



City of Madison

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

Meeting Minutes MADISON FOOD POLICY COUNCIL

Wednesday, June 3, 2015

5:30 PM

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

CALL TO ORDER / ROLL CALL

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

Present: 17 - Amanda Hall; Nan Fey; Nathan S. Clarke; Kathy E. Utley; Alexia M. Kulwiec; Taiya R. Bach Streiffer; Steve Youngbauer; Christopher G. Brockel; Carmell R. Jackson; Lindsey Day Farnsworth; Carrie M. Edgar; Eric A. Roang; Satya V. Rhodes-Conway; Anne Reynolds; Kyle Richmond; Topf Wells and Erica C. Anderson

Absent: 5 - Shiva Bidar-Sielaff; Ledell Zellers; Michael M. Bell; Martin H. Bailkey and George C. Reistad

APPROVAL OF MINUTES

Wells made a motion to approve the minutes of May 27, 2015. Utley seconded the motion. Motion passed by a voice vote.

PUBLIC COMMENT

None

DISCLOSURES AND RECUSALS

None

NEW BUSINESS

[38465](#)

Authorizing city staff to request applications for healthy food retail access improvements through the City of Madison Healthy Retail Access Program and authorizing the Madison Food Policy Council to evaluate proposals, and the Director of Food and Alcohol Policy to negotiate with applicants and issue grants up to \$100,000.

Attachments: [Food Access Improvement Areas of Focus -- Map \(2\).pdf](#)
[HealthyRetailProgramSummary2015.pdf](#)

Woulf provided draft documents of the overview of the healthy retail program, including a draft application to the program. He explained that the process this year would target retailers and organizations working directly with retailers to offer the \$100,000 of grant funds. The program is targeting 25% of

funds to go towards technical assistance this year. The goal is to build the framework for a program that is scalable in future years.

Rhodes-Conway: Want to make sure that funds do not only have to go to an existing retailer. Supportive of the resolution language, but want to make clear it can be a new project.

Farnsworth: Technical Assistance important to successful program, but it should not be explained in a way that deters potential applicants.

Wells recommended to return to lead with the recommendation for approval . Rhodes-Conway seconded. Motion passed by a voice vote.

WORK GROUP REPORTS

[38692](#)

Community Engagement Work Group June 2015

Attachments: [Public Engagement Working Group June Report.pdf](#)

The two-prong mission of the working group was reviewed: 1) marketing/education and 2) making sure a diversity of voices are integrated in decision-making. Strategies for meeting the first objective include putting information on the Food tab of the city website, connecting with related groups who are active on social media, and writing short articles for newsletters and neighborhood listservs. The second objective is harder to satisfy: simply holding public forums around the city has not proved effective in the past for getting widespread participation and more brainstorming is necessary.

A promising starting point is to work with the Neighborhood Resource Teams in one of the areas on the Food Access Improvement Map. There are neighborhoods in the city where residents have identified food access as their first priority for improvement on community surveys. The next Public Engagement Working Group meeting will be with the NRT coordinator, Tariq who can give advice on neighborhoods to start working with. A starting place would be to disseminate information on existing resources from the FPC, such as the SEED Grants and Healthy Retail Access Program. It is important to make sure that there is assistance for groups who might be interested in one of those programs but might need more guidance (for example, admitting a retailer to the Healthy Retail Access Program and prepping them for a year or more to be able to apply for money). It is important to involve the alders in these discussions as well as the group moves forward.

[38693](#)

Grant Funding June 2015

No report. May plan for a tour of this year's SEED grantees.

[38695](#)

Edible Landscapes and Terrace Plantings June 2015

Permit for Edible Landscape on city-owned lands is available online, with a couple of projects willing to apply and provide feedback this year. Also noted the "food page" on the City's website is nearly ready to go live.

38696 Increasing Food Retail in Underserved Neighborhoods June 2015

Covered in New Business item 38465 above.

38697 Healthy Marketing and Procurement June 2015

Attachments: [Healthy Marketing and Procurement June Report.pdf](#)

The Healthy Marketing and Food Procurement Committee met on May 25th, 2015 at 4:30 pm at the Madison Municipal Building in LL120.

The members present were: Taiya Bach, Chris Brockel, Alexia Kulwicz and Kathy Utley City Staff: Mark Woulf

Members not present: Carmell Jackson, Carrie Edgar, Christopher Daly and Sara Larson

This was the first meeting convened of this working group since the passing the resolution that passed by the council, requesting the Food Policy Council to develop a food procurement policy for the municipal food vendors.

The outcome of the meeting was to develop a work plan and a timeline to accomplish the goal of presenting a completed policy to the council sometime early next spring. The working group would work to develop a framework by August and then work on the details of the program that included implementation, standards and best practices. The next few meetings will be conducting research and reviewing other policies as well as bids and contracts. Our goal is to have a draft document completed for full Food Policy review by February of 2016.

This group agreed to meet once a month.

38698 Pollinator Protection Taskforce June 2015

On June 4th, members of the Taskforce will be touring various city-owned sites to view a wide range of habitats managed by several different departments.

The group has a draft of its report and recommendations that it is working on, then will focus on public education and outreach. Members of the FPC are encouraged to propose individuals and/or groups they think might be helpful in this next phase.

38699 Food Waste Reduction Taskforce Update June 2015

No Report.

REGULAR BUSINESS REPORTS**38700** Food and Alcohol Policy Coordinator Update June 2015

Four food-related resolutions are headed to the U.S. Conference of Mayors for approval the third week of June. The topics are SNAP, Child Nutrition Reauthorization, Dietary Guidelines, and Farm Labor. Woulf agreed to share the resolutions with the committee.

[38701](#) Local Food Committee on Public Market June 2015

The Local Food Committee held two public forums in May to gather input on the draft Madison Public Market District business plan. One meeting focused on vendors, and the other was for the general public. Both meetings were very well attended and gave valuable feedback on the business plan. The Local Food Committee will meet on June 4 to discuss the draft plan with the consultants (Project for Public Spaces). The final business plan will be completed in late June/early July.

[38702](#) Community Gardens Committee Update June 2015

Attachments: [Community Gardens Committee Update June 2015.pdf](#)

At its meeting on May 26th, the Community Gardens Committee learned that soil borings had taken in the Sheboygan Gardens site as part of the state's future construction project there; gardeners were still able to plant on their usual spring schedule. The Gardeners' Coalition (of leaders from around the county) has met again to discuss its mission and goals, advocacy issues, and possible tours of gardens this season. The Gardens Network partners continue meeting regularly, and Community GroundWorks has hired a new staff member to focus on operations. A border of pollinator-supporting perennials has been planted around the community garden in Brittingham Park.

[38703](#) Dane County Food Policy Council Update June 2015

Attachments: [Dane County Food Council June 2015 reports.pdf](#)

Has sent out an invitation requesting community members to join committees. Planning for the 2015 Food Summit will begin in June. We invite the MFPC to co-host the event again this year and would like to have a Council member serve on the planning committee. Next meeting is scheduled for June 24th at 6 pm.

[38709](#) Dane County Food Coalition Update June 2015

Attachments: [Dane County Food Coalition June 2015 Report.pdf](#)

The Dane County Food Coalition met at MMSD's Central Kitchen on April 27th. The meeting included an update on the farm to school work of REAP Food Group and a tour of the kitchens. Next meeting is scheduled for June 15th at 8:30 am at Middleton Outreach Ministry. All are welcome to attend.

[38716](#) Madison Metropolitan School District Update June 2015

1. Family Food Fest was held at Lincoln Elementary on Sunday May 17, 2015. WE had a very nice turn out in spite of the rainy weather. Thank you to all of the Community partners and volunteers that made it so successful.
2. Herb & Vegetable Garden was built at the FPC. Thank you to REAP, Community Ground works ,Dane County UW. Extension and other volunteers in building and planting 3 raised beds.
3. Community Eligibility application will go in this month. We anticipate

adding one to two sites for these meal benefits next year.

4. Summer Feeding begins June 2, 2015

5. REAP and the Americorp volunteers just completed the final tasting event of our Mission Nutrition Grant award at Gompers Elementary on June 2. This was a really enjoyable experience and we are discussing ways to broaden the experience for more students next year.

[38722](#)

Public Health of Madison and Dane County Update June 2015

No report.

[38728](#)

Healthy Food For All Update June 2015

No report.

ANNOUNCEMENTS

None

ADJOURNMENT

Meeting adjourned at 6:20pm.