



City of Madison

City of Madison
Madison, WI 53703
www.cityofmadison.com

Meeting Minutes - Approved MADISON FOOD POLICY COUNCIL

*Consider: Who benefits? Who is burdened?
Who does not have a voice at the table?
How can policymakers mitigate unintended consequences?*

Wednesday, September 21, 2022

5:30 PM

Virtual Meeting

CALL TO ORDER / ROLL CALL

Others Present: Nicholas Heckman, George Reistad, Nan Fey, Josset Gauley, Cathryn Herlihey

Madison Food Policy Council Meeting called to order at 5:35 by Chair Leete.

Present: 13 - Regina M. Vidaver; William Tishler; Nicholas S. Leete; Jamie R. Bugel; Dustin K. Lundt; Christopher G. Brockel; Kirsten E. Moore; Taylor E. Foster; Devika J. Suri; Lindsey Day Farnsworth; Katie L. Strader; Jennifer S. Conroy and Alma T. Horlock

Absent: 9 - Yannette Figueroa Cole; Rebecca Kemble; Hedi L. Rudd; Taylr M. Johnson; Dadit G. Hidayat; Teal M. Evans; Laura G. Scandurra; Sarah M. Larson and Ndemazea F. Fonkem

APPROVAL OF MINUTES

**Motion to approve MFPC minutes from August made by Day Farnsworth.
Second by Brockel.**

Motion passes with unanimous approval.

PUBLIC COMMENT

1 [73791](#) Public Comment

None

ANNOUNCEMENTS

DISCLOSURES AND RECUSALS

None

NEW BUSINESS

None

**Motion made by Leete to take the agenda out of order and review the action item and Food Plan Work Group report after work group and staff reports.
Second by Day Farnsworth. Motion passes with unanimous approval.**

ACTION ITEM

2 [73776](#) Accepting the 2022 Healthy Retail Access Program Evaluation Report

Attachments: [HRAP Report FINAL_091522_LowRes.pdf](#)
 [HRAP Evaluation Summary Presentation FINAL_092122.pdf](#)

Discussion followed the attached presentation by Day Farnsworth, Gaulley, and Herlihey.

- Moore: What would the implementation of the evaluation tools look like for future applicants?
 - o Day Farnsworth: Survey can be administered at checkout and applicants were both compensated and entered into a raffle for their participation in the survey.

- Moore: How many applicants can the program bear?
 - o Reistad: the amount of funding and the scope of the projects will determine the number of awards that can be managed in a year. Recent program funding increases have created opportunities to invest in technical assistance and evaluation.

- Moore: be mindful that peer-to-peer mentorship can also prove challenging from a perspective of competition between operators. Comment was affirmed by Day Farnsworth and Herlihey.

- Suri: It would be interesting to look at the ongoing impacts of the SEED grants in this same fashion. Encourage mindfulness of who is being included in selection panels can also have implications for equity and fairness of award distribution.
 - o Gaulley: ideally we could do ripple effect mapping or data jams with recipients of program benefit (customers and operators). These approaches would also benefit the SEED grants program.

- Tishler: What is being done regarding food waste? How many of the smaller grocery stores are on bus lines?
 - o Reistad: projects are happening in areas that are right-sized for the neighborhoods with the goal of minimizing waste and increasing from areas with low transportation access
 - o Brockel: work is happening with food waste reduction, particularly Healthy Food For All and various emergency food gleaning projects.

Motion to accept the Healthy Retail Access Program into the record made by Leete. Second by Moore. Motion passes with unanimous consent.

WORK GROUP REPORTS

3 [73778](#) Food Access, Relief, and Econ Support - September 2022

No report

4 [73779](#) Food Plan - September 2022

Dane County Pandemic Food System study is underway. Sift Consulting is currently gathering data and will wrap up in early 2023.

Food Plan workgroup will begin development of a regional food system plan. A USDA regional food system partnership grant to build on the pandemic food system study. The workgroup is looking to City and County budget amendments to potentially support cash match for funding.

5 [73781](#)

Regional Agriculture and Food Sovereignty - September 2022

Farmland Preservation Task Force has been established. Planning staffer has been identified and the task force will begin convening in short order.

Discussion on recent developments regarding the Madison Public Market. According to Reistad. The Madison Public Market project is in period of uncertainty. The project is faced with compounding and related issues with the estimated \$1.8m inflationary funding gap discovered by an updated construction cost estimate. This directly led to conflicts with a nearly secured source of funding from the Economic Development Administration, which ultimately resulted in EDA departing the project without awarding funding.

The current state of the project is a bit dire but not impossible to move forward. We are now in a process where policymakers can choose to create a budget amendment in the 2023 capital budget. The next opportunity for amendment activity is Finance Cmte on 9/28. If no action occurs there, the next possibility is in the 2023 budget hearings, happening Nov 15-17.

CHAIR AND STAFF REPORTS

6 [73782](#)

Madison Food Policy Council Chair - September 2022

In August, the MFPC authorized the Chair to submit a memo in opposition to the re-plotting and re-zoning of the Raemisch Farm. The Common Council voted against the position taken in the MFPC memo on September 6, meaning that the Raemisch property will be developed.

On September 6, the Farmland Preservation Task Force was also approved. It will be On September 6, the Farmland Preservation Task Force was also approved. It will be established according to the details mentioned in the RAFS working group report.

7 [73784](#)

Business Development Specialist - September 2022

A grocer has been announced for the Truman Olson development on S Park St. Kristie Maurer of Maurer's Urban Market has been selected as the grocer in the space at 815 Cedar St. City is continuing to work with development team (Rule Enterprises and Movin' Out) and grocer team on docs and actions needed to completely finalize the partnership.

8 [73785](#)

Public Health Madison & Dane County - September 2022

Updates provided related to the ongoing COVID-19 pandemic.

PHMDC has been representing Madison and Mayor Rhodes-Conway on the Mayors Alliance to End Childhood Hunger. Recently, the group has met with White House staff to provide suggestions for focus areas to the upcoming White House Conference on Hunger, Nutrition, and Health on September 28.

9 [73786](#)

Extension Dane County, UW-Madison - September 2022

Dane County COVID Food Pantry Aid Assistance – due Sept 30
Dane County is funding a one-time grant opportunity with a portion of the county’s American Rescue Plan allocation. The purpose of this grant funding is to provide support to food pantries to allow them to expand the purchase of food to meet increased demand.

<https://providers.dcdhs.com/Partnering-With-Dane/Dane-County-COVID-Food-Pantry-Aid-Assistance>

FEED Summit Nov 14-15, 2022, virtual. For startup food business entrepreneurs; organized by UW-Madison Extension Community Food Systems Program.

<https://foodsystems.extension.wisc.edu/2022/09/19/2022-feed-summit-be-a-thriving-food-entrepreneur/>

Fall 2022 Green Thumb Gardening Series: Planning/Techniques for the Organic Vegetable Garden – starting Nov 1.

REGULAR BUSINESS REPORTS

10 [73787](#)

Community Gardens - September 2022

No update.

11 [73788](#)

Madison Metropolitan School District - September 2022

No update.

12 [73789](#)

Double Dollars Program - September 2022

The American Heart Association is preparing materials to support budget requests at the City and County for increased funding directed to Double Dollars participant benefits.

13 [73790](#)

Johns Hopkins Center for a Livable Future - Community of Learning Practice - September 2022

No update.

ADJOURNMENT