

Title

Approving the allocation of \$50,000 in previously authorized funds from Miscellaneous Appropriations to fund ten proposals received during the 2014 Madison Food Policy Council “SEED” Grants funding process, and authorizing the Mayor and City Clerk to enter into agreements with the associated agencies, organizations, and groups to implement the designated projects or programs.

Fiscal Note

This resolution allocates \$50,000 in funds previously approved with the City’s 2014 Operating Budget under Madison Food Policy Council grants. No additional funds are being requested, and there is no impact on the City levy.

Body

WHEREAS, in the adopted 2014 City of Madison Operating Budget there is \$50,000 in Miscellaneous Appropriations designated to the Madison Food Policy Council to deliver as grant funds and authorizes a working group of the Food Policy Council to deliver said funds.

WHEREAS, as part of the 2014 Madison Food Policy Council “SEED” Grant funding process, 26 proposals, which included \$181,464.50 in total funding requests, were received by the Mayor’s Office.

WHEREAS, in the first ever year of SEED grants, the overwhelming response demonstrates the need for food system-related grants now and in the future.

WHEREAS, the nature of the responses also indicates a great need in collaborative funding efforts with other stakeholders within the city and county.

WHEREAS, the applications were subsequently evaluated by the Funding Working Group of the Madison Food Policy Council, in order to recommend no more than the authorized amount of \$50,000.

WHEREAS, the Working Group placed priority on applications that were new projects/programs, targeted areas of need, were not currently funded by the City, and if staffing costs were requested, there was a clear demonstration of replacement for SEED funding in future years.

WHEREAS, the Funding Working Group held two public meetings to evaluate the proposals, including one meeting in which finalists were invited to make presentations and to answer questions about their proposals.

WHEREAS, on March 5, 2014, the Madison Food Policy Council approved the recommendations of the Funding Working Group.

WHEREAS, a total of ten SEED proposals were funded (recommendations of the working group), totaling \$50,000 (specific proposals and funding recommendations are shown below).

WHEREAS, the availability of \$50,000 in Miscellaneous Appropriations under the Madison Food Policy Council “SEED” Grants is sufficient to cover the Council’s recommended program/project funding allocations for ten proposals, as specified below:

- **Madison Public Library Foundation, Inc.**, “*Good Snack Club*”: up to \$7,200 to create a new pilot program for afterschool youth in the Meadowood neighborhood to provide nutritious snack options at the library and neighborhood center.
- **REAP Food Group, Inc.**, “*Improving School Access to Fresh Produce via Salad Bars*”: up to \$7,200 to purchase and install refrigeration equipment at two elementary schools, Lincoln and Orchard Elementary, to implement daily salad bars as a part of the school lunch program.
- **Bayview Foundation, Inc.**, “*Brittingham Farmers’ Market*”: up to \$6,000 to establish a farmers’ market at Brittingham Park through staffing for market coordination, promotion of the event, and basic supplies for the market.
- **Vera Court Neighborhood Center, Inc.**, “*Vera Court Community Garden*”: up to \$5,700 to establish a community garden in the Vera Court community, directly behind Mendota Elementary School. Most funds will go towards the build out of raised garden beds.
- **Madison Area Food Pantry Gardens, Inc.**, “*Improve Food Handling Flexcon Totes*”: up to \$1,225 for the purchase of flexcon totes to improve transportation and handling of produce from pantry gardens to food pantries.
- **FairShare CSA Coalition Inc.**, “*Partnership pilot program to increase low-income household CSA membership*”: up to \$1,900 to provide printing, translation, and presenter assistance to go towards the establishment of a pilot program to increase CSA membership among low-income households.
- **Center for Non-Profits, School of Human Ecology, University of Wisconsin-Madison, Board of Regents for University of Wisconsin System**, “*Slow Food Odyssey for Growing Community Power in South Madison*”: up to \$3,291 for the establishment of three fall “Odyssey” dinners and outreach at said dinners to increase participation in the Growing Power farmers’ market basket program.
- **Akira Toki Middle School, Madison Metropolitan School District**, “*Growing a Healthy Meadowood Community (Learning to Grow & Growing to Learn)*”: up to \$5,092 to expand the school garden, purchase supplies, support curriculum development, and support publicity of the programming.
- **Irwin A. and Robert D. Goodman Community Center Inc.**, “*Healthful Access Program*”: up to \$5,092 to expand food pantry hours, add childcare services, and provide cooking demos at the Goodman Community Center.
- **Spring Rose Growers Cooperative**, “*Cooperative Harvest for Healthy Communities*”: up to \$7,300 to establish a pilot “vegetable voucher” program at two satellite public health clinics. The two sites, East Washington Avenue and

South Park Street, WIC clients will be able pick-up their benefit checks and additionally receive vouchers for purchase of seasonal vegetables at the sites through the weekly delivery from the Cooperative.

NOW, THEREFORE, BE IT RESOLVED, that the Madison Common Council approves the recommendations of the Funding Working Group of the Madison Food Policy Council to provide funding for the programs and projects in the amounts detailed above; and,

BE IT FURTHER RESOLVED, that the Mayor and City Clerk are authorized to execute agreements with the above listed agencies, organizations, or companies (or their fiscal agents) for the described activities.