



City of Madison

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

Meeting Minutes - Draft 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?*

Tuesday, March 9, 2021

6:00 PM

Virtual Meeting

CALL TO ORDER / ROLL CALL

Meeting called to order by MFPC Chair Anderson at 6:04pm

Present: 16 - Rebecca Kemble; Arvina Martin; Nicholas S. Leete; Erica C. Anderson; Dustin K. Lundt; Christopher G. Brockel; Hedi L. Rudd; Jennifer N. Lam; Jamie R. Bugel; Lindsey Day Farnsworth; Teal M. Staniforth; Devika J. Suri; Sarah M. Larson; Regina M. Vidaver; Benjamin E. Rush and Alma T. Horlock

Absent: 1 - Max Prestigiacomo

Others Present: George Reistad, Nick Heckman, Jess Guffey Calkins, Mariana Caughlin (MMSD), Kaba Bah (Go-oh Groceries), Amy Bruner Zimmerman (Go-oh Groceries), Bernie Lang (Go-oh Groceries)

APPROVAL OF MINUTES

A motion was made by Brockel, seconded by Day Farnsworth, to Approve the Minutes. The motion passed by voice vote/other.

PUBLIC COMMENT

None

DISCLOSURES AND RECUSALS

The following individuals disclosed connections to organizations that may be supported by Community Food Access grants:

- Brockel discloses connection to Martee Mikalson, who is working with the HRAP applicant
- Caton Campbell, disclosing a connection, while acknowledging that she is on Dane County Food Council

The following individuals recused from voting on Community Food Access grants:

- Rudd, as staff of Rooted
- Leete, as staff of Rooted
- Larson, due to connection with REAP
- Brockel, as staff of Healthy Food For All

NEW BUSINESS

None

ANNOUNCEMENTS

Margaret Krome from Michael Fields doing a webinar on federal grant writing and evaluation on 3/10/2021. Wisconsin Farmers Union holding listening sessions related to the 2021-2023 biennial state budget.

ACTION ITEMS

- 1 [64416](#) A resolution to update File No. 38465 regarding the Healthy Retail Access Program to authorize a one-time increase in the maximum award amount for the Gooh Groceries (Midwest Gooh Group, LLC) project in the amount of \$125,000. (15th A.D.)
- Sponsors:** Grant Foster, Patrick W. Heck, Satya V. Rhodes-Conway, Arvina Martin, Rebecca Kemble and Syed Abbas
- Attachments:** [Go-oh Groceries Pres-MFPC_030921.pdf](#)
[Go-oh Groceries HRAP Application Feb2021.pdf](#)
[Healthy Retail WG - Gooh Groceries Funding Recommendation Memo 0309: FILE 35465.pdf](#)

Presentation followed attached slides.

Brockel: Where are you at with the purchase of the property?

A: The property is under contract. The seller is very excited for the project.

Rudd: How will the other groups (Hmong, Latino/Hispanic, non-African) be reached out to? Encourage to connect with Trade Roots organization for African agricultural products that may be difficult to grow in Wisconsin climate/conditions

A: Go-oh will support a variety of customer populations. Specialties will cater to local demographics and returning customer preferences.

Anderson: The building is two stories and basement. How will layout be used

A: Grocery will be basement and first floor. Second floor is currently rented as apartments, but could be space to convert to additional offices or grocery space in the future if needed.

Anderson: If everything goes smoothly, when will Go-oh open?

A: Closing Mid-April and hopefully 6 to 9 months of remodeling and renovations after that.

Brockel: Where does the MFPC stand on HRAP funds?

A: 2021 appropriation of \$150,000 would leave \$25,000 for other projects in 2021.

Motion to recommend approval of HRAP funding recommendation made by Rudd. Second by Brockel. Motion passed with unanimous approval.

2 [64540](#) Approving 2021 Community Food Access Grants

Attachments: [CFA Grants Pres MFPC 030921.pdf](#)
[2021 FUNDING RECS MEMO Community Food Access Grants Application |](#)

Q: Will there be continued support by the joint councils in the future for additional grant making opportunities

A: The process is different than SEED grants

Richards: We should use contacts, connections, and lessons from CFA to improve future funding opportunities coming from the joint councils. What do we do next? These applications represent a lot of valuable data which can

Caton Campbell: Process is important, and yet the charge was for us to be responsive. No qualms about this year's effort.

Suri: Let's not wait until next cycle to make decisions. A workgroup can visit this issue throughout 2021

Rudd: The need is great and demand shows that more support for this type of program would make a large impact.

Guffey Calkins: Unfunded applications may inform workgroup efforts going forward in 2021.

Reistad: Looking at ways to support groups that did not get funded through policy, programs, or other strategies.

Cornelius: Providing materials in Excel or other formats that make it easier to review them. Scoring variation with 2-person review teams is

Motion to approve Community Food Access Grants as recommended made by Staniforth. Second by Rush. Motion passed with unanimous approval.

WORK GROUP REPORTS

3 [64541](#) Food Access, Relief, and Economic Support Work Group - March 2021

Held an ad hoc CFA Grant Review meeting on Feb 22 with FARES WG members that did not have any conflicts of interest.

4 [64542](#) Food Systems Recovery and Resilience Work Group - March 2021

Held an ad hoc CFA Grant Review meeting on Feb 24 with FSR2 WG members that did not have any conflicts of interest.

5 [64543](#) Regional Agriculture and Food Sovereignty Work Group - March 2021

Workgroup continues to look at City and County land for potential Ag use as well as land-use leases. Next meeting March 19.

Held an ad hoc CFA Grant Review meeting on Feb 26 with RAFS WG members

that did not have any conflicts of interest.

STAFF REPORTS

- 6 [64544](#) Business Development Specialist, Food Systems - March 2021
- Completed deliberations on Community Food Access Grants and Go-oh Groceries HRAP Grant application:
- CFA Grants Funding Recommendation
 - o 12 applications for \$150,000
 - Go-oh Groceries HRAP Proposal Funding Recommendation
 - o Healthy Retail Access Work Group recommends fully funding application for \$125,000
- 7 [64545](#) Public Health Madison & Dane County - March 2021
- The pavilion at Alliant Energy Center is now handling all PHMDC vaccinations. COVID-19 testing has moved to the Coliseum building.
- 20% of Dane County has received at least one COVID vaccination. 70% of seniors age 65+ have received vaccines. Percent of positive tests in Dane County has dropped to 0.8%.
- Employer-provided vaccines for public-facing essential workers in the food supply chain will be provided in the coming weeks. For now, all individuals in this group are eligible for vaccines at retail pharmacies (which are taking all Tier 1B eligible groups at once rather than in sequence).
- Exploring opportunities for FEMA reimbursement to restaurants and food businesses through a recent Biden executive order which makes expenses for hunger prevention a reimbursable expense.
- Working with school districts to understand Pandemic EBT benefits and how families may benefit from this program, including retroactive payments to low-income families that fed children at home.
- 8 [64546](#) Extension Dane County UW-Madison - March 2021
- 2021 PIE Food Project Grants:
- \$19,500 is available for disbursement (\$5,000 for the <\$2K application category; \$14,500 for the \$2K-\$4K application category).
- 31 applications were received, requesting a total of \$95,515 (small grant total application request: \$15,824; larger grant total application request: \$73,691). Pending contracts, 9 grants will be awarded: 4 in the small grant category, 5 in the larger grant category.
- Increased PartnerShares contribution from Dane County to \$60,000 in 2021.

REGULAR BUSINESS REPORTS

- 9 [64547](#) Community Gardens - March 2021

Regular community gardens report: Community garden organizers continue to work to ensure everyone can register for a garden plot that wants one, using many different methods of outreach and registration. Gardens Network staff are helping with this and also working with City of Madison staff to update leases to allow for garden expansion. We also finished our first ever Wisconsin-wide community garden conference, in collaboration with garden groups in Green Bay and Milwaukee, which was pretty successful.

10 [64548](#)

Madison Metropolitan School District - March 2021

MMSD Food & Nutrition On March 8, MMSD began the phased reopening of schools. We will continue to offer our virtual meal boxes to families that have students not attending school in person. More information can be found on our website at <https://food.madison.k12.wi.us/>

MMSD will also have meal boxes available for pickup during spring break on Tuesday, March 30 only.

11 [64549](#)

Public Market Development Committee - March 2021

PMDC Meeting on 3/4/21, where members received project updates on:

- EDA application status
- TIF Funding
- Public Market Design
- Madison Public Market Foundation

ADJOURNMENT

Motion to adjourn the MFPC made by Rudd. Second by Rush. Motion approved by unanimous approval at 7:45PM.