



Meeting Minutes - Approved MADISON LOCAL FOOD COMMITTEE

Wednesday, May 22, 2013

4:30 PM

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

CALL TO ORDER / ROLL CALL

Also Present: Peggy Yessa, Office of Business Resources; Matthew Mikolajewski, Manager, Office of Business Resources; Aaron Olver, Director of Economic Development Division; Steve Cover, Director of Dept. of Planning and Community and Economic Development

Call to order at 4:30 By Vice Chairperson Barry Orton.

Vice Chairperson Orton thanked Mr. Kennelly for his time on the Local Food Committee and looks forward to working with him in his new position with the Office of Business Resources. He welcomed Alder John Strasser, District 14, who replaces former Alder Satya Rhodes-Conway.

Present: 7 -

Marsha A. Rummel; John Strasser; Anita Weier; Daniel J. Kennelly; Barry M. Orton; Topf Wells and Peter A. Robertson

Excused: 2 -

Lindsey Day Farnsworth and Anne Reynolds

1 APPROVAL OF MINUTES: March 13, 2013

A motion was made by Wells, seconded by Weier, to Approve the Minutes of the meeting of March 13, 2013. The motion passed by voice vote.

2 PUBLIC COMMENT

None

3 DISCLOSURES AND RECUSALS

None

4 [27499](#) Public Market Discussion

Mr. Mikolajewski said the Request for Proposal (RFP) for public market consulting services has not yet been issued. The scope of services has been changed to include a food hub. The changes were sent to committee members and the feedback consensus to him was to continue with it. Other unexpected projects for staff have caused this project to be bumped back. The Public Market will be the first project assigned to Mr. Kennelly when he

starts employment with the City.

Mr. Mikolajewski said the release date of the RFP is the end of June, with the response date of July 30th. He anticipates a consultant could be hired by mid August. This hiring does not need to go back to the Council for approval because the resolution to spend the money and hire a consultant selected by the Local Food Committee subcommittee was approved already. The Selection Subcommittee members are Anne Reynolds, Barry Orton and Topf Wells.

Mr. Wells is concerned that any budget items the consultant may recommend may not be submitted in time to fit into the City's budget review cycle.

Mr. Mikolajewski said this could be possible. The UDAG funds that currently exist could be rolled over for 2014.

Mr. Wells asked if hearing directly from the Mayor would be helpful as the Committee proceeds. He never wants to be at cross purposes with Mayor Soglin. What aspects of this project should be pursued?

Mr. Olver said the public market project is at the top of the Mayor's priority list. The Food Committee and the Mayor have moved away from a Downtown location. There are questions of when will it happen, at what location, what are the costs?
Gathering this information is important and a complicated part of the project for the consultant.

Alder Weier asked about the market not being just for retail sales.

Mr. Olver said this committee has discussed the types of markets.

Mr. Wells said this committee has accepted judgment that the Downtown tourist market is not the way to go and the market should be open more than one day a week. He urged this committee to look big as this may create more future opportunities. The public market is a significant component of a food hub.

Alder Rummel asked, if as part of the RFP, the consultant will map other food assets such as the FEED Kitchen.

Mr. Mikolajewski said there is a section in the RFP on site selection and mapping.

Mr. Robertson asked if Madison is large enough to support a market.

Mr. Mikolajewski said yes from what we have heard it is.

Mr. Olver said it makes sense to get professional help; we need people who have worked in public markets to help with this project. There are many variables; vendors, customers, hours and location that can all change and

affect one another. Research and data is needed.

Alder Weier said this committee never voted as a committee on a food hub or public market.

Mr. Robertson said broadening the scope to include wholesale components was discussed.

Mr. Orton said there is another moving piece of public markets that is the announcement of Metcalfe's grocery store in the Capitol East District and Willy Street Coop expanding. These will change the map of food opportunities.

Mr. Wells said this may represent an opportunity with an interesting set of owners and he is concerned that this project has had so many studies and no action for so many years. If we go another set on months with no activity will the public perceive this as nothing happening?

Mr. Orton noted this concern.

Mr. Olver said the challenge is how to put a stake in the ground. Do we pick a site, then a use? The Mayor is holding back on this approach. It is incumbent for staff and the consultant to work together on this.

Alder Weier is wondering how the County is proceeding with their food processing idea.

Mr. Olver said this committee wants to be a part of that and it gets back to the role wholesale and retail.

Mr. Olver said the county is currently doing their food hub virtually.

Vice Chairperson Orton asked for an update on the Community Outreach Subcommittee.

Mr. Mikolajewski distributed a handout of the Subcommittee's Draft Community Outreach Plan.

Mr. Wells commented this is a thorough summary.

Vice chairperson Orton asked about the timing of these items.

Mr. Wells said it is based on the consultant being on board.

Vice chairperson Orton asked if any of these things could start before the consultant is selected.

Alder Weier said the Web page could come first.

Mr. Wells said media outreach and a presence at the Farmers Market could happen now.

Mr. Robertson said stakeholder focus is important and a table at the Farmers Market needs input to pass on to the public.

Mr. Mikolajewski said the Farmers Market Board is outreach to stakeholders.

Vice Chairperson Orton said a web page could be created first.

Alder Rummel suggested a Facebook home page for the Public Market. Mr. Robertson agreed this would be an easy way to reach the community.

Mr. Mikolajewski suggested looking at the City's budget web page. A software called ideaspape is used to gather ideas and suggestions for the budget. Ideas can be voted on.

Mr. Wells said we could make use of the vendor survey. Is this a way to proof the survey?

Vice Chairperson Orton asked for other ideas. He asked if the RFP is sent out the end of June is it necessary to bring it back to this committee before releasing it.

Mr. Robertson said it is not necessary to bring it back before release.

Mr. Wells suggested using the memo as a basis for the outreach about the public market.

Mr. Mikolajewski said the Outreach Subcommittee had not yet seen or approved the draft memo.

Vice chairperson Orton said the procedure is to have the subcommittee meet and approve the memo and then send it back to the Food Committee for acceptance.

Mr. Mikolajewski said staff could start on some of the outreach items.

5 INTRODUCTION OF NEW ITEMS FROM THE FLOOR

Mr. Wells asked Alder Strasser if the public market came up as an issue in his campaign.

Alder Strasser said it did not. Kyle Richmond was his campaign manager and is also a member of the Food Policy Council.

Vice Chairperson Orton asked how the public market can help the food deserts. Will the consultant answer this?

Alder Strasser said his South side district supports the market.

Alder Rummel said the public market issue was raised during her campaign and the East side wants it located there.

Alder Weier represents the North side and her district is excited about the FEED Kitchen and welcomes another food related venue.

Vice Chairperson Orton noted with the exit of Dan Kennelly as a committee member a new appointee is needed. If anyone knows someone who is interested please have them contact Anne Monks in the Mayor's Office.

Alder Strasser asked if a County Board Member could be on the City's Food Committee.

6 NEXT MEETINGS

Vice chairperson Orton asked if a meeting of the full committee is needed in June.

Mr. Peterson said not until the consultant is hired.

Vice Chairperson Orton said the next meeting should be in mid August to meet with the consultant. The Selection Subcommittee needs to meet to vet the proposals and to hire the consultant. Anne Reynolds, Topf Wells and Barry Orton are the Selection Subcommittee members.

Mr. Wells said if the public outreach starts to flow the full committee needs to know what is happening. Not meeting may send a bad message to the public.

Mr. Mikolajewski suggested the Outreach Subcommittee meet after June 10th. A meeting of the full committee could happen in mid July.

Vice Chairperson Orton said the Outreach Subcommittee needs to meet first. The full committee can meet with the consultant in mid August.

Alder Strasser asked to receive a copy of the final RFP and the consultant responses.

Mr. Mikolajewski said the Selection Subcommittee meetings will be publicly noticed and the entire Food Committee is welcome to attend. The Subcommittee agenda will include a note that a quorum of the Local Food Committee may be in attendance.

7 ADJOURNMENT

A motion was made by Wells, seconded by Robertson, to Adjourn. The motion passed by voice vote. The meeting adjourned at 5:30 p.m.