussed a variety of projects the group could engage in. This included analyzing various racial equity tools from the City, Public Health, and Extension to create a short questionnaire aimed at understanding the content, scope, and process of MFPC Work Groups. It also included considerations for this group serving as the PR/promotional arm of the MFPC and disseminating the work that the various work groups and MFPC as a whole are doing to increase community awareness of the food policy work happening at the City. To this end, work group members talked about establishing a scoping document to frame out and guide the direction and work of this group.

[52579](#) Comprehensive Plan August 2018

Common Council will consider, and very likely approve, the Comprehensive Plan on Tuesday August 7th. Most changes have been accepted by Plan Commission. Gratitude extended to work group members for the process of the last 18 months.

[52580](#) Food Waste Reduction Task Force August 2018

The Food Waste and Recovery Work Group held a meeting on Wednesday, July 25. In preparation for release, Document Services has given the Food Recovery Guide an initial design makeover. We are not fully satisfied with the end product and are now looking for some independent design help to take another look at it. In the meantime, a pdf of the document will be uploaded to Dane County Extension's website. We discussed marketing the Guide once it is in full release. WasteCap has agreed to co-host the food recovery convocation aimed at businesses sometime in mid to late March and planning for the event can begin in earnest. Michele Ritt and Chris presented a plan to work with Madison Schools to launch a demonstration food waste reduction project at Leopold Elementary and Badger Rock Middle Schools. The plan will involve creating "No Thank You Tables" in those lunchrooms where unopened foods can be placed for later use with hungry students throughout the school day or donated to a local food pantry.

[52581](#) Healthy Retail Work Group August 2018

The Healthy Retail Access Work Group convened on Thursday 7/26 and provided updates on the work of the newly formed Healthy Retail Access Program staff team, which is in the process of completing a holistic plan of work that identifies outcomes/deliverables, staffer roles and responsibilities, and current gaps in capacity needed to ensure HRAP success. Work group

members also discussed the food terminal resolution, the City's RFP process, and how the work group will manage the RFP process with assistance from external partners at UW CIAS and MadREP.

[52582](#) Healthy Marketing and Procurement August 2018

The Healthy Marketing and Procurement Work Group convened on Monday 7/30 and discussed progress on the Good Food Purchasing Policy, which Parks Department staff is currently analyzing. The work group also took the first steps in drafting a policy around healthy vending (machine) standards at city-owned facilities.

[52583](#) Pollinator Protection August 2018

The Pollinator Protection Work Group met on July 11th to discuss the final steps in creating a Task Force to review the City's Integrated Pest Management policy. The full Food Policy Council provided some significant revisions at its meeting later that afternoon before recommending approval; the Common Council approved the substitute resolution at its meeting on July 24th. Staff (George Reistad and Karl van Lith) will schedule an organizational meeting in August. Fey will be one of the MFPC's representatives to this group, we still need another.

The Bee City signage confusion continues. Reistad reported at the MFPC meeting that even the small signs already been produced for installation in Warner Park, Owen Conservancy, Period Garden Park and Goodman Pool (locations proposed in April, approved by Parks Division in May) have not yet been installed. The small signs are being held up by the debate over how to handle the larger "entry to the city" signs, which may be combined into "collage signs" of similar city designations sometime this fall. Reistad scheduled a meeting with the Public Information Officer of the Parks Division in July to try and sort this out.

[52584](#) SEED Grant Funding August 2018

Reistad is working to set grantee tours for end of season – late Aug or early Sept (3-5 locations). Additionally, the work group will be convened in September to discuss 2019 prep work for grant announcement, grant timelines, and management. 2018 SEED Grant Work Group members should inform Reistad if they are interested in continuing to serve on the Work Group. Newly interested MFPC members should inform Reistad if they would like to serve for 2019.

[52585](#) Urban Agriculture August 2018

The Urban Agriculture Work Group met on Tuesday, July 17th for a presentation by Gardens Network on the water costs facing Madison's community gardeners, a particular burden for those gardens with lower-income gardeners and where plot fees are not enough to cover water costs. This is an issue that the group agreed to work on prior to the presentation, so the meeting also reviewed some initial strategies to address it through a collaboration between the work group and Gardens Network.

The next work group meeting will be Tuesday, August 21st.

REGULAR BUSINESS REPORTS[52586](#)**Community Gardens Update August 2018**

Sheboygan Ave Community Gardeners are still finalizing logistics and financing with Parks staff to complete the plumbing, fencing, gravel pad and ADA accessible pathway projects in Rennebohm Park during the month of August. They have requested time on an agenda this fall to make a “thank-you” presentation to the MFPC for its support of this project.

[52587](#)**Dane County Food Council Update August 2018**

Partner in Equity food project grant cycle is closed. Applications were reviewed on 7/31 and final recipients will be announced in time for next MFPC meeting. UW-Extension has lost its Dairy and Livestock Educator program for the time being; options are being explored for further funding. Claire Strader has developed an organic vegetable farm manager apprenticeship program at Dane County University of WI Extension. Dane County hosted a brainstorming session for the Dream Up Wisconsin plan (see Food Policy Director update below).

[52588](#)**Food Policy Director Update August 2018**

Work is continuing at Luna’s Groceries on Red Arrow Trail. The owner, Mariam Maldonado, has shared a few pictures of progress made at the site. Reistad attended an Advisory Committee meeting for the Center for a Livable Future Food Policy Networks at Johns Hopkins and shared the work that the City of Madison/Dane County is doing with their Food Councils and other food systems programs that fall outside of the management of the councils e.g. Double Dollars, Madison Public Market. Governor Andrew Cuomo (NY State) has provided funding to allow the Novo Dia Group, which supports the Mobile Markets Plus SNAP EBT software used at over 1,700 farmer’s markets, to stay open for another 6 months, which should ensure that there are no gaps in service for SNAP EBT users at those markets, while USDA FNS transitions contractors for the SNAP EBT Equipment Program. Reistad attended a Dream Up WI event yesterday focused on developing a food systems proposal for potential funding from Schmidt Futures. Carrie Edgar, George Reistad, Nick Heckman and other Dream Up participants will continue to work on developing a proposal for the 8/29/19 deadline.

[52589](#)**Madison Metropolitan School District Update August 2018**

Online enrollment began 8/1 for MMSD.

[52590](#)

Oscar Mayer Strategic Assessment Committee Update August 2018

At 7/9 meeting discussed community engagement process and finalized plans for additional public input; began discussion of report framework. Public Open House will be held tomorrow from 6-8pm at Warner Park Center. Series of stations to talk about different components of the Oscar Mayer site such as jobs, land use, etc. All committee-meeting materials are available in Legistar 49726.

[52591](#)

Public Health Madison and Dane County Update August 2018

- Food Research and Action Center (FRAC) - 2018 report “How Hungry is America” shows that national Local Index of Food Hardship has increased for the first time in four years, from 15.1% to 15.7%
- Federal Farm Bill is being discussed in conference committee to resolve differences between versions passed by the US House of Representatives and the Senate
- Trump administration, war on poverty, pivot to focus on “self-sufficiency”
- Healthy Dane County Food System Survey has closed. Staff are analyzing raw data and determining future applications and follow-ups

[52592](#)

Public Market Development Update August 2018

No update, next meeting is August 2.

ANNOUNCEMENTS

- Public Open House on Oscar Mayer: 8/2 from 6-8pm at Warner Park Center. Series of stations to talk about different components of the Oscar Mayer site such as jobs, land use, etc.

ADJOURNMENT

Motion to adjourn made by Richmond. Second by Rhodes-Conway. Motion approved with a voice vote at 7:05PM.