



City of Madison

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

Meeting Minutes MADISON FOOD POLICY COUNCIL

Wednesday, June 4, 2014

5:30 PM

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

CALL TO ORDER / ROLL CALL

The meeting was called to order by the chair at 5:36 p.m.

Present: 16 - Shiva Bidar-Sielaff; Ledell Zellers; Matthew J. Phair; Nan Fey; Nathan S. Clarke; Cassandra M. Vanderwall; Steve Youngbauer; Michael M. Bell; Martin H. Bailkey; Lindsey Day Farnsworth; Carrie M. Edgar; George C. Reistad; Satya V. Rhodes-Conway; Anne Reynolds; Kyle Richmond and Topf Wells

Absent: 5 - Kathy E. Utley; Dan J. Stein; Christopher G. Brockel; Carmell R. Jackson and Eric A. Roang

Others Present: Kelly McDowell, Dan Kennelly

There was an introduction of George Reistad as a new member

APPROVAL OF MINUTES

Motion to refer minutes of May 7th to July meeting; made by Wells, seconded by Rhodes-Conway: Motion passed by a voice vote.

PUBLIC COMMENT

None

DISCLOSURES AND RECUSALS

Rhodes-Conway disclosed that she served on the Board of the Community Action Coalition as an alder, but it would not affect her judgement on the EBT Request for Proposal.

Brockel disclosed that he had been employed by the Community Action Coalition, but did not believe it would affect his judgement on the EBT Request for Proposal.

NEW BUSINESS

[34343](#)

Recommendation from the Electronic Benefits Transfer (EBT) operator Request for Proposals (RFP) Selection Work Group

Attachments: [RFP.pdf](#)
[CAC Response.pdf](#)
[Dane County Farmers Market Response.pdf](#)

Wells: Work group acknowledged that there are innovations in technology and future opportunity relating to EBT services at farmers' market, but it seems that some level of public assistance is necessary for at least the next few years. I hope that the FPC would urge the City and County to support these services over that period of time in addition to this contract.

Rhodes-Conway: The work group was presented two very different proposals. The CAC proposal was compelling because of its attention to the long-term vision of a program and its ability to bring access to new markets. The Dane County Farmers' Market was not interested in a larger program, which makes complete organizational sense, but they did outline a good process for bringing existing programs under one umbrella. I would encourage CAC to look at that model and work with DCFM to take that approach into account.

I would also propose to have the selection work group meet again in order to help make the case to the city/county about future funding of the program. We could see smaller costs over time, but that is not realistic at this point.

Sup. Richmond: It was a longer process than anticipated, but I am glad we went through it because it will be very helpful in making the case for the program. The original CAC proposal was too brief, which is why we asked them to provide more detail. The response gave a better level of detail which will help justify a sustainable, larger program.

Motion to approve the recommendation of the selection work group to enter into a contract with Community Action Coalition (CAC) for South Central Wisconsin to provide EBT and other services at farmers' markets was made by Wells, seconded by Rhodes-Conway; motion passed by a voice vote.

OLD BUSINESS

[33575](#) 2014-2015 Madison Food Policy Council Goals: Public profile/engagement

Attachments: [FPCGoals14.pdf](#)

Woulf provided the revised goals document based on the last meeting's conversation. He also provided a summary of a meeting called at the request of several FPC members about raising the profile of the committee. He stated that one of the ideas that came out of that conversation was the notion that the FPC could spend less time on reporting out from work groups, organizations etc. and more time on brainstorming and strategic planning with the larger group.

Rhodes-Conway was glad to be having this conversation, and asked to hear where people's interests/excitements are because our collective energy will push new initiatives.

Bell would like to have more time to focus on policy as a group, and suggested the council explore a more public process to determine our goals and how they are reflected out in the community.

Clarke suggested the Food for Thought event at the Dane County Farmers' market is an event that might have some synergy.

Bailkey reported that the Dane County Food Council did this and had about 2-3 members rotate throughout the day at the Food for Thought booth and Edgar offered the observation that it's a good event, but the likely food suspects are there, and we probably need a wider reach.

Richmond asked about neighborhood associations and other groups that already meet that don't traditionally have food on their agendas.

Rhodes-Conway stated that she doesn't support tying the goals document and annual report to public input but agreed we do need a hook for the public to get engaged. In theory, each of us on the FPC represents a constituency, so we should be thinking about how to engage our individual areas.

Reynolds suggested that a component of our outreach should be focused on what sort of policy issues the city can actually influence. Clarity is needed on this issue.

Wells stated that policy is an important focus but we should not forget about the role of marshalling city resources (suggesting the new SEED grants, and EBT initiatives are good examples). We also have an opportunity to facilitate collaboration, which can be very powerful. Next meeting we should talk more about what the public outreach/input might look like.

Bidar suggested we also keep in mind that we need to circle back to the community to talk about what impact policies have had after we engage upfront.

WORK GROUP REPORTS**[32429](#)** Grant Funding

May meet in July for site visits.

[32105](#) Edible Landscapes and Terrace Plantings

Woulf has met with City Attorney's office about ways of accomodating raised beds in the terraces. The group will meet again in June.

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

Attachments: [Increasing Food Retail Access-Action Plan.docx](#)

A handout was circulated.

[34337](#) Healthy Marketing and Procurement

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

The group met on June 3 and revised the work group's priorities. A handout was circulated.

REGULAR BUSINESS REPORTS**[28073](#)** Local Food Committee on Public Market Update

Wells reported that the committee held four public meetings on the topic of siting the public market. The four meetings were productive and offered folks a chance to offer their input on where the public market should be located. Dan Kennelly also was present to explain that the site selection will be a combination of public input, analysis from the consultant team, and availability of real estate.

[28074](#) Dane County Food Council Update

Attachments: [Dane County Food Council Report.doc](#)

DCFC met last week with two new committee members. A new chair and vice chair were elected. They are currently seeking volunteers for the food summit planning committee. They are requesting FPC to sponsor an event in October 2014. Planting has also begun at Silverwood Park.

[28075](#) Healthy Food for All Update

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

Group has not met in the past month: No update.

28076 Dane County Food Coalition Update

Attachments: [Dane County Food Coalition Report.doc](#)

The coalition met on May 22 at the FEED Kitchens. About 20 people participated in a tour and discussion.

28077 Food and Alcohol Policy Coordinator

Nothing additional to report that has not already been discussed.

31514 Madison Metropolitan School District Update

Steve Youngbauer reported that the Lincoln Elementary Garden Bar started service on May 27, 2014. Students have done very well adapting to the new style of service and are enjoying the additional fruit and vegetable selections. REAP provided support with training and assistance for students. Our thanks to REAP and the Madison Food Policy Council for your support.

Doug Davis visited MMSD as a Farm to School Consultant on May 15 and 16, 2014. Doug was able to visit 3 school sites as well as the Food Production Center. We had some wonderful discussion with the Food Service Management Team and the culinary staff at the Food Production Center. The visit was very inspiring and beneficial. We anticipate receiving the final report from Doug in about a week.

Sue Cotter had an opportunity to tour the FEED kitchen this week. Sue is the Food Safety and Quality Assurance Specialist with MMSD. Natasha Smith of the REAP Food Group provided the tour.

Steve attended the Institutional Food Market Coalition annual meeting on May 29, 2014 at the Alliant Center.

28106 Community Gardens Committee Update

Attachments: [CG Report to FPC for July 2014.pdf](#)

Fey reported that the committee would be sending a letter of thanks to the director of the Community Action Coalition (CAC) for its support of community gardens over the years, and a letter to the Parks Division, Mayor's Office, and the Human Resources Department urging them to search for a new Park Superintendent who will be supportive of community gardens and parks.

33286 Public Health of Madison and Dane County Update

No update

FUTURE ITEMS

Larger resolution on community gardens when ready.
FEED Kitchens update.
Budget requests.
Food summit discussion.
More information on Childhood Nutrition Reauthorization Act.
Crop land standards for city-owned land.

ANNOUNCEMENTS

Sup. Richmond wants to start a program to train inmates on County Lands, potentially credited through MATC; asked for any helpful advise or contacts members might have.

ADJOURNMENT

Wells motioned to adjourn at 7:40 p.m. Wells seconded the motion. Motion passed on a voice vote.