



City of Madison

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

Wednesday, November 7, 2018

5:30 PM

Madison Public Library - Central Branch
201 W Mifflin St. - Room 302
Madison, WI 53703

1 CALL TO ORDER / ROLL CALL

Others Present: Ben Van Pelt (American Heart Assn), Ben Rush (UW-Madison), Maeraj Sheikh, Stephan Precourt (City of Madison), George Reistad (staff)

Convened by Chair Fey at 5:34 PM.

Present: 19 - Rebecca Kemble; Ledell Zellers; Arvina Martin; Nan Fey; Garrett P. Peterson; Erica C. Anderson; Elisabeth C. Reynolds; Steve Youngbauer; Christopher G. Brockel; Hedi L. Rudd; Jennifer N. Lam; Martin H. Bailkey; Lindsey Day Farnsworth; Claire Mance; Teal M. Staniforth; Devika J. Suri; Satya V. Rhodes-Conway; Regina M. Vidaver and Rosaleen E. Joyce

Excused: 2 - Allison E. Martinson and Henry D. Aschauer

2 APPROVAL OF MINUTES

**Motion to approve made by Bailkey. Second by Lam.
Motion passed with a voice vote.**

3 PUBLIC COMMENT

None

4 DISCLOSURES AND RECUSALS

None

5 NEW BUSINESS

None

ACTION ITEM

6 [53472](#) Adopting the Milwaukee Street Special Area Plan as a Supplement to the City of Madison Comprehensive Plan.

Sponsors: Marsha A. Rummel

Attachments: [Milwaukee Street SAP Draft 10-08-18.pdf](#)
[Letter to TPPB 10.29.18.pdf](#)
[Milwaukee Street Public Comment Emails.pdf](#)
[Urban Ag Work Group Memo - Milwaukee St SAP 11-02-18.pdf](#)
[Recommendations on Milwaukee St SAP 11-07-18 BPC.pdf](#)
[Milwaukee St SAP Final Memo-PC 11-14-18 final.pdf](#)
[MFPC Memo to Plan Comm re Milwaukee St SAP 11-14-18.pdf](#)
[Tn of Blooming Grove comments 11-15-18.pdf](#)
[Milwaukee Street Plan Public Comment 2018-11-19 Redacted.pdf](#)

Dan McAuliffe, Planning Division, narrated a set of slides that had been updated with several recommendations from the Plan Commission since he presented the draft Special Area Plan to the Madison Food Policy Council in September. When asked, he confirmed that none of the suggestions made by the MFPC had been included in the revisions.

Martin Bailkey, chair of the Urban Agriculture Work Group described meetings and discussions by both the Work Group and City staff in the past two months, and the resulting memo that recommends four revisions to the Special Area Plan. The first three revisions strengthen existing language within the draft plan (strengthening urban agriculture applications, incorporating agriculture in development, and supporting potential for direct sale of agricultural produce) tying it more closely to the Comprehensive Plan and the Darbo-Worthington-Starkweather Neighborhood Plan. The fourth recommendation is longer term, supporting the potential for establishing an Urban Ag Special District on the site in the future.

McAuliffe was asked how to incorporate language that allows for future looks at what uses happen on the site and how open space is evaluated. Members suggested using an urban agriculture district to provide opportunities for local growers and community education about the impact and potential for agriculture in the local economy; the area would not need to be large, certainly less than 10 acres. Discussion also explored how reviewing committees like the MFPC can have input earlier in the planning process so these presentations and discussions can be more productive. The regional food systems plan supported in the Comprehensive Plan will provide guidance in the future.

Discussion on the motion to approve the memo's recommendations requested the Work Group draft another memo to the Plan Commission for its consideration when the Special Area Plan is on its Agenda for final approval. The memo should:

- Recognize that many issues and interests are being addressed in the plan, but need not be seen as either/or choices, look for win-win scenarios
- Emphasize the unique qualities of productive farmland and the Comprehensive Plan's stated goal of farmland preservation) and interests can work together
- Include the first three recommendations as written in the memo to the Food Policy Council, and suggest where the fourth could be noted in the Special Area Plan

Motion made by Rhodes-Conway, seconded by Day Farnsworth to Return to Lead with Recommendation for Approval with the following recommendations to the PLAN COMMISSION. Motion passed by voice vote.

#1: Under the Area Plan draft's "Green & Resilient" group of recommendations, the mention of community gardens in Goal 1, Recommendation 5 (p. 25), should be removed from that recommendation and re-inserted within a new, separate recommendation to "Explore the establishment of market farms and community gardens throughout the plan area."

#2: Under the "Culture & Character" group of recommendations, Goal 1, Recommendation 1 (p. 26) should be changed from "Consider reflecting the existing rural/agrarian design of the Voit Farm area in new development patterns" to: "Look to reinforce the site's history and longstanding public perception as an agricultural site through new development patterns reflecting the concept of agrihoods, similar to Troy Gardens on Madison's Northside."

#3: Under the "Culture & Character" group of recommendations, Goal 1, Recommendation 4 (p. 26) should be changed from "Support community events, i.e. food carts, farmer's markets, and community gardens" to "To promote local food security and food businesses, encourage opportunities for the direct sale of fresh food grown either within the plan area or from nearby farms and gardens, through an onsite seasonal farmers market or farmstand."

ACTION ITEM

7 [53733](#) HRAP - Program Modification Memo

Attachments: [HRAP Program Modification Memo - FINAL 110518.pdf](#)

Reistad and Day Farnsworth provided a background of the memo and its goals based on the Food Trust analysis and recommendations. Day Farnsworth also mentioned the negative changes and ramifications of public policy changes to public benefits (WIC, SNAP), the increased reliance on these programs and the subsequent strain put on emergency food systems. Budget authority language was discussed, as well as the structure of funding and timing of applications and awards in the coming years. Suggestions were made for monitoring and gathering data on the program over time.

Motion made by Rhodes-Conway, second by Vidaver to approve recommendations set forward in attached memorandum from the Healthy Retail Access Program Staff Team and the Healthy Retail Access Work Group. Motion passed by voice vote.

WORK GROUP REPORTS

8 [53711](#) Community Engagement November 2018

The Work Group will meet on November 12 to review progress reports. Thanks to all for complying with the requests.

9 [53712](#) Food Waste and Recovery November 2018

Attachments: [Food Waste Reduction Task Force Progress Report 10.31.18.pdf](#)

In addition to the report posted in the Agenda – Standard Operating Procedures for “no thank you” tables have been received from the School District, and business convocation planning is advancing.

10 [53713](#) Healthy Retail Access November 2018

Attachments: [HRAP WorkGroup Progress Report Update 110218.pdf](#)

See Legistar 53733 above for discussion of Action Item. Progress report submitted

11 [53714](#) Healthy Marketing and Procurement November 2018

Healthy Vending policy is advancing, and an inventory of vending machines on City Property is being created. Work Group needs to elect a chair and provide a Progress report.

12 [53715](#) Pollinator Protection November 2018

Attachments: [PPWG Progress Report draft 10-26-18.pdf](#)

A draft of the Progress Report requested by the Community Engagement Work Group was reviewed on October 29, with final revisions to be made before the November meeting of the MFPC; a copy of the updated chart of recommendations from the Pollinator Protection Task Force Report of 2015 will also be provided. The Work Group also continued its review of the PPTF’s report and recommendations. Staff is requesting updates from various departments for updates to the chart and to inform the Work Group when choosing its next projects.

Staff and members of the Work Group will be participating in an afternoon workshop at the November 17th Mayor’s Neighborhood Conference to promote opportunities for pollinator plantings. Staff is exploring collaborations on materials with Dane County, UW-Extension, the Arboretum and Friends of Lake Wingra for this event.

The Bee City signs have not been approved by the Park Commission yet for installation in recommended sites in four locations: Goodman Pool, Warner Park, Owen Conservancy and the isthmus Period Garden this fall.

Fey passed around the current draft of a color-coded chart showing the status of work on the Recommendations made by the Pollinator Protection Task Force in its report submitted in late 2015.

13 [53716](#) SEED Grants Funding November 2018

The SEED Grant Work Group will have our next meeting on November 27th at 4:30 PM. We will be discussing any tweaks to the application and evaluation questions in advance of its release, decide on a timeline for the 2019 grant process, look at responses from 2017 evaluations, and discuss some long-term goals for advancing equity in the SEED Grant process.

- 14 [53717](#) Urban Agriculture November 2018

Attachments: [UAWG Progress Report Final - 10.29.18.pdf](#)

See Legistar 53472 for discussion of Work Group memo and recommendations on the Milwaukee Street Special Area Plan.

The Urban Agriculture Work Group held its regular monthly meeting on October 16th, with a focus on the business of urban farming in Madison. A small subset of the work group also met with city staff on October 22nd, specifically on the Milwaukee Street Area Plan. The next meeting will be November 20th.

Progress report submitted.

REGULAR BUSINESS REPORTS

- 15 [53718](#) Community Gardens Update November 2018

No report on progress at Rennebohm Park
See Urban Agriculture Work Group report for status of water service issue.

- 16 [53741](#) Integrated Pest Management Policy Review Task Force Update November 2018

The first meeting was held on October 15, 2018 with twelve members attending. The group chose co-chairs (Fey and Lasky), discussed meeting protocols and timeline, agreeing to meet every 3 weeks on Monday afternoons in the Madison Municipal Building at 3pm. A full list of meeting dates, and all materials reviewed by the Task Force can be found in Legistar 53439. The second meeting will be held on November 5th; there will be a background presentation on Integrated Pest Management by experts from the national IPM institute, and a survey of current city practices will be discussed.

Day Farnsworth requested a presentation from the IPM Institute of North America some time in the future.

- 17 [53719](#) Dane County Food Council November 2018

No meeting of the full council was held in October; next meeting will be held

on Nov. 28th. Equity and Access Work Team met to discuss Partners in Equity-Food Grants. Next round of grant funding will be announced in December 2018.

18 [53720](#) Food Policy Director Update November 2018

“Cultivating Dane” Dream Up WI proposal has been chosen to advance to the next round. We have contracted with Ben Williams (Sort Sol Group) to pull together stakeholders and hold regular planning meetings with Carrie Edgar, Nick Heckman, and Reistad to create and submit a final proposal by 11/21. Reistad spoke with Rhea Gajaria, who is working with a group in Bloomington, IN and looking to launch a local food policy council. Provided her information on the MFPC and DCFC and connected her with Center for a Livable Future – Food Policy Networks project staff at Johns Hopkins. Reistad presented at the Sustain Dane Summit with Live Forward Award winners Donale Richards and Devon Hamilton (as well as CARPC staffer Malissa Givhan) on sustainable community investment and building up grassroots orgs and leaders who are based in community. Reistad met with REAP’s new Farm to Business Manager Brianna Fiene to discuss ways to bolster local food and community food systems re: increasing sales and decreasing food waste.

19 [53721](#) Madison Metropolitan School District Update November 2018

Our Food & Nutrition Team met the New Farm to School Program Director for REAP on November 5, 2018. Mathew Fornoff started this position with REAP in October. Mathew is returning to the Midwest after nearly a decade in Arizona doing food system and policy work, most recently as grants program manager for the Community Food Bank of Southern Arizona. We look forward to working with Mathew and continuing the strong Farm to School Partnership with REAP.

MMSD has applied for a \$5,000 recycling grant with the Carton Council. Chris Jimieson and the Fitchburg Recycling Committee have been working on a pilot for that grant at Leopold Elementary School. The pilot program of recycling cartons and stacking of disposable trays has resulted in a 75% reduction in daily trash volume from the cafeteria. MMSD uses over 3 million milk cartons each year.

MMSD will be issuing a Request for information on local produce for the next school year by early December. This process will include an opportunity for Farmers to meet with MMSD to discuss the RFI and get answers to their questions. We look forward to this opportunity to increase the availability of local produce for our students.

20 [53722](#) Oscar Mayer Strategic Assessment Committee Update November 2018

Final draft of the committee’s report is available. Next, and likely final meeting is November 12, at 5:30 pm at Warner Park. Oscar Mayer Special Area Plan process, staffed by Bill Fruhling and Tom Otto, will begin shortly after the report is finalized.

- 21 [53723](#) Public Health Madison & Dane County Update November 2018

No report.

- 22 [53724](#) Public Market Development Committee Update November 2018

Fundraising efforts have yielded a major commitment from the Boardman Clark law firm; \$250,000 contribution and in-kind support. Dairy Farmers of America are exploring a Dairy Showcase Center. MSR design and architecture firm has been selected for design phase. See www.madisonpublicmarket.org and Facebook page for updates.

23 **ANNOUNCEMENTS**

Schedule of meetings for 2019 was included in member meeting packets. Note: Two meetings have been moved to the second Wednesday of the month to avoid holiday weeks. Potential relocation of July and August meetings out of downtown area because of Concerts on the Square.

24 ADJOURNMENT

Motion to adjourn made by Day Farnsworth, second by Vidaver. Motion approved with a voice vote at 7:39 pm.