



City of Madison

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

Wednesday, April 2, 2014

5:30 PM

Madison Municipal Building
215 Martin Luther King, Jr. Blvd.
Room 260
Madison, WI 53703

CALL TO ORDER / ROLL CALL

The meeting was called to order by the Chair at 5:44 p.m.

Present: 15 -

Shiva Bidar-Sielaff; Ledell Zellers; Matthew J. Phair; Nan Fey; Cassandra M. Vanderwall; Steve Youngbauer; Christopher G. Brockel; Carmell R. Jackson; Michael M. Bell; Martin H. Bailkey; Carrie M. Edgar; Eric A. Roang; Satya V. Rhodes-Conway; Kyle Richmond and Topf Wells

Absent: 4 -

Kathy E. Utle; Dan J. Stein; Lindsey Day Farnsworth and Anne Reynolds

APPROVAL OF MINUTES

Wells motioned to approve the February minutes. Rhodes-Conway seconded the motion. Motion passed by a voice vote.

Rhodes-Conway motioned to approve the March minutes. Zellers seconded the motion. Motion passed by a voice vote.

PUBLIC COMMENT

None

DISCLOSURES AND RECUSALS

None

NEW BUSINESS**33575**

2014-2015 Madison Food Policy Council Goals - Guest Speaker, Mayor Soglin

Mayor Soglin joined the Council to discuss goals and priorities for 2014-15.

Woulf provided an overview of the goals document that was provided to the committee. The first page is the goals for 2013; the second are potential additions for 2014. Woulf asked the committee for input on setting goals for 2014.

Bell explained that the city has Ag land that is leases out. Could FPC set model policy for what it wants accomplished on land?

Bailkey stated that Dane County Food Council worked on something like this for county land.

Bell questioned whether staff could provide a report on what land is being leased by City for Ag purposes for the next meeting.

Rhodes-Conway said that workforce Development related to the jobs within the food system could be added as a goal. Generally, we should group these goals into different categories and track what we have accomplished.

Staff agreed to revise document by grouping into categories and bring back for May meeting.

33576

Work Group Realignment

Staff provided a one-page document that outlined a potential new working group that would replace the Healthy Vending and Food Education work groups. The new work group would work on healthy marketing/education and procurement policies, eventually splitting the issues into two working groups.

Bidar explained that there is a difference between individual procurement and institutional procurement; need to be clear which one we are addressing.

Rhodes-Conway stated that we need to concentrate on the things that are within the power of the city to address and respect other ongoing initiatives.

The two working groups will meet again before the May FPC meeting and bring back further thoughts.

33408

Authorizing the Director of Public Health of Madison and Dane County to issue a Request for Proposals (“RFP”) for a City of Madison and Dane County Electronic Benefits Transfer (“EBT”) program for FoodShare participants at all farmers’ markets, authorizing a subcommittee of the Madison Food Policy Council, in consultation with the Dane County Food Council, to evaluate the RFP’s and select an operator, and authorizing the City to execute a contract with the selected operator(s) for the administration of a program in an amount not to exceed \$25,000 and amending the 2014 adopted operating budgets for Miscellaneous Appropriations and the Public Health agency as appropriate.

Staff explained the history behind the resolution and why the amount of the county contribution is less than the city’s. In the interest of timing, in order to not lose vital services at the Dane County Farmers’ Market, why the Mayor’s Office is accepting the funds, in place of Public Health.

Wells motioned to recommend approval with clarification that Public Health will be managing the contract. Bell seconded the motion. The motion passed by a voice vote.

OLD BUSINESS**33005**

Terrace Treatment Policy

The Edible Landscapes/Terrace Plantings Work Group provided an update on the treatment policy. They credited Engineering staff, especially Christy Bachmann, with writing the policy and moving it through city departments. The only remaining issue is one with raised beds in terraces, something that will be explored in the near future.

Wells motioned to recommend approval to the Board of Public Works. Bidar seconded the motion. The motion passed by a voice vote.

WORKING GROUP REPORTS**32429**

Grant Funding

The funding work group met and discussed the method for evaluation and the steps that need to be taken to improve the process for next year. The work group asked that the FPC request \$75,000 in the Executive Budget for 2015.

32105

Edible Landscapes and Terrace Plantings

Report Covered Above

32108

Food Education

Covered Above

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

An intern, most likely from the UW-Madison, will be hired by the city to assist with a strategy in addressing increasing retail in underserved neighborhoods. The expectation is that the intern will have a close relationship with the Food Retail Work Group.

[32106](#) Healthy Vending

Covered Above

REGULAR BUSINESS REPORTS

[28073](#) Local Food Committee on Public Market Update

The committee has received and approved, with minor revisions, the draft report, focusing largely on potential vendors and customers, of the consultants regarding the feasibility of a Public Market in Madison. The report is available online. The consultants make the case that a Public Market is feasible, the revision clearly states the consultants recommendation that the Public Market be planned as an assemblage of buildings, rather than one structure.

[28074](#) Dane County Food Council Update

Demonstration Farm proposal being developed to submit with the MadREP application for the Food & Ag Manufacturing designation for the region.

The Council will have two community member positions open in April. Fifteen people have applied and the appointments will be made by the chair of the Environment, Ag, & Natural Resources Committee and the chair of the Extension Committee.

Planning is moving forward at both the Silverwood Park and Anderson Park to develop demonstration and learning farms and programming. The county is also exploring moving some county owned land into organic production. The Council has also been discussing EBT at farmers' markets and the issues relating to community gardens.

[28075](#) Healthy Food for All Update

No update.

[28076](#) Dane County Food Coalition Update

No meeting in March.

[28077](#) Food and Alcohol Policy Coordinator

Covered Above

[31514](#)

Madison Metropolitan School District Update

Steve Youngbauer reported that a consultant will be visiting MMSD on May 15 and 16, 2014. The consultant will be paid for with funds from the National Farm to School grant that was awarded to REAP Food Group. The consultant will be working with the MMSD team on procurement, menu opportunities, processing challenges, and partner support.

The National Recreation & Parks Association in conjunction with the Walmart Foundation has awarded a grant in the amount of \$30,000 to MMSD. These grant funds will be used to support healthy meals and nutrition education during our summer programs. Equipment such as refrigerators will be purchased to support healthy meals and MSCR will be facilitating a 10 lesson Nutrition Education program at several sites. The program will also utilize the MSCR "Fit 2 Go Van".

[28106](#)

Community Gardens Committee Update

Fey reported that CAC's withdrawal of support for about 26 gardens in the City of Madison will occur sooner than expected -- on May 31st, 2014 -- but they will continue to hold the leases and insurance through the end of the year, and will try to help the gardens get their water turned on and compost delivered by then. A meeting was held on March 30th of participants in the "visioning" exercise (held on March 4th) to plan for the inevitable transition to another structure for supporting CAC's gardens and hopefully community gardens more generally in the City and surrounding area. This Planning Group will be working with great urgency to help during this transition in 2014, while also developing a structure and funding options for the future. Anyone on the Food Policy Council with ideas or willing to help is most welcome.

[33286](#)

Public Health of Madison and Dane County Update

Lesly Scott provided an update.

FUTURE ITEMS

None.

ANNOUNCEMENTS

None.

ADJOURNMENT

The committee lost quorum at 7:12 PM and was adjourned.