



Meeting Minutes - Draft MADISON FOOD POLICY COUNCIL

Wednesday, October 24, 2012

4:30 pm

210 Martin Luther King, Jr. Blvd.
Room 354 (City-County Building)

CALL TO ORDER / ROLL CALL

The meeting was called to order at 4:38 p.m by Chair Fey.

Introductions were made and Mayor Paul Soglin welcomed and addressed the council regarding the following points:

- * Madison is one of the last major cities to have a food policy council.
- * There is a large gap between food activities in the community and the city's food policies.
- * Speaking of neighborhoods and food, I was in San Francisco where I was introduced to a program called "Off the Grid." It was a gathering of people to eat at food carts in a park. It was this idea that turned into "Meet and Eat" in the Meadowood neighborhood. We didn't know what to expect, but the response was marvelous. The takeaways were that our effort to bring together the neighborhood worked and the effort to bring food vendors together worked.
- * It is apparent that we are missing out on leveraging SNAP dollars; cost of doubling incentive program only costs 150k in large cities.
- * The question is can we introduce good food to strengthen neighborhoods?
- * Yes, it is about nutrition and food access, it is also about engaging all corners of the city.
- * On the other hand, we also want to make sure our fresh local produce is available to restaurants.
- * It is also about economic development. I met with a Hispanic woman at the Mercado Market in Minnesota who came to the U.S. with only a 6th grade education and her mother's tamale recipe. She began at the market and is now selling 1.4 million tamales a year. Every step of the way she received assistance from managing a business to gaining access to kitchen space.
- * Making commercial kitchen space available through projects like the FEED Kitchen is important in terms of giving opportunities to small producers.
- * Question (Bell): Should we, as a Food Policy council go as far as proposing budgetary items? Mayor: Yes, worry about good policy, I will worry about finding the budget space.
- * Question (Richmond): How do you see the body interfacing with the Dane County Food Council? Mayor: The Dane County Food Council is ahead, but we expect to catch up.

Present: 18 -

Shiva Bidar-Sielaff; Satya V. Rhodes-Conway; Matthew J. Phair; Nan Fey; Mark Voss; Kathy E. Utley; Will Hughes; Cassandra M. Vanderwall; Christopher G. Brockel; Carmell R. Jackson; Michael M. Bell; Martin H. Bailkey; Carrie M. Edgar; Eric A. Roang; Barry M. Orton; Anne Reynolds; Kyle Richmond and Topf Wells

Excused: 3 -

Peter A. Robertson; Lindsey Day Farnsworth and Daniel J. Kennelly

PUBLIC COMMENT

None.

DISCLOSURES AND RECUSALS

None.

NEW BUSINESS

1. [28105](#) Election of Vice-Chair

- * Supervisor Kyle Richmond was unanimously elected as Vice Chair.
- * A motion was made by Roang and seconded by Rhodes-Conway to adopt as a policy that the Chair and Vice-Chair are to participate in discussion and vote as necessary; the motion was adopted unanimously.

2. [28069](#) Overview of Madison Food Policy Council Duties and Roles

Attachments: [Overview of FPC Duties.pdf](#)

- * Woulf explained the far-reaching power the MFPC has to recommend policy and set benchmarks, as well as convening working groups that would meet more frequently and pull in members of the public not a part of the council.
- * Chair Fey explained the role of the MFPC should be to look at policy from a "10,000 ft." view.
- * Richmond requested a list of city agencies that the MFPC would interact with on various food policies. He also suggested a subcommittee between the MFPC and the Dane County Food Council.

3. [25721](#) Siting Gardens in Parks

Attachments: [Timeline for Establishing Gardens in City of Madison Parks.pdf](#)

- * Woulf explained that the reason this is on the agenda is to look at setting policy for city on location community gardens in parks.
- * Chair Fey explained at the Community Gardens Committee there had been many requests for community gardens on public land. The discussion on both Brittingham and James Madison parks took too long and it became apparent we needed a clear procedure.
- * Wells said we should work with Parks staff to inventory city parks so neighborhood groups don't have to do it themselves. It could be a long process that could end sadly.
- * Chair Fey explained the Master Plans in the parks need to be revisited because they don't include any mention of community gardens. Also, looking at plot fee structure is another area.
- * Brockel gave some background on the Community Action Coalition involvement in managing the community garden program for the city since 2007.
- * Motion (Utley/Wells): To create working group on locating community gardens in city parks and to have the working group bring back a recommendation. Motion passed unanimously.

4. [28071](#) Healthy Zoning

Attachments: [HealthyZoningMemo.pdf](#)
[HealthyZoningChart.pdf](#)

- * Woulf provided an introduction to the topic and did a brief overview of the memos from the City Attorney's office.
- * Zoning Administrator Matt Tucker joined the council to explain that the MFPC needs to provide guidance on both whether this is something they want the City to take on and a definition of "fast food."
- * Question (Bidar-Sielaff): Is there a current definition of fast food? Tucker: No, but there are in other communities (e.g. places with drive-thrus). Bidar-Sielaff: It would be helpful to start with a definition. Wells: Is this something that should be taken on? If it is, then there should be a presentation on why this should be a target. Phair: Totally agree
- * Utley: Ads do target children, it's hurting kids.
- * Bell: We should look at incompatible uses, like distance requirements from schools.
- * Jackson: Many African Americans will choose a fast food location over a community garden. Bidar-Sielaff: We still need a definition. Once we have a map to look at with a correlation to income areas it would be a good discussion to have, regardless. Bailkey: We should look at a range of healthy zoning options on table. Fey: New zoning code has language for urban agriculture.

- 5. [28072](#) Incentive Programs at Farmers' Markets for 2013
Woulf provided an update on city progress on such programs.

REPORTS

- 6. [28073](#) Local Food Committee on Public Market Update
Reynolds provided an update.
- 7. [28106](#) Community Gardens Committee Update
Fey provided an update.
- 8. [28074](#) Dane County Food Council Update
Bailkey and Richmond provided an update.
- 9. [28075](#) Healthy Food for All Update
Brockel provided an update.
- 10. [28076](#) Dane County Food Coalition Update
Edgar provided an update.
- 11. [28077](#) Report of the Food and Alcohol Policy Coordinator
Covered under previous agenda items.
- 12. [28078](#) Meeting Schedule
Covered under previous agenda items.

ADJOURNMENT

**Brockel motioned to adjourn the meeting - motion was seconded by Wells.
Motion passed unanimously and meeting was adjourned at 6:35 p.m.**