



City of Madison

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

Wednesday, August 6, 2014

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 5:44 PM

Present: 13 - Ledell Zellers; Matthew J. Phair; Nan Fey; Nathan S. Clarke; Dan J. Stein; Cassandra M. Vanderwall; Steve Youngbauer; Martin H. Bailkey; Lindsey Day Farnsworth; Carrie M. Edgar; Eric A. Roang; Kyle Richmond and Topf Wells

Absent: 8 - Shiva Bidar-Sielaff; Kathy E. Utley; Christopher G. Brockel; Carmell R. Jackson; Michael M. Bell; George C. Reistad; Satya V. Rhodes-Conway and Anne Reynolds

APPROVAL OF MINUTES

Wells moved approval of the minutes of July 2 with corrections. Stein seconded the motion. Motion passed by a voice vote.

PUBLIC COMMENT

None.

DISCLOSURES AND RECUSALS

None.

NEW BUSINESS

Fey suggested setting the dates for meetings in 2015.

[35011](#)

Directing the Madison Food Policy Council to convene, develop, and provide implementation direction to city departments for strategies to promote the health of honey bees and other pollinators.

Attachments: [Pollinator Plants - Great Lakes Region.pdf](#)

Motion to refer to the September FPC meeting for input from committees to which it was referred by the Common Council; made by Wells, seconded by Zellers: Motion passed by a voice vote.

OLD BUSINESS

[34643](#) Potential 2015 Budget Items

Attachments: [20140829134546366.pdf](#)

Woulf provided an overview of the "Community Foods Equity Initiative" document that outlines city and county funding support at current levels and 2015 requests for food-related programs. Woulf explained that all of the Madison Food Policy Council projected requests, except for the food retail request to be discussed later this evening, is included in the document. The idea behind the initiative is to highlight current city/county support of food-related work and how it all fits together in a comprehensive way to reduce food system inequities.

Richmond expressed hope that both food councils will buy into this approach and support. He explained that the Dane County Food Council will see this document and make recommendations for the first time to the County Executive.

Stein: The availability of Huber inmates is low, concerned about how the Huber Center project as outlined will impact organizations that rely on the volunteer base.

Edgar: This program is designed to offer some sort of specific job training and potentially compensation, so it will be different than most volunteer opportunities and shouldn't impact current organizations that rely on volunteers from Huber.

Bailkey: Document should include language that invites other funders, especially municipalities, to join the initiative.

A motion was made by Wells, seconded by Phair, to support the "Community Foods Equity Initiative" as described in the draft document, specifically encouraging the Mayor and Common Council to include support for community gardens, SNAP/EBT, and SEED grants at the levels described in the 2015 budget; and encouraging the County Executive and Board to support the initiative as well. The motion passed by a voice vote.

Phair spoke to the food retail work group requests to include \$100,000 of funding in the Capital Budget to potentially set up a special fund that would aim to increase food retail in underserved neighborhoods in one of three ways: 1) support infrastructure improvements for existing retail, 2) training for existing retailers to support fresh produce, 3) investments in the form of low-interest loans or forgivable loans for new retail projects.

Wells: I am more supportive of loans instead of grants for development, but this is something that can be discussed at a later time.

A motion was made by Wells, seconded by Phair, to amend previous motion to include support for the food retail work group recommendation of \$100,000 in the Capital Budget for a special food retail fund. Amendment motion passed by a voice vote.

WORK GROUP REPORTS

[32429](#) Grant Funding

Group plans to visit sites in August.

[32105](#) Edible Landscapes and Terrace Plantings

No report.

[32109](#) Increasing Food Retail in Underserved Neighborhoods

No report.

[34337](#) Healthy Marketing and Procurement

Attachments: [Marketing and Procurement.docx](#)

The group has met, and considered starting with a draft policy that could be taken to departments for input.

REGULAR BUSINESS REPORTS

[28073](#) Local Food Committee on Public Market Update

The committee unanimously recommended the East Washington at First Street site as the preferred location for the district, with South Park Street at Plaenert Drive as the first alternative site.

[28074](#) Dane County Food Council Update

Attachments: [The Dane County Food Council Report 9-3-14 \(2\).docx](#)

A sub-committee (including Mark representing the Madison Food Policy Council) is currently planning the 2014 Food Summit scheduled for October 24th. The theme for the day is "Be a part of the solution: developing action strategies for addressing gaps in the local food system." A budget sub-committee has been formed to review and recommend budget items for the 2015 County budget.

[28075](#) Healthy Food for All Update

Attachments: [Healthy Food for All draft 4 3 13.pdf](#)

No report.

[28076](#) Dane County Food Coalition Update

Attachments: [The Dane County Food Coalition Report 9-3-14.docx](#)

The next meeting will be Thursday, August 28, from 8:30 - 10:30 a.m. at Troy

Farm/Gardens and the Community GroundWorks Natural Areas on the 500 block of Troy Drive in Madison. Tentative agenda will include a tour of the grounds and overview of Community GroundWorks projects and programming, updates from attendees, and time for sharing and networking.

[28077](#)

Food and Alcohol Policy Coordinator

Issues were discussed under Item 34643 and in working group reports.

[31514](#)

Madison Metropolitan School District Update

1. Wellness Committee sub-group has finished the revision to the classroom snacks guidelines. The new guidelines encourage healthy choices and include a preferred choice section vs. the old acceptable choice format. This information will be distributed during the upcoming enrollment period.

2. Community Eligibility has been approved for seven traditional schools and 11 alternative programs:

Allis, Falk, Leopold, Mendota, Sherman, Wright
East & West Neon, Phoenix, East & West Sail, Track/Memorial, New Directions
La Follette, Innovative at Marquette, Aero at Lapham, Work & Learn Madison
College and Replay.

•All students will eat for free at these sites.

•No free & reduced lunch application is required for students at these sites.

3. MMSD is gearing up for a free & reduced campaign to assist families with the application process

•Better tools for tracking and recording.

•Improve resources available at in-person registration.

•Decrease application processing time.

•Improve outreach to families.

[28106](#)

Community Gardens Committee Update

Planning has begun for another gathering in the month of September to provide updates and support during this transition year, and a networking opportunity for garden leaders. The committee decided not to send out applications for the New Garden Fund in 2015, but the Madison Community Foundation will accept the contributions of plot fees this year to continue growing the fund; grants are expected to resume in 2016. A facilitator is being hired by the City to lead a strategic planning process and create a business plan for a community gardens program to serve the area in 2015 and beyond.

[33286](#)

Public Health of Madison and Dane County Update

Final interviews are being held for the Food Security staff position.

ANNOUNCEMENTS

Richmond announced there will be a Harvest Festival and tours on August 23rd at Silverwood Park, including an art installation and workshops led by the Farley Center. There will also be a design charrette for facilities at the park. Youngbauer announced that the school district has been providing summer food for kids.

ADJOURNMENT

Phair moved to adjourn at 6:50 p.m., Wells seconded the motion. Motion passed by a voice vote.