



# City of Madison

City of Madison  
Madison, WI 53703  
[www.cityofmadison.com](http://www.cityofmadison.com)

## Meeting Minutes - Draft MADISON FOOD POLICY COUNCIL

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Wednesday, December 4, 2013

5:30 PM

215 Martin Luther King, Jr. Blvd.  
Room 300 (Madison Municipal Building)

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### CALL TO ORDER / ROLL CALL

The meeting was called to order by the Chair at 5:42 p.m.

**Present:** 15 -

Ledell Zellers; Matthew J. Phair; Nan Fey; Mark Voss; Kathy E. Utle; Dan J. Stein; Cassandra M. Vanderwall; Steve Youngbauer; Christopher G. Brockel; Carmell R. Jackson; Lindsey Day Farnsworth; Carrie M. Edgar; Satya V. Rhodes-Conway; Anne Reynolds and Topf Wells

**Absent:** 5 -

Shiva Bidar-Sielaff; Michael M. Bell; Martin H. Bailkey; Eric A. Roang and Kyle Richmond

### APPROVAL OF MINUTES

None.

### PUBLIC COMMENT

None.

### DISCLOSURES AND RECUSALS

None.

### NEW BUSINESS

**32425**

Draft Application for Food Policy Council Grants

The Food Policy Council reviewed draft documents for the \$50,000 grant process. The documents included a draft application and a cover letter that outlined application criteria. Members requested that additional information be included in the cover letter to the application, such as, how and when decisions on funding will be made, the geographical restrictions on the project (if any), and a space for the applicant to explain why their proposal is important to the local food system.

Council members also discussed whether or not to offer an opportunity to "pitch" the FPC on their respective proposal at some point in the process. Members felt there should be an opportunity, but it may be most appropriate to have that venue in front of the working group members that will be evaluating the applications. Work group members explained the timeline of a due date of

February 7, 2014 and the urgency in posting the application online as soon as possible. The funding work group reported that it will meet in the near future to discuss scoring criteria and public process for evaluations.

**Motion (Stein, Phair):** To approve the documents and move forward on posting the application.

[32427](#) Statement of Interest Forms for 2014

Chair Fey explained that FPC members must submit their annual Statement of Interest forms.

[31729](#) Resolution for the City of Madison to Not Purchase or Use Corn Based Ethanol and Corn Based Ethanol Fuel Blends for its Fleet

Woulf explained that the FPC is a referral committee on this resolution and will be making a recommendation to the lead body. Rhodes-Conway explained that there are fewer downsides to cellulosic ethanol than corn-based ethanol and that she wished some of the language was stronger in the resolution, but did not disagree with the merits of the resolution. Edgar expressed some concern that there may be impact on Dane County farmers, many of which produce corn for ethanol. Members expressed some general hesitation, questioning whether the FPC should be making a recommendation at all, since it is only loosely food-related.

Motion (Phair, Farnsworth): To return to lead with recommendation of approval.

Abstain: Stein, Utley; NO: Edgar

## WORKING GROUP REPORTS

[32429](#) Grant Funding

Covered under previous item. See Legistar #32425 above.

[32105](#) Edible Landscapes and Terrace Plantings

Chair Fey reported that the work group will meet again next week. Woulf reported that he is still waiting for engineering staff to produce a draft policy for terrace plantings that will be reviewed by the group.

[32109](#) Permanent Retail in Underserved Neighborhoods

Ald. Phair reported that the group met just before the FPC meeting. The group had PHMDC staff as well as Ruth Rohlich from the Office of Business Resources. It is a large topic so the group is focusing on information gathering, including on speaking with local grocers to get an idea of the challenges of locating permanent retail in underserved areas.

[32108](#) Food Education

Brockel reported that the group is also in the information gathering stage. The group is planning on developing a one-page document that will outline a work plan and goals for the group. Brockel also reminded the FPC that without a new farm bill, the current Extension nutrition educators will be lost after March.

[32106](#)

## Healthy Vending

Utle reported that the group has met twice. The first meeting was more about the technical aspects of running a meeting and inviting other staff and resources to the table. The second meeting included Assistant Superintendent of the Parks Dept., Eric Knepp to explain the current contract with Pepsi that covers the pools and golf courses.

**REGULAR REPORTS**[28073](#)

## Local Food Committee on Public Market Update

The Committee met in November to review notes from the successful "Open House" which introduced PPS to the public. Comments were collected on hopes/dreams/challenges. Comments were very positive, in general. The committee also generated an extensive list of food system resources and assets in Southern Wisconsin, including groups who may not be vendors but may be very involved in the food hub/district concept.

PPS will be in Madison again next week to hold 2 days of topic-related vendor focus groups. Attendees were solicited from a growing list of over 1500 potential "interested" parties in the market. Council members are welcome to attend the open invitation vendor focus group at 5:30 on Tuesday at Dane County Extension.

[28074](#)

## Dane County Food Council Update

Carrie reported that the Food Summit activities had about 70 attendees. Next meeting of the Food Council is December 18th.

[28075](#)

## Healthy Food for All Update

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

A group is convening to monitor results of the report.

[28076](#)

## Dane County Food Coalition Update

No report.

[28077](#)

## Food and Alcohol Policy Coordinator

UW folks are working on expanding SNAP, EBT at the Dane County Farmers' Market.

[31514](#)

## Madison Metropolitan School District Update

No report.

[28106](#)

## Community Gardens Committee Update

Given the cuts in funding to CAC, and the rapidly growing demand, a discussion has begun about the best way to support community gardens. Public Health is taking the lead, putting together important basic information, and will be convening stakeholders during 2014. When the issues and possible options, have been focused more clearly, a presentation can be scheduled for the Food Policy Council.

**FUTURE ITEMS**

None.

**ANNOUNCEMENTS**

None.

**ADJOURNMENT**

None.