



City of Madison

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

Wednesday, October 1, 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 5:35 PM.

Present: 14 - Ledell Zellers; Matthew J. Phair; Nan Fey; Nathan S. Clarke; Kathy E. Utle; Dan J. Stein; Taiya R. Bach Streiffer; Steve Youngbauer; Christopher G. Brockel; Michael M. Bell; Martin H. Bailkey; Satya V. Rhodes-Conway; Anne Reynolds and Topf Wells

Absent: 7 - Shiva Bidar-Sielaff; Carmell R. Jackson; Lindsey Day Farnsworth; Carrie M. Edgar; Eric A. Roang; George C. Reistad and Kyle Richmond

APPROVAL OF MINUTES

Wells made a motion to approve the minutes for September 3, 2014. Brockel seconded the motion. Motion passed by a voice vote.

PUBLIC COMMENT

None

DISCLOSURES AND RECUSALS

None

SPECIAL PRESENTATION

Kathy Utle described the work of this group which is made up of 4 representatives from Dane County and 6 citizens of which she is one. It is working on an equity tool, budget support for a YWCA program to reinstate drivers' licenses. She is interested in communication between the Food Policy Council and the Dane County Commission on Poverty, and thinks it might be interested in the council's work group on underserved neighborhoods.

NEW BUSINESS

Follow up on City-owned ag lands with Heidi Fischer.

OLD BUSINESS**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: [35011-version1.pdf](#)
[Pollinator Plants - Great Lakes Region.pdf](#)

Woulf provided a summary of the previous discussion at the Food Policy Council and the discussion at other referral committees.

Wells made a motion to recommend the resolution to council for approval with two amendments: the taskforce should include four members of the Food Policy Council and the final deadline for report or recommendation shall be by August 15th 2015. Stein seconded the motion. Motion passed by a voice vote.

Bailkey: There should be some reporting to other city committees/commissions as it would be a good way to introduce them to our work.

Zellers: We need to make sure whoever oversees integrated pest management is on the taskforce.

Rhodes-Conway: Taskforce will need to figure out how to integrate citizen input into plan.

33575

2014-2015 Madison Food Policy Council Goals: Public profile/engagement

Attachments: [FPCGoals14.pdf](#)

The item was referred. Michael Bell, Matt Phair, Nan and Mark should be involved.

WORK GROUP REPORTS**32429**

Grant Funding

The work group reported on the site visits of SEED grantees that took place earlier in the day. The Mayor's budget, to be released next week, should include these funds again.

32105

Edible Landscapes and Terrace Plantings

Woulf reported that there are issues to be resolved with the IT Department, and the working group needs to meet again soon.

32109 Increasing Food Retail in Underserved Neighborhoods

Attachments: [Funding Proposals for Food Policy Council Consideration.pdf](#)

The group met last week, and wants to rename the economic development fund proposed in the budget to be “healthy retail”. Will need to design the program – which might be modeled on the existing façade improvement or “small capital TIF loan” programs, develop guidelines, and prioritize neighborhoods. Alders Cheeks and Strasser have shown a lot of interest in the general topic.

34337 Healthy Marketing and Procurement

The group has not met.

REGULAR BUSINESS REPORTS**35647** Food & Alcohol Policy Coordinator Update October 2014

Woulf provided an update on the closing of the Walgreens on Allied Drive and the Allied Drive resolution.

Woulf announced a new USDA grant opportunity in the Farm Bill that the City will be pursuing by the end of the year.

35648 Local Food Committee on Public Market Update October 2014

The Local Food Committee sent a resolution to council that does three things; affirms the identification of East Wash as the “preferred” location with park street and northside as alternatives, directs staff to negotiate with all property owners, and direct staff/PPS to move into phase 3 of the business plan.

The resolution was referred to the EDC and the EDC passed it without amendment

The resolution will be back at Council at their meeting on Oct 7.

Assuming the resolution is passed by council, the next step in the business plan is to convene a “public placemaking workshop” to get input from vendors and community members on components of the project. This would be followed immediately by a staff/PPS design work session to start laying it out. The full PPS team would come out for these meetings and likely do them during 2 days. We’ve tentatively identified the last week of October (10/28 - 10/30) for this and will finalize arrangements after the Council meeting. It’d be great to have folks from the Food Policy Council (as well as their contacts who might be interested) attend the workshop.

Assuming we move forward with the E. Wash site, I think it’s fair to say that the first phase of the District will likely incorporate the Fleet Building and grounds and possibly all or portions of the Fiore shopping center, with a co-design of Burr Jones Field and the Riverway as public space that remains parkland but

contributes to the District as co-designed public space.

We've had very preliminary conversations with the owners of the shopping center. Without going into specifics, they are excited about the opportunity to partner with the City to make the project happen. The structure of that partnership is yet to be determined.

As for the capital budget, funding has been allocated for next year and future years for site acquisition and construction. Though we still don't know the budget for land or construction, based on the opportunity to save money by utilizing the fleet building as part of the first phase, the Mayor thought it would be prudent to dial-back the allocation for next year but there's still funds for site acquisition if needed.

[35649](#)

Community Gardens Committee Update October 2014

Fey reported on a meeting of over 30 community garden leaders that took place on September 30th. Attendees received an update on the strategic planning process for a partnership to support the program in the future, and were asked for their input on several important issues; a business plan for a potential partnership is expected by the end of the year. The Parks Department has hired Tracey Hartley to fill a new position that includes community gardens in its description, and the committee plans to invite her to a meeting in the near future.

[35650](#)

Dane County Food Policy Council Update October 2014

Preparing for Food Summit to be held Oct 24 9 am - 3:30 pm at the Lussier heritage Center at Lake Farm Park.

[35651](#)

Dane County Food Coalition Update October 2014

No Update

[35652](#)

Madison Metropolitan School District Update October 2014

Community Eligibility Sites are off to a good start. We are hearing positive comments from the participating schools.

We now have 25 schools that are participating in the Garden Bar program. Members of the Madison City Food Policy council and city alderpersons viewed the Garden Bar at Orchard Ridge Elementary and Toki Middle School on October 1, 2014. We thank them for their interest and support.

REAP and MMSD have an agreement for a Farm 2 school coordinator. This position will strengthen the connection between REAP and MMSD. REAP will assist with Farm 2 school activities such as planning, purchasing, processing, communication's and education. This will enhance the ability of both parties to serve locally grown food and promote healthy eating and education in Madison Public School.

Design like Mad has done some preliminary work for us on a possible tag line and logo for the project.

October 13 is the last day for students to eat on last year's lunch status. We have ramped up our campaign efforts to communicate with these families to insure uninterrupted service. We have fewer than 1000 students in this temporary status as of October 1.

We will be featuring an all Wisconsin Company menu for our elementary students On Food Day October 24, 2014. Those companies include:

Bagels Forever
McCain potatoes
Jennie-O Turkey
Richland Hills Apples
Land O'Lakes Cheese
Pan O" Gold Bakery
Sno Pac Foods

[35653](#) Public Health of Madison & Dane County Update October 2014

May have a food security planner on board soon.

[35654](#) Healthy Food For All Update October 2014

Nothing new to report. Brockel is hopeful that, with the new food systems hire at Madison Dane County Public Health, he can get some folks reconvened around the project to help advance its goals.

ANNOUNCEMENTS

Nathan Clarke will be featured on Wisconsin Public Television's series "Wisconsin Life" as an urban beekeeper; show airs on October 13, and is also available in the online archives.

ADJOURNMENT

Phair made a motion to adjourn at 7:30. Wells seconded the motion. Motion passed by a voice vote.