

The background of the slide is a photograph of a market stall. In the foreground, there are several bunches of red radishes, some cut in half, showing their white interiors. Behind them are numerous bunches of green asparagus, some with purple tips, tied together with white string. The stall is outdoors, and a person in a blue cap is visible in the background.

SUMMARY OF PUBLIC MEETINGS
Madison Local Food Committee
June 23, 2014

Recap of “Community Conversations”

Process:

- **Brief Introduction**
- **Three questions discussed in small groups**
 1. *What do you want in a public market (15 min)*
 2. *How can it best serve the community (15 min)*
 3. *Color-coding mapping exercise identifying how different parts of the city align with criteria (30 min)*
- **Each “Table Anchor” reported back on the 3 key outcomes of each question**
- **Next steps and check-out**



West Side
4 Tables
17 People



South Side
5 Tables
23 People



East Side
6 Tables
30 People



North Side
4 Tables
19 People

Summarized results from question 1 (Features Important to you?)

- **Address local needs**
- **Affordable**
- **Profitability for vendors**
- **Permanent indoor vendor stalls**
- **Art! Gallery space**
- **Performance Stage (indoor/outdoor)**
- **Large variety of foods**
- **Multiple loading docks**
- **Cooking classes**
- **Parking**
- **Evening venue for music/food/art**
- **Winter gathering space**
- **Mix of permanent and temporary**
- **Activities for kids**
- **Sense of festivity**
- **Diverse clientele & vendors**



Summarized Results from Question 2 (Features Important to Community?)

- **Local foods/crafts**
- **Access for all**
- **Affordability**
- **Fun for children**
- **Creates jobs and economic development**
- **Lifts a neighborhood**
- **Not subsidized**
- **Supports urban agriculture**
- **Space used all the time for different things**
- **Education**
- **“The place to be”**
- **Plan for a 2nd market & other related facilities**



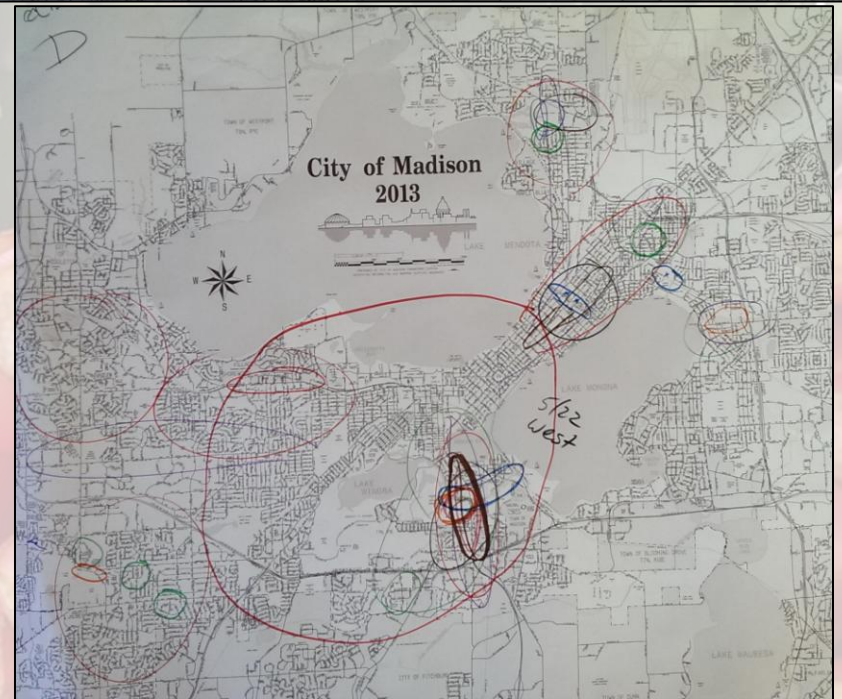
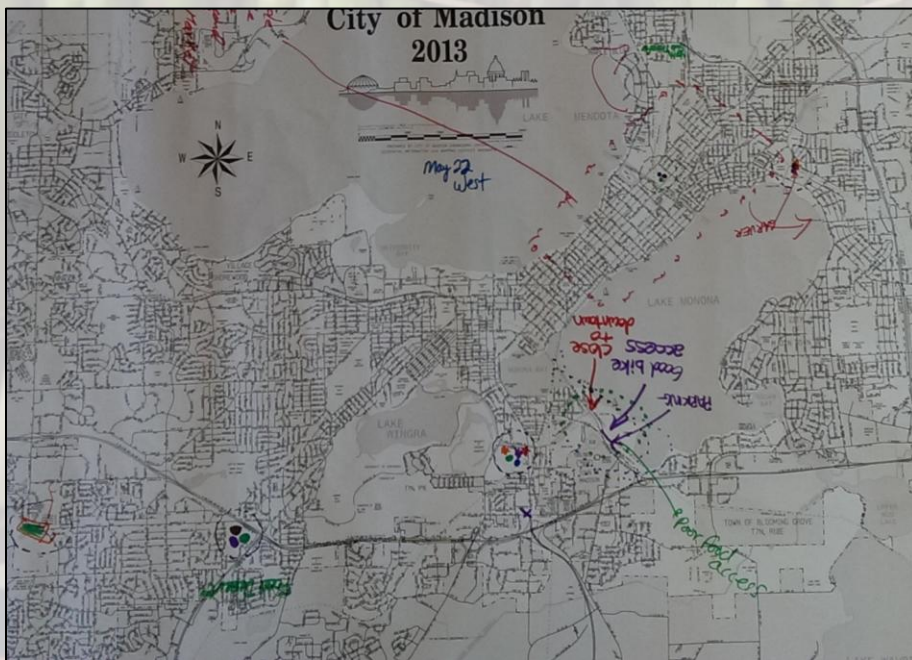
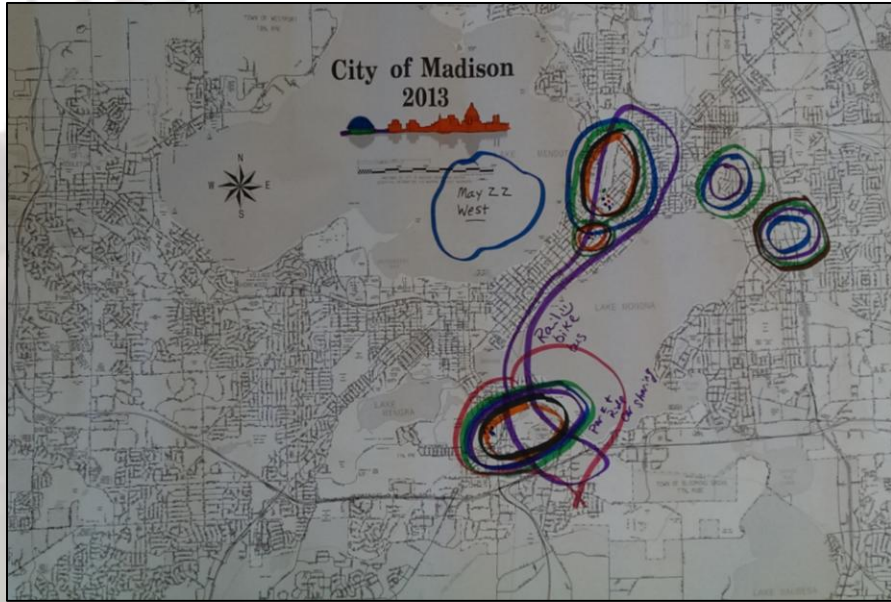
Summary of Question 3 CAVEATS

This is an oversimplification of nuanced group discussions. It reflects the general consensus of small groups when they were asked to summarize their 30 minute discussions into three locations or areas. It does not reflect the individual passions of the members of the group. It also does not reflect how a what criteria they used to make their choices.

Madison Public Market Color Code for Site Criteria Mapping Exercise

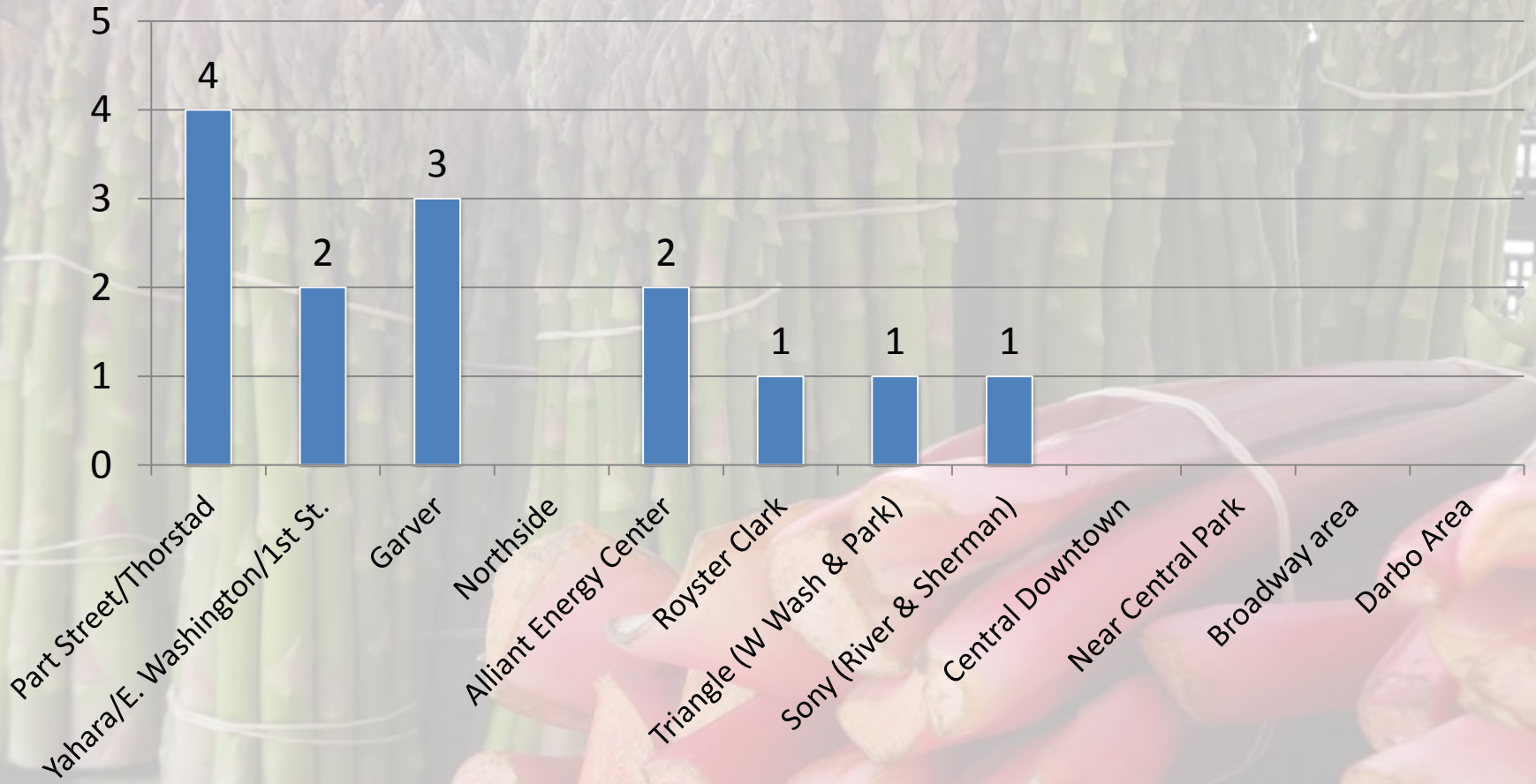
-  Close to a large pool of customers
-  Potential to be a multi-use destination & community gathering place
-  Potential to serve diverse populations and improve food access in underserved areas
-  Potential waterfront site or visibility to a stream, river, or lake
-  Sufficient space for parking, truck access, and highway access
-  Bus service and bicycle/pedestrian access
-  Potential to be a district with co-location of synergistic uses

West Side

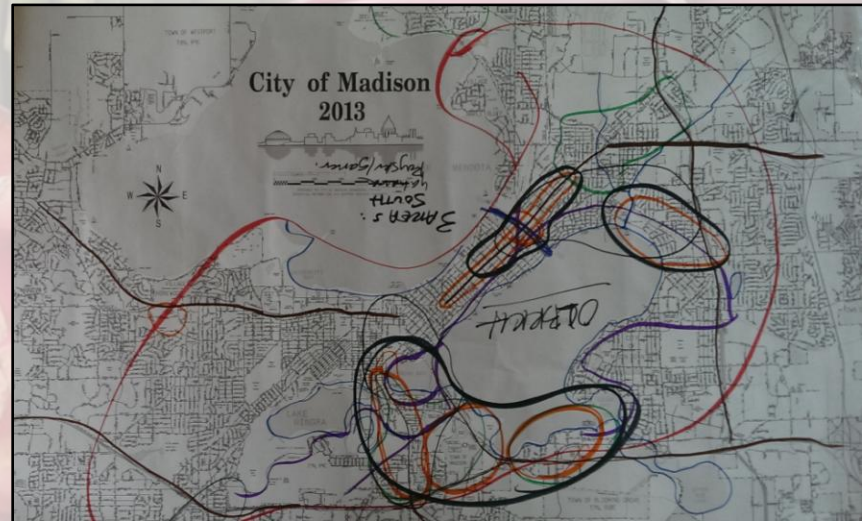
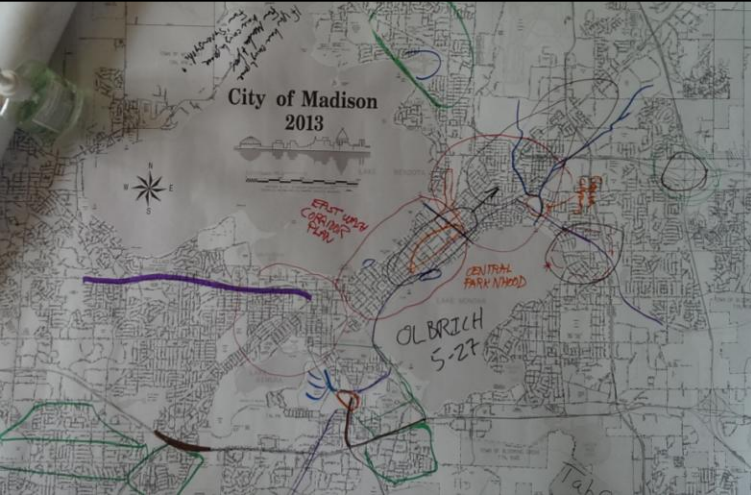
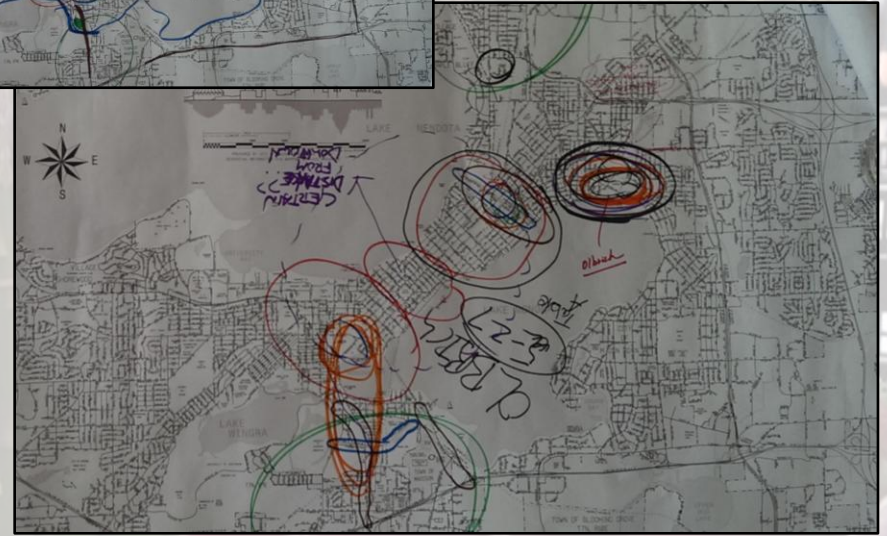
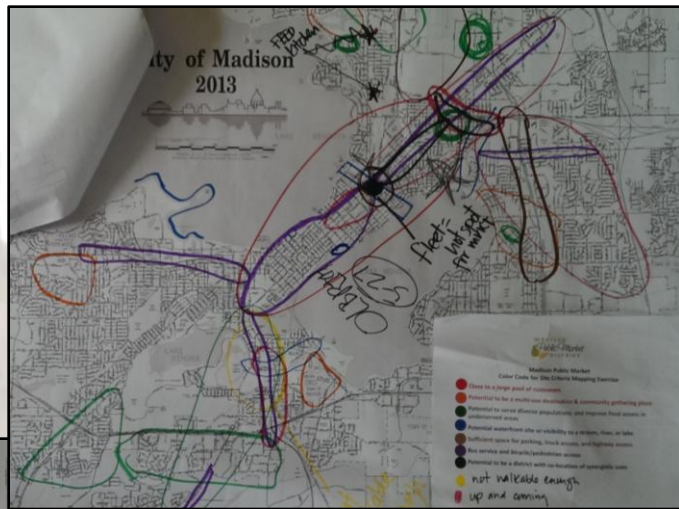


West Side

of Tables Identifying Each Site

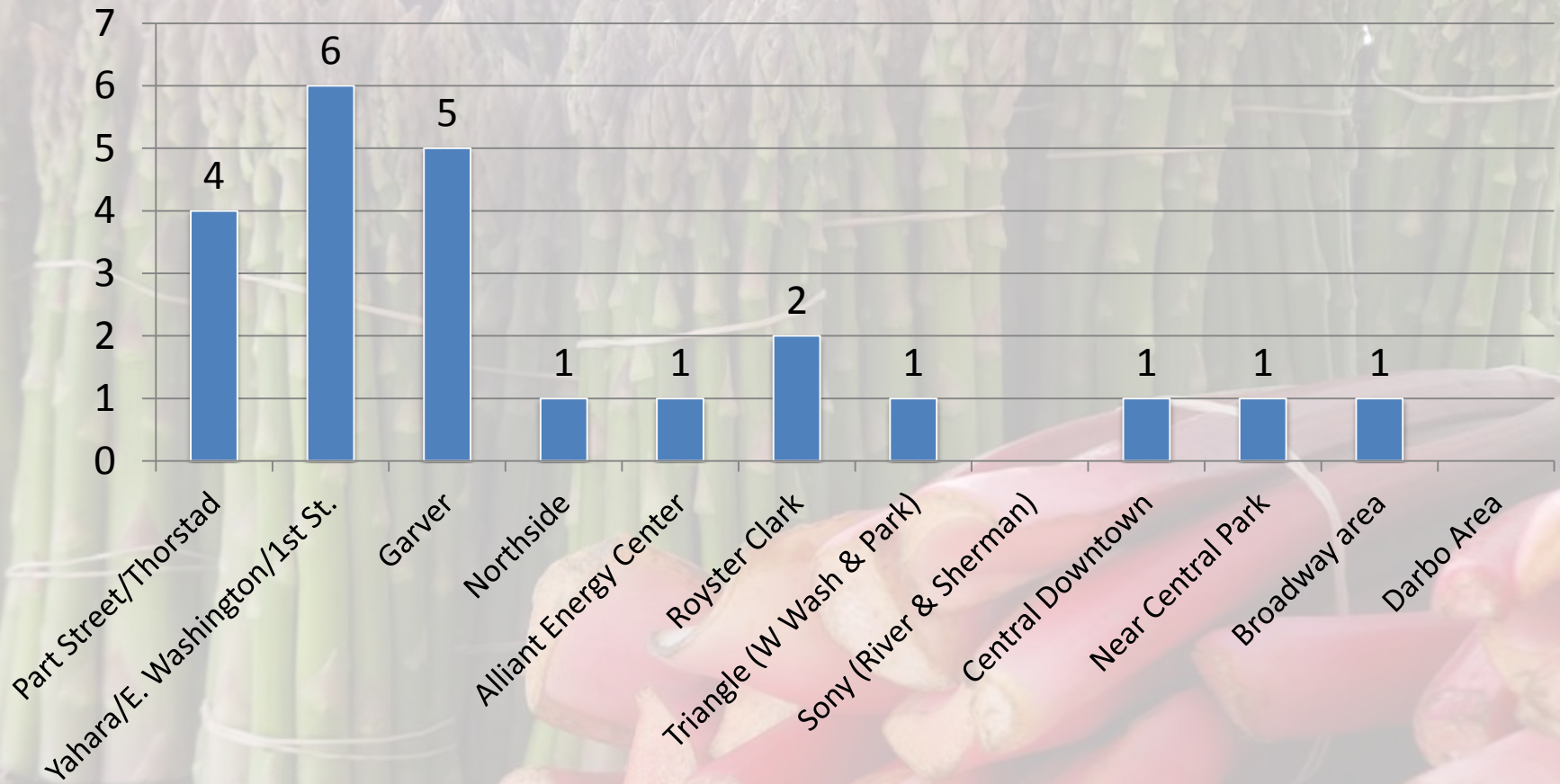


East Side

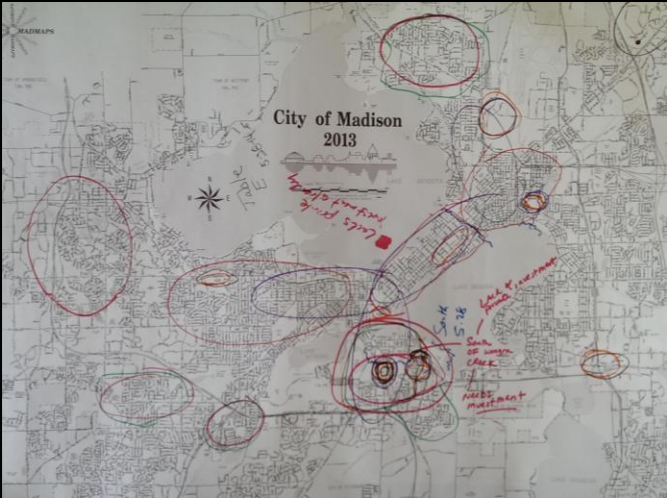
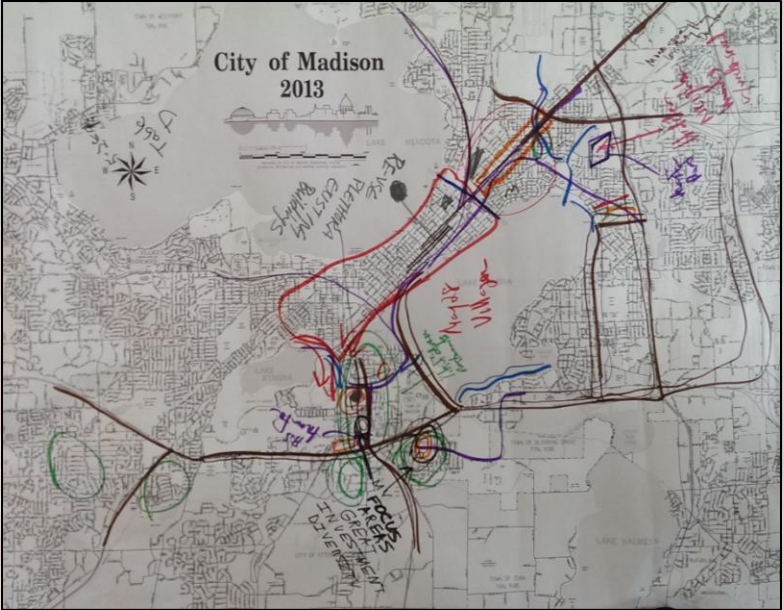
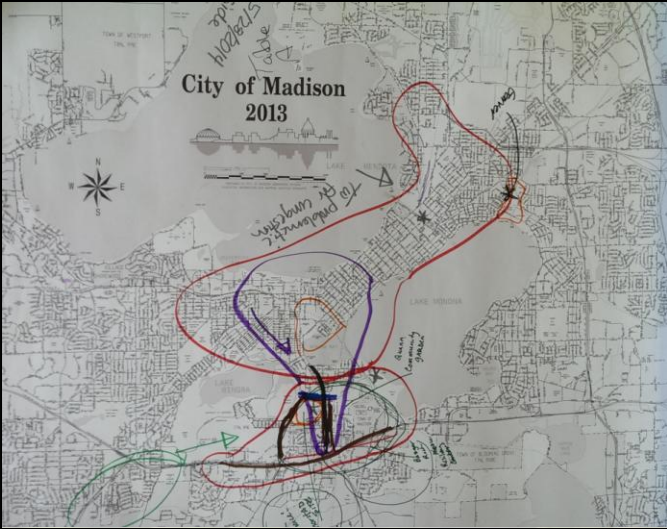
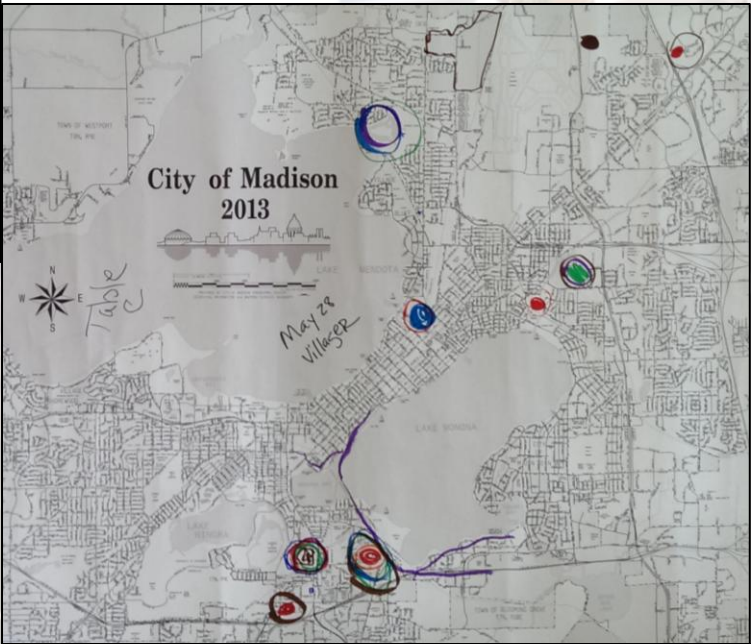
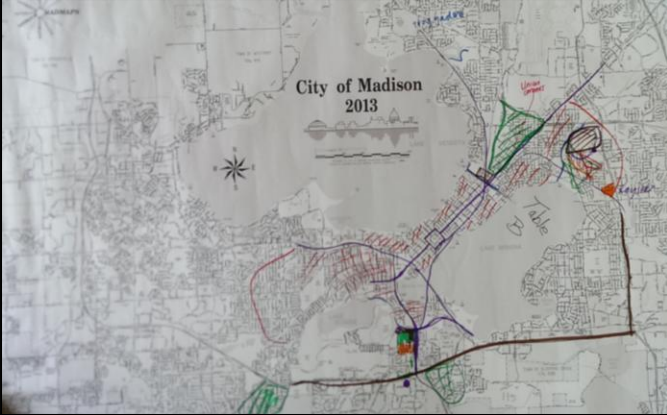


East Side

Number of Tables Identifying Each Site

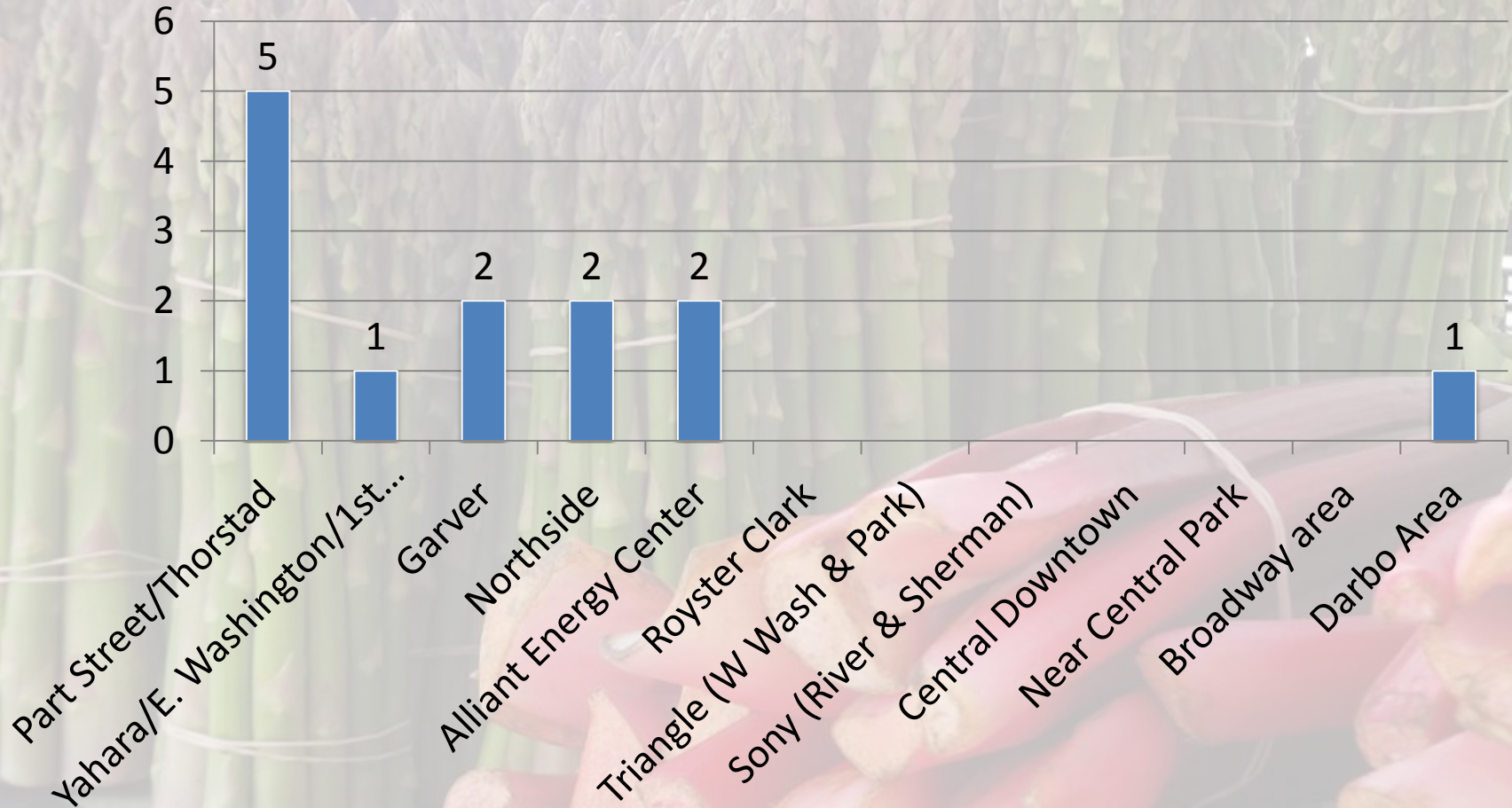


South Side

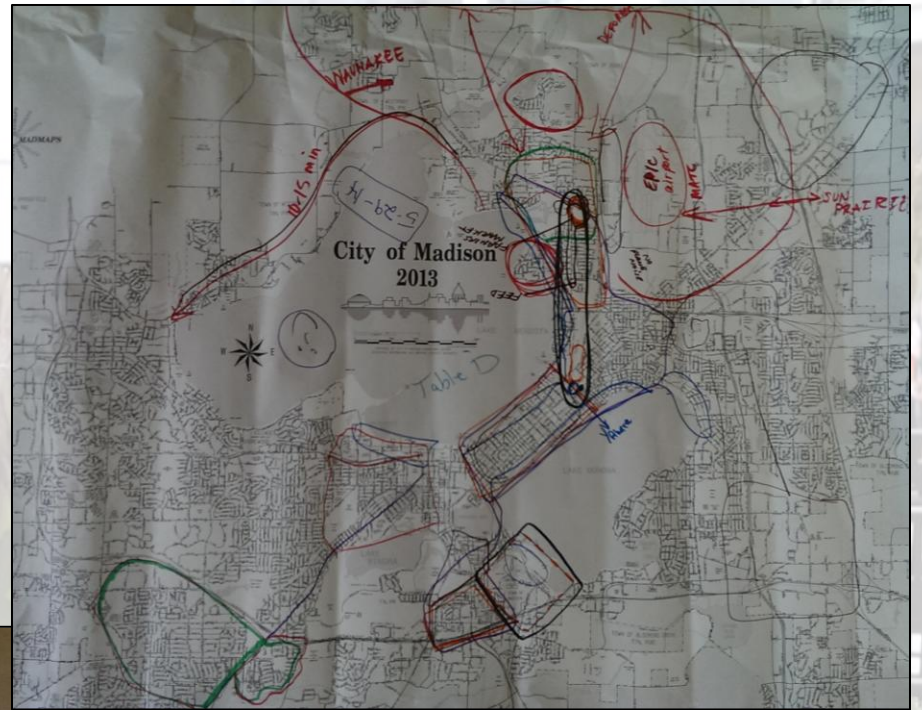
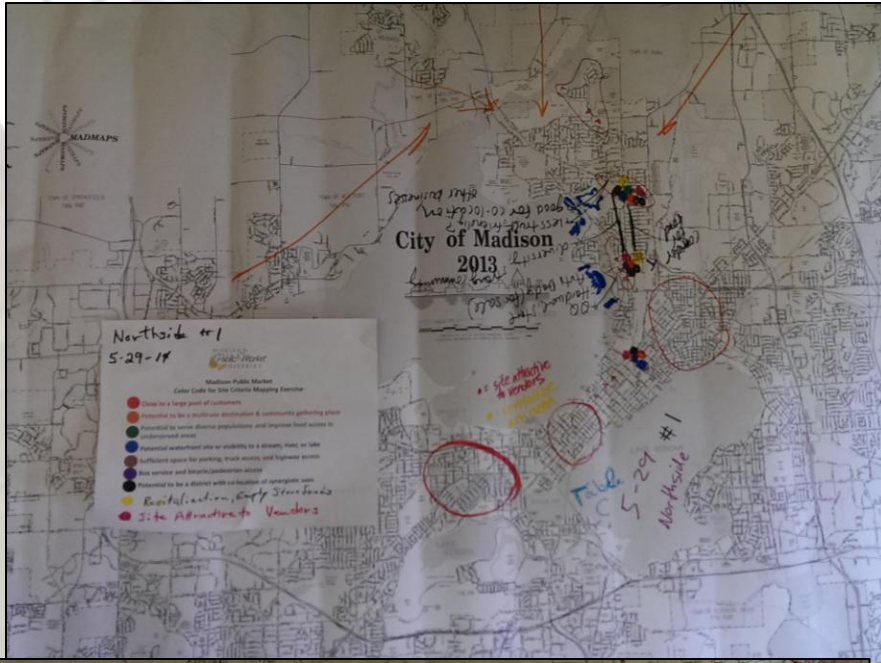


South Side

South Side - Number of Tables Identifying Each Site

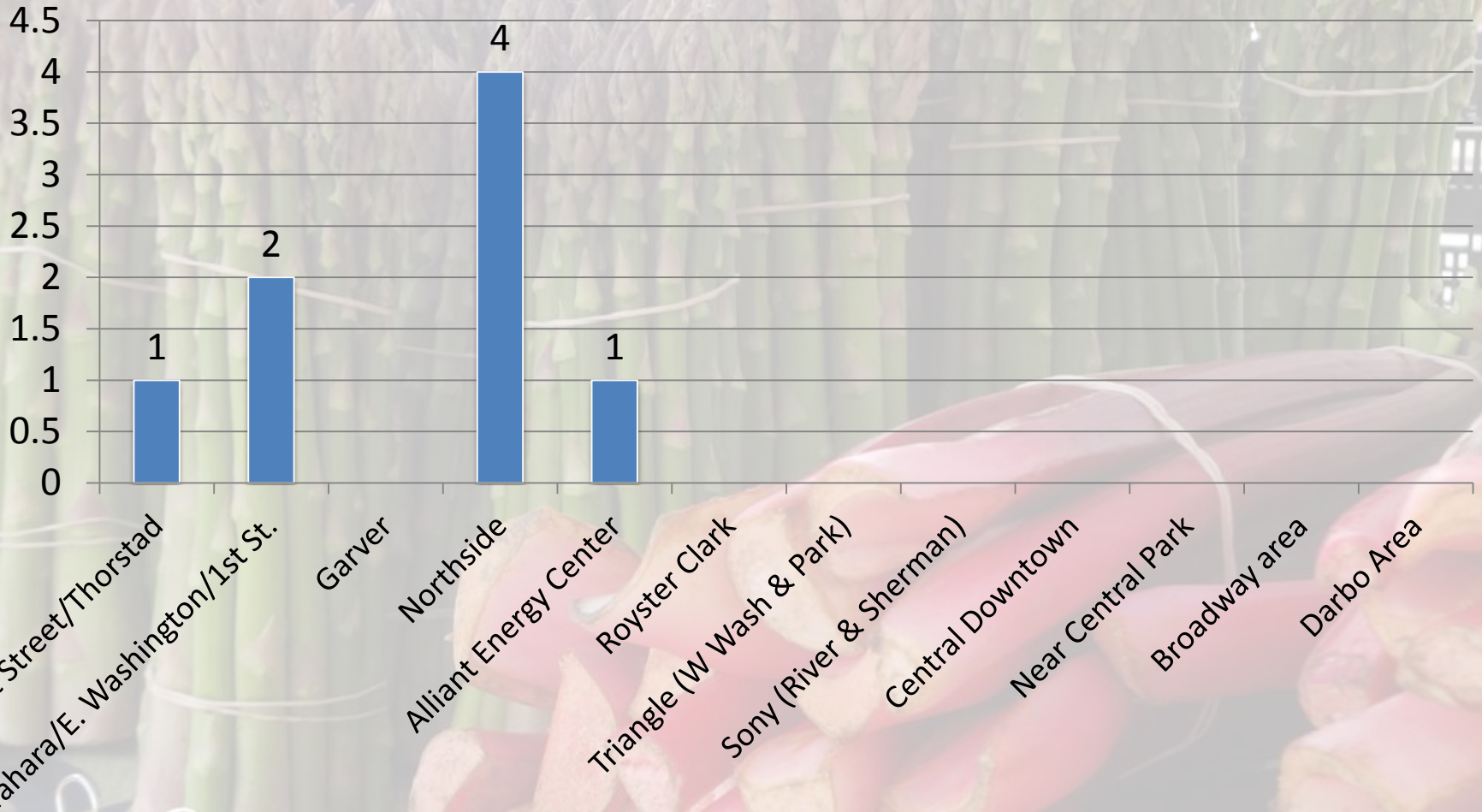


North Side

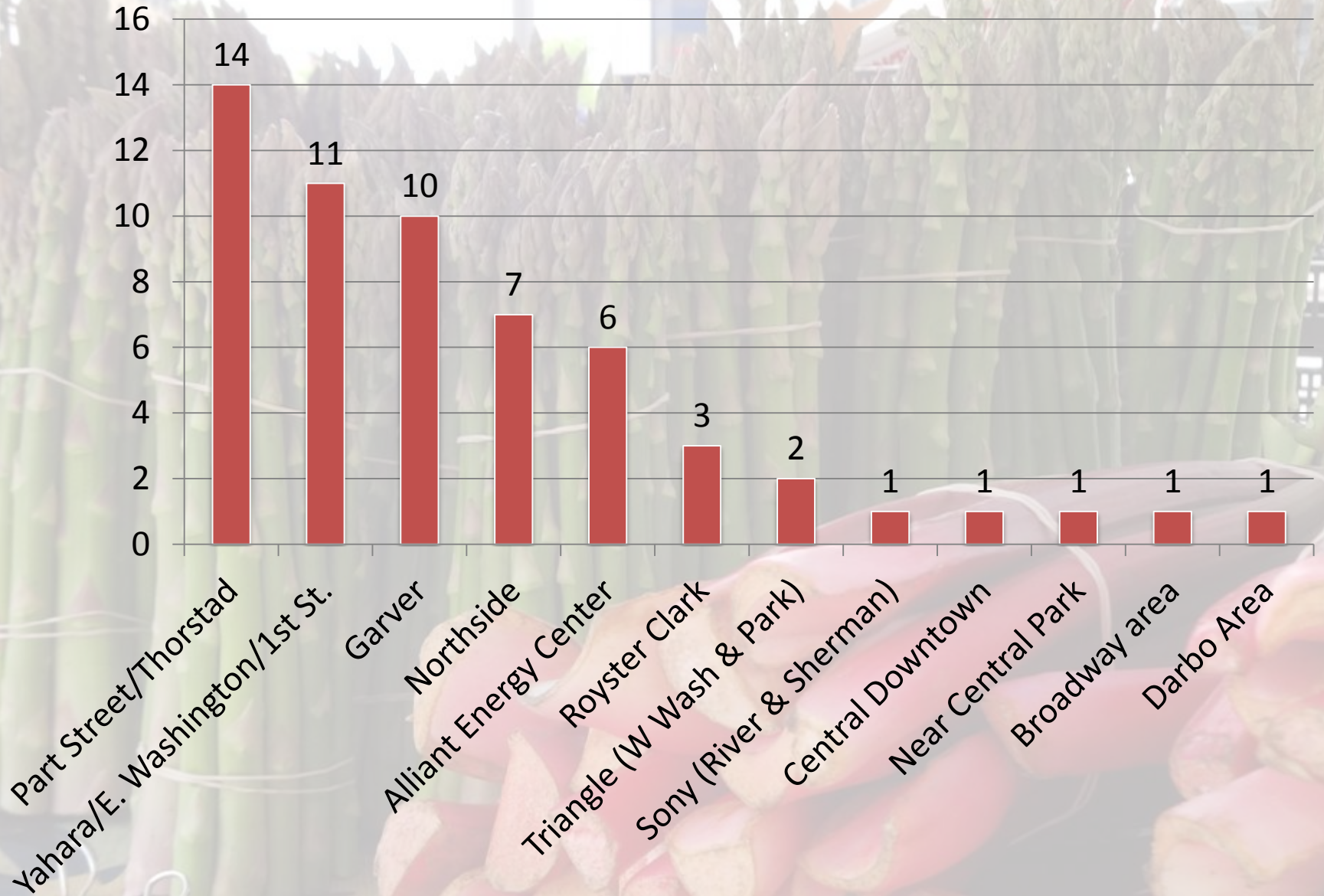


North Side

North Side - Number of Tables Identifying Each Site



RANKED TOTAL OF ALL 4 MEETINGS



Top 5 Sites/Areas (Displayed by number of "votes" per meeting)

