



City of Madison

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

Wednesday, November 5, 2014

5:30 PM

Madison Central Library
201 W. Mifflin Street
Madison, WI 53703
Madison Foundation Community Room
Rooms 301 and 302

CALL TO ORDER / ROLL CALL

The meeting was called to order by the chair at 5:35 PM.

Present: 14 - Shiva Bidar-Sielaff; Ledell Zellers; Matthew J. Phair; Nan Fey; Kathy E. Utley; Taiya R. Bach Streiffer; Steve Youngbauer; Christopher G. Brockel; Michael M. Bell; Martin H. Bailkey; Eric A. Roang; George C. Reistad; Satya V. Rhodes-Conway and Kyle Richmond

Absent: 7 - Nathan S. Clarke; Dan J. Stein; Carmell R. Jackson; Lindsey Day Farnsworth; Carrie M. Edgar; Anne Reynolds and Topf Wells

Others Present: 5 observers (one beverage industry representative, four students)

APPROVAL OF MINUTES

Phair made a motion to approve the October 1st minutes. Rhodes-Conway seconded the motion. Motion passed by a voice vote.

PUBLIC COMMENT

None

DISCLOSURES AND RECUSALS

None

NEW BUSINESS

[35697](#)

Approving the Verona Road/Allied Drive commercial and neighborhood area food retail and economic redevelopment priorities, and directing an interdisciplinary staff team to explore funding strategies, private partners, and other complementary uses to facilitate the location of a full-service affordable grocery store in the immediate commercial area and to prepare a comprehensive economic plan for the entire area.

Attachments: [Verona Road-Allied Drive Economic Redevelopment Priorities.pdf 35697version1.pdf](#)

Woulf provided an overview of the process to date. Ruth Rohlich was in attendance from Office of Business Resources, who is also leading the staff

team. She gave an update on the latest conversations with the building owner of the exiting Walgreens and potential grocers. Woulf explained that the staff team plans to provide options to Council on food retail options by the December 15 deadline in the resolution.

Rhodes-Conway made a motion to approve. Bidar seconded.

Bell stated that the group needs to make sure the staff team ensures that current residents are not displaced by future development in area.

Rhodes-Conway stated that:

- 1) Not sure the city has ever explicitly stated that a goal of development is to not displace residents, it should be a part of resolution.
- 2) Staff team should be called out in resolution.
- 3) Understand urgency but doing food access before entire economic development plan seems premature.

Bidar stated that the word permanent needs to be deleted from the grocery store; 10-year lease may not be “permanent” solution.

Zellers stated that the food need is clear and questioned if there was any thought into breaking it up?

Woulf stated that there was thought in separating. However, Ald. Cheeks and staff felt that is was important to look at this comprehensively. Food retail goals are not incompatible with longer term economic development in the area.

Phair stated that he is open to changing language in priority area #2 to look at it comprehensively. Council looking at budget amendments to add planner for neighborhood centers.

Rhodes-Conway stated that we should put food-related uses in neighborhood in resolution

Richmond discussed the difference between center vs. services – it should be broadly defined as a “center” to include other services.

Motion to Amend: Bidar made a motion to amend the language in the Second priority area from “establish” to “explore the feasibility of” a neighborhood or community center and to add “or other services” as an acceptable solution. Rhodes Conway seconded. Unanimous approval.

Motion to Amend: Bell made a motion to amend third priority area to include language that will reflect desire to have any long-term development not displace current residents and ensure affordability. Rhodes-Conway seconded. Unanimous approval.

Motion to Amend: Bidar made a motion to delete the word permanent in the first priority area. Phair seconded. Unanimous approval

Rhodes-Conway made a motion- Requirement that staff members are

enumerated in substitute that goes to council. Bidar seconded. Motion passed by a voice vote.

Motion as Amended passed by a voice vote.

35612

Directing the Madison Food Policy Council in consultation with appropriate city staff to review, analyze, and provide recommendations on sustainable practices regarding food waste relating to collections, composting, and delivery of services to all areas of the city.

Attachments: [35612 - version 1.pdf](#)

Woulf provided an explanation on the origination of the food waste document. He described the need for the city to look at the issue more broadly than one program or policy. He hoped that the FPC would have the resources to tackle issue and understood that it was not an issue originally identified in the FPC's goals.

Bell stated that it is a critical issue where food ends up.

Reistad stated that the issue can be related to the urban ag agenda item. It crosses over many different topics that are mentioned in the our goals document, community gardens for example.

Richmond stated that it's broader than that. How do our neighbors, businesses, institutions dispose of food? It can be a huge topic.

Rhodes-Conway stated that we should do this – something city has looked at but not in comprehensive way. Like ways we can limit waste, etc.

Utley stated that excess produce in field is an issue and could be critical in addressing food security. Also related to Healthy Food For All Children 10-year Plan.

Rhodes-Conway made a motion to approve with the addition of the report being a "preliminary report" and the correction of a few typos in the resolution. Phair seconded.
Unanimous

OLD BUSINESS

33575

2014-2015 Madison Food Policy Council Goals: Public profile/engagement

Attachments: [FPCGoals14.pdf](#)

A draft of the report Fey, Richmond and Woulf have been working on of the Food Policy Council's work in its first two years was distributed to the group. They are working with the staff in the City's Document Services and Information Technology departments to produce both a printed and web-based versions. The final will be presented to the Council when it's ready for approval.

Michael Bell agreed to chair a working group on "public profile/engagement"

using this document as a starting point. Others agreeing to serve include George Reistad, Matt Phair, Mark Woulf and Nan Fey.

WORK GROUP REPORTS

[32429](#) Grant Funding

No Update

[32105](#) Edible Landscapes and Terrace Plantings

Meeting next week with staff in the Information Technology department to discuss an online application process.

[32109](#) Increasing Food Retail in Underserved Neighborhoods

Attachments: [Funding Proposals for Food Policy Council Consideration.pdf](#)

Woulf and Fey will be meeting next week with Alders Phair, Cheeks, DeMarb and Strasser to discuss “food deserts” in the City.

[34337](#) Healthy Marketing and Procurement

Has not met.

[36034](#) Pollinator Protection Task Force Update

First meeting will be held on December 3rd, just before the Food Policy Council, in the same room; any interested members are invited to attend.

REGULAR BUSINESS REPORTS

[36025](#) Food and Alcohol Policy Coordinator Update November 2014

No Update

[36026](#) Local Food Committee on Public Market Update November 2014

Attachments: [Local Food Committee Report.pdf](#)

Dan Kennelly, the city’s project manager for the Public Market District, provided overview of outreach, phases of project.

36027

Community Gardens Committee Update November 2014

At its last meeting, October 28, the committee discussed the current strategic planning process for the potential partnership that is expected to take responsibility for community gardens in the future; the next update will be on November 11th, with a business plan to be presented by the end of the year. The committee also discussed concerns about the future of Sheboygan Gardens, located on state land that has recently been made available for sale to a private developer.

36028

Dane County Food Policy Council Update November 2014

Attachments: [Dane County Food Council November 5 Report.pdf](#)

More than 100 people attended the Dane County Food Summit on Oct. 24th at the Lussier Heritage Center. The Summit focused on locally-achievable change, partnerships, and innovations within Dane County for building a fair and sustainable food system, as well as examining how we can build equity and justice into all that we do. A summary of the Summit will be provided in the near future to both the City and County Food Council members.

Richmond suggested that the county's Committee on the Environment be informed about the work of the pollinator protection task force.

36029

Dane County Food Coalition Update November 2014

Attachments: [Dane County Food Coalition November 5.pdf](#)

The next meeting of the Dane County Food Coalition will be on Thursday, December 11 at East Madison Community Center at 8 Straubel Court, Madison from 8:30am-10:00am. The tentative agenda includes a tour and overview of programming at EMCC, follow-up from the 2014 Dane County Food Summit, and time for sharing and announcements. All are welcome to attend.

36030

Madison Metropolitan School District Update November 2014

The joint Farm 2 school coordinator position with REAP and MMSD started working with us last week. This position will work 10 hours per week at the Food Production Center. Natasha Smith is filling this role. We are currently focusing on plans to best utilize our remaining funds from the USDA Farm 2 School Grant.

Our 7 traditional schools in the Community Eligibility Provision showed a nice increase in year over year participation for September. Participation was up 27% at breakfast and 17% at lunch. April, 2015 will be the next opportunity to look at the data to see if we can get more schools into the program for 2015-16.

36031

Public Health of Madison & Dane County Update November 2014

Public Health Madison and Dane County is pleased to announce that Nicholas Heckman will be joining our department as Public Health Planner-Food

Security. Nick completed his undergraduate degree at UW-Madison and his graduate work at the LaFollette School of Public Affairs. He has previously served as the Poverty and Food Insecurity Specialist for UW Cooperative Extension where he was a member of the Wisconsin Food Security Consortium steering committee. Most recently he worked as the Nutrition Program and Policy Analyst at Hunger Task Force in Milwaukee. His start date is December 1, 2014.

[36032](#)

Healthy Food For All Update November 2014

Has not met

ANNOUNCEMENTS

Fey reported that she made a presentation to the Mayor's Quality and Sustainability Steering Committee about the work of the Food Policy Council on October 28th; the information was well received, and good questions were asked by the division and department heads who attended.

ADJOURNMENT

Bell made a motion to adjourn at 7:54 pm. Richmond seconded the motion. Motion passed by a voice vote.