



City of Madison

City of Madison
Madison, WI 53703
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Master

File Number: 44612

File ID: 44612

File Type: Resolution

Status: Items Referred

Version: 1

Reference:

Controlling Body: COMMON
COUNCIL
ORGANIZATIONAL
COMMITTEE

File Created Date : 09/28/2016

File Name: Changing the Local Food Committee to Public Market
Development Committee

Final Action:

Title: Resolution to change the name of the Madison Local Food Committee (Local Food Committee) to the Public Market Development Committee, add seats to the Committee, and specify the Committee's mission as focused on implementation of the Madison Public Market.

Notes:

CC Agenda Date: 10/04/2016

Sponsors: Larry Palm and Marsha A. Rummel

Effective Date:

Attachments:

Enactment Number:

Author:

Hearing Date:

Entered by: afreedman@cityofmadison.com

Published Date:

Approval History

Version	Date	Approver	Action
1	09/28/2016	Benjamin John	Approve

History of Legislative File

Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
1	Economic Development Division	09/28/2016	Referred for Introduction				
	Action Text:	This Resolution was Referred for Introduction					
	Notes:	Madison Local Food Committee, Common Council Organizational Committee.					
1	COMMON COUNCIL	10/04/2016	Refer	MADISON LOCAL FOOD COMMITTEE		10/06/2016	Pass
	Action Text:	A motion was made by Verveer, seconded by Rummel, to Refer to the MADISON LOCAL FOOD COMMITTEE. The motion passed by voice vote/other.					

Notes: Additional referral to Common Council Organizational Committee

1 MADISON LOCAL FOOD 10/04/2016 Refer COMMON
COMMITTEE COUNCIL
ORGANIZATIONAL
COMMITTEE

Action Text: This Resolution was Refer to the COMMON COUNCIL ORGANIZATIONAL COMMITTEE

Notes:

1 MADISON LOCAL FOOD 10/06/2016 RECOMMEND TO Pass
COMMITTEE COUNCIL TO
ADOPT - REPORT
OF OFFICER

Action Text: A motion was made by Wells, seconded by Orton, to RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER. The motion passed by voice vote.

1 COMMON COUNCIL 10/18/2016 Re-refer COMMON 11/01/2016 Pass
ORGANIZATIONAL COUNCIL
COMMITTEE ORGANIZATIONAL
COMMITTEE

Action Text: A motion was made by Ald. Ledell Zellers, seconded by Ald. Shiva Bidar-Sielaff, to re-refer to the COMMON COUNCIL ORGANIZATIONAL COMMITTEE and should be returned by 11/1/2016. The motion passed by voice vote/other.

1 COMMON COUNCIL 11/01/2016
ORGANIZATIONAL
COMMITTEE

Text of Legislative File 44612

Fiscal Note

The proposed resolution has no fiscal impact.

Title

Resolution to change the name of the Madison Local Food Committee (Local Food Committee) to the Public Market Development Committee, add seats to the Committee, and specify the Committee's mission as focused on implementation of the Madison Public Market.

Body

WHEREAS, the Madison Local Food Committee was created in 2011 by RES-11-00586 with a mission to, "Oversee a community process to determine the best ways to enhance the local/regional food economy, address the needs of local growers and producers, and identify the best strategies and location for a public market that will meet these goals"; and,

WHEREAS, the Madison Food Policy Council was formed in 2012, shortly after the Local Food Committee was created, with a broader mission to address a range of issues and policies related to food; and,

WHEREAS, for the last four years, the focus of the Local Food Committee has been leading the effort to create a vision and plan the Madison Public Market and Market District, while the Food Policy Council has addressed a larger array of additional food-related policy issues; and,

WHEREAS, the existence of both the Food Policy Council and the Local Food Committee often creates confusion among members of the public who are unclear which committee is focused on the Public Market and which committee addresses a broader set of food issues; and,

WHEREAS, the Local Food Committee's work has included researching models of other public markets, talking to stakeholders, developing the Public Market Business Plan, selecting and overseeing consultants, selecting a location for the Public Market, completing a racial equity

analysis of the Public Market, developing a budget for the Public Market, broadening the project to be a Market District, creating the Public Market Implementation Strategy, cultivating potential Public Market vendors, and engaging the community in the Public Market planning process through numerous public meetings, workshops, focus groups, and surveys; and,

WHEREAS, key milestones in the Local Food Committee's work were the completion of the Public Market Business Plan, which was approved by the Common Council on October 6, 2015 (RES-15-00814) and the completion of the Public Market Implementation Strategy, which was approved by the Common Council on March 15, 2016 (RES-16-00194); and,

WHEREAS, the Business Plan for the Public Market recommends that the Public Market is ultimately operated by an independent 501c3 non-profit entity; and,

WHEREAS, until such time as the non-profit operating entity is established, the Public Market project needs continued guidance and leadership from a City Committee focused on executing the five "Work Elements" described in the Public Market Implementation Strategy, which are operations, funding, design, vendor development, and momentum building; and,

NOW THEREFORE BE IT RESOLVED the Madison Common Council hereby changes the name of the Madison Local Food Committee to the Public Market Development Committee effective January 1, 2017; and,

BE IT FUTHER RESOLVED the Mission of the Public Market Development Committee will be changed to, "The Public Market Development Committee shall lead the effort to implement the Business Plan for the Madison Public Market including planning the market's organizational structure and management, raising capital funds, creating a site plan for the project, designing the Public Market building, overseeing construction, cultivating and recruiting Public Market vendors, advancing the racial equity goals of the project, and creating a process to transition operational control over the Public Market to a non-profit operator"; and,

BE IT FUTHER RESOLVED current members of the Local Food Committee will keep their appointments as members of the Public Market Development Committee if they so choose; and,

BE IT FURTHER RESOLVED whereupon the name of the Local Food Committee is changed to the Public Market Development Committee, the membership of the Committee shall be increased from nine voting members to eleven voting members plus three non-voting technical advisors, and;

BE IT FURTHER RESOLVED the Mayor and City staff will seek to recruit additional voting members to the Public Market Development Committee who are community leaders with expertise in project development, fundraising, business development, and racial equity, and;

BE IT FURTHER RESOLVED the three non-voting technical advisors will be individuals who represent potential tenants/vendors at the Madison Public Market, and;

BE IT FURTHER RESOLVED the Mayor will submit appointments for the additional seats to Public Market Development Committee for review and approval by the Common Council; and,

BE IT FINALLY RESOLVED the Public Market Development Committee will be a temporary committee established to implement the Madison Public Market Project and to create a plan and timeline for the transition of operational control of the Public Market from the City to the non-profit

operator, at which point the Public Market Development Committee will dissolve.