



City of Madison

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

Meeting Minutes - Approved 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?*

Wednesday, October 18, 2023

5:30 PM

VIRTUAL

The City of Madison is holding the Madison Food Policy Council meeting virtually to help protect our community from the Coronavirus (COVID-19) pandemic.

1. **Written Comments:** You can send comments on agenda items to mfpc@cityofmadison.com
2. **Register for Public Comment:**
 - Register to speak at the meeting.
 - Register to answer questions.
 - Register in support or opposition of an agenda item (without speaking).

If you want to speak at this meeting you must register. You can register at <https://www.cityofmadison.com/MeetingRegistration>. When you register to speak, you will be sent an email with the information you will need to join the virtual meeting.

3. **Watch the Meeting:** If you would like to join the meeting as an observer, please visit <https://www.cityofmadison.com/watchmeetings>.

4. **Listen by Phone:**
(877) 853-5257 (Toll Free)
Webinar ID: 892 7385 6756

CALL TO ORDER / ROLL CALL

Others Present: Nicholas Heckman, Nan Fey, George Reistad, Samba Baldeh, Mariam Maldonado, Nate Wegehaupt, Jerreh Kujabi, Janna Jansen, Delaney Schanhofer, Isaan Chadha

Madison Food Policy Council Meeting called to order at by Chair Leete at 5:32PM.

Present: 17 - Regina M. Vidaver; Tag Evers; Nicholas S. Leete; Jamie R. Bugel; Rebecca Kemble; Hedi L. Rudd; Dustin K. Lundt; Christopher G. Brockel; Dadit G. Hidayat; Taylor E. Foster; Devika J. Suri; Lindsey Day Farnsworth; Laura G. Scandurra; Sarah M. Larson; Katie L. Strader; Jennifer S. Conroy and Ndemazea F. Fonkem

Excused: 3 - Juliana R. Bennett; Angelina Mico and Teal M. Evans

APPROVAL OF MINUTES

Motion to approve minutes from August made by Vidaver. Second by Lundt. Motion passed with unanimous approval.

PUBLIC COMMENT

[80363](#) Public Comment MFPC 10/18/23

None.

DISCLOSURES AND RECUSALS

None.

NEW BUSINESS

ACTION ITEMS

- 1. [80325](#) 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 Luna's Groceries (Luna's Groceries, LLC) project in the amount of \$210,000. (District 10)

Attachments: [Healthy Retail Review Team - Lunas Groceries Funding Rec Memo 101023.;](#)
[Lunas HRAP Application FINAL 100223.pdf](#)
[Luna's HRAP Presentation 2023.pdf](#)
[FILE ID 38564](#)
[80325-version1.pdf](#)

Reistad and Maldonado presented from the attached slides.

Leete: What would be the plan be if the 2024 funding request does not happen.

Maldonado: We would borrow more capital if that was necessary.

Suri: What factors into the decision to fund Luna’s again versus funding other organizations?

Reistad: Over the course of the year, the city has approached other businesses but none have been ready to submit an application at this time. It’s been five years since the previous application, and Mayor Rhodes-Conway has previously indicated strong support for supporting Luna’s mission.

Day Farnworth mentions that the original Luna’s application was evaluated and received high marks for the use of the original funds, so this is a trusted partner.

Motion to approve the funding recommendation made by Rudd. Second by Vidaver. Motion passes with unanimous consent.

2. [80323](#)

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 Gooh Groceries (Gooh Groceries, LLC) project in the amount of \$136,800. (District 12)

Attachments: [Gooh Grocery-HRAP Application_FINAL_092823.pdf](#)
[Healthy Retail Review Team - Gooh Groceries Funding Rec Memo 101023.p](#)
[File ID 38564 RES-15-00521](#)

Reistad, Baldeh, and Kujabi presented from the attached application.

Leete: Question about \$450,000 building acquisition cost mentioned in the application.

Reistad: This is a combination of public funding and previous HRAP funding.

Rudd: Congratulates the business owners for adding housing component to the business.

Motion to approve the funding recommendation made by Vidaver. Second by Evers. Motion passes with unanimous consent.

REPORTS

REPORT FROM THE CHAIR

3. [72741](#)

Madison Food Policy Council Chair

No meeting in November. Next meeting December 6.

Looking for new members.

REGULAR BUSINESS REPORTS

4. [72192](#)

Regional Food System Planning

REAP has not received any word about a decision on the RFSP grant from the USDA. It was expected in late September, but the chaos in the federal government has affected this and many other programs. Dane County Supervisors have introduced an amendment to the County budget to fully fund the project, in addition to the \$62k they have already committed. Jess will have

an update on that process.

Dane County Committee on Environment, Agriculture, and Natural Resources approved the funding recommendation with no changes. Will go to the full county board.

- o Comp Plan Interim Update proposed revisions can be found in Legistar 80281, will be discussed in a Public Hearing on 11/13 at the Plan Commission
- o Nicholas Leete & Marcia Caton Campbell, who made suggestions for the Generalized Future Land Use Map, will send feedback and register as available to answer questions if possible
- o Nan Fey will send comments and register as available to answer questions about adding “community gardens & urban agriculture” to the list of potential land uses in the parks & open space category
- o Common Council will consider Plan Commission’s recommendation(s) and potentially approve the update on 11/21/23
- o Updates of Sustainability Plan and Parks & Open Space should be entering a public input phase this fall/winter (need to check with lead staff on this)
- o MFPC committee on SEED grants should review guidelines and funding levels with an eye to providing greater support for infrastructure

5. [72193](#) Regional Agriculture and Food Sovereignty

Will continue working on city land banking policy, hoop house policy, and agriculture leases.

6. [77772](#) Dane Food Access Network

No report.

7. [75103](#) Farmland Preservation Task Force

Attachments: <https://www.cityofmadison.com/parks/documents/2018-2023%20POSP.pdf>
[https://www.cityofmadison.com/parks/projects/olbrich-park-north-parcel-park-REGISTER IN ADVANCE](https://www.cityofmadison.com/parks/projects/olbrich-park-north-parcel-park-REGISTER%20IN%20ADVANCE)

Comp Plan Interim Update proposed revisions can be found in Legistar 80281, will be discussed in a Public Hearing on 11/13 at the Plan Commission.

Leete & Marcia Caton Campbell, who made suggestions for the Generalized Future Land Use Map, will send feedback and register as available to answer questions if possible.

Fey will send comments and register as available to answer questions about adding “community gardens & urban agriculture” to the list of potential land uses in the parks & open space category.

Common Council will consider Plan Commission’s recommendation(s) and potentially approve the update on 11/21/23.

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MFPC committee on SEED grants should review guidelines and funding levels with an eye to providing greater support for infrastructure

8. [72198](#) Madison Metropolitan School District
- Up to 1000 lbs of local produce have been featured in elementary and middle schools. So far this has been at no cost to the district due to USDA farm to school funds.
9. [72199](#) Double Dollars Program
- Beginning in October, Double Dollars will be moving from farmers markets to Willy Street Co-op for the non-growing season.
10. [72197](#) Community Gardens
- No report.
11. [77773](#) Food System Assessment
- Regional Food System Infrastructure funding which is being funneled from USDA to DATCP. There will be a request for applications released next month. This will address higher order infrastructure requests.
- Attachments: See agenda
- Slide deck presentation by Ndemazea Fonkem, UW-Extension Program Associate
- Hidayat: Qualitative analysis of the different sized organizations will be useful.
12. [72200](#) Johns Hopkins Center for a Livable Future - Community of Learning Practice
- There are 2 more meetings of the COLP before the end of the project. Our last few meetings have been focused on how to make and advocate for policy change to support food access needs in an equitable way. Of all the members of the cohort, MFPC seems to have the most formal political authority and the longest track record of making actual policy, so sharing our experiences has really benefited others in the group. At our last meeting we had long, fruitful conversations about how to ensure that policy actually gets implemented. It all boils down to having good relationships both in the community and with people in decision making and decision implementing positions.
- It has been good to be participating with Dane County Food Council representatives, and to get to know folks from other communities who have government-based food policy councils from Philadelphia, Columbus, OH, and Lawrence, KS. We share a lot of challenges around the formality of our structures while intending to be rooted in community, and with OH and KS, working in “blue” cities within “red” states.

STAFF REPORTS

13. [72194](#) Business Development Specialist

PUBLIC MARKET

On Tuesday 10/17, the Madison Common Council passed a resolution providing an additional \$1.6m to the MPM project, enough to fund the lowest construction bid received. This number was reached by employing substantial cuts (\$1.2m) from the MPM Foundation's furniture, fixtures, and equipment (FFE) budget, which would support equipment for TruStage MarketReady Hall's processing activities as well as tenant/vendor improvement and buildout funding. On Thursday 10/19, the Dane Co Board of Supervisors will take up a resolution to provide an additional \$1m to the MPM project. If that resolution passes, the additional funds would be used to make up for the aforementioned cuts to the FFE budget.

HEALTHY RETAIL ACCESS PROGRAM and SEED GRANTS

Updates on these two programs are functions of tonight's ACTION ITEMS and a brief presentation from UW Extension included as part of the Food Systems Assessment report.

14. [72195](#)

Public Health Madison & Dane County

Wisconsin Food Systems, Inc. and FEED Kitchens held a successful convening of food rescue organizations last week. Working through the Food Matters Regional Initiative partnership between the City of Madison and the Natural Resources Defense Council, Rebecca Kemble and Chris Brockel spent the summer interviewing people from organizations involved in gleaning, and that handle a lot of food waste. The convening was based on the issues raised in those conversations.

There was great participation from CAC, Second Harvest, The River, Badger Prairie Needs Network, Way Forward, St. Vinnie's, Neighborhood House Community Center, Sustain Dane, Little John's, Healthy Food for All, Northside Planning Council, as well as representation from the City, County and University of Wisconsin.

Bryan Johnson, the City of Madison Recycling Coordinator, offered words of welcome and offered to support with whatever communication needs this group has, including sharing information over the City website. We spent some time discussing CAC's transition away from gleaning activities. They will transfer their gleaning routes to other organizations, offering their volunteers opportunities to maintain their relationships to the pantries they have been delivering to by reorganizing their work under the auspices of the organizations that take over their routes.

Sujata Gautam from Dane County Waste & Renewables was very excited to be part of this convening, and gave a brief presentation on County plans to build a Sustainability Campus that will include a large composting facility, and possibly a digester facility due to be operational in 2026.

There were three main needs identified by the group:

1. Some kind of centralized storage and/or processing facility to preserve more food before it spoils
2. Digital data infrastructure to optimize logistics and info about available food
3. Support for composting food waste that is generated by grocery stores who donate food, but ultimately paid for by non-profit pantries

We will follow up with regular, likely quarterly, calls, as well as communication on a listserv. Both the City and County will be important partners moving forward as the group advocates for the three items listed above.

15. [72196](#)

Extension Dane County, UW-Madison

New report available: “Advancing Racial and Social Equity in Wisconsin Farm to School: Strategies for Investing in Historically Underserved Producers”. Contains in-depth information about barriers, and in-depth recommendations for policymakers, schools, producers, and organizations. The project is a collaborative effort between the UW-Madison School of Human Ecology’s (SoHE) Civil Society and Community Research Department and Center for Community and Nonprofit Studies (CommNS), the UW-Madison Extension Community Food Systems Program, and REAP Food Group.

Report here:

<https://foodsystems.extension.wisc.edu/advancing-racial-and-social-equity-in-wisconsin-farm-to-school/>

UW-Madison Extension Community Food Systems Food Entrepreneurship Ecosystem Development (FEED) Program is partnering with Green Bay nonprofit New Food Forum to organize a 2-day summit for Wisconsin food and farming entrepreneurs! The 2023 FEED Summit will be held in-person on November 13-14, 2023, in Green Bay, Wisconsin. This year’s theme is: Adding Value to Your Food or Farming Business! Go to <https://go.wisc.edu/j40254> for more information and to register.

Upcoming food systems educational events on the UW-Madison Extension Dane County website (<https://dane.extension.wisc.edu/>) include gardening education classes September-November.

ADJOURNMENT

Announcements

- FEED Kitchens – Taste the future, Friday, November 3 at Warner Park Community Center 4:30-7:30PM. Free tickets available on FEED Kitchens website

Adjournment

Motion to adjourn the MFPC made by Evers. Second by Day Farnsworth. Motion approved by unanimous approval at 6:56PM.