



City of Madison

City of Madison
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Master

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COUNCIL

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File Name: SUBSTITUTE Accepting the Public Market Business Plan as the guiding document for the implementation of a public market and directing the Local Food Committee to develop and execute a project implementation strategy for the Public Market and a plan for th

Final Action: 10/06/2015

Title: SUBSTITUTE Accepting the Public Market Business Plan as the guiding document for the implementation of a public market ~~at First Street and East Johnson Street~~ and directing the Local Food Committee to develop and execute a project implementation strategy for the Public Market and a plan for the Market District-
~~provide recommendations on operating structure, transition, and a market district plan.~~

Notes:

CC Agenda Date: 10/06/2015

Sponsors: Paul R. Soglin, Marsha A. Rummel, Larry Palm and Amanda Hall

Effective Date: 10/10/2015

Attachments: Mark Up business plan resolution (2).pdf, Madison Public Market Final Report w_o Appendix.pdf, Public Market meeting schedule_july 2.pdf, July 8 board of public works.ppt, 38885-version1.pdf, Public Market District Completed Equity Tool_DRAFT_8_20_15.pdf, Public Market District Context_Staff Supplement to Biz Plan_6_8_15.pdf

Enactment Number: RES-15-00814

Author: Mark Woulf, Food and Alcohol Policy Director

Hearing Date:

Entered by: ahacker@cityofmadison.com

Published Date:

Approval History

Version	Date	Approver	Action
1	06/10/2015	Laura Larsen	Approve
2	08/21/2015	Laura Larsen	Approve

History of Legislative File

Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
1	Mayor's Office	06/10/2015	Referred for Introduction				
	Action Text:	This Resolution was Referred for Introduction					
	Notes:	Board of Estimates, Local Food Committee, Madison Food Policy Council, Economic Development Committee, Board of Public Works					
1	COMMON COUNCIL	06/16/2015	Refer	BOARD OF ESTIMATES (ended 4/2017)		08/24/2015	Pass
	Action Text:	A motion was made by DeMarb, seconded by Cheeks, to Refer to the BOARD OF ESTIMATES. The motion passed by voice vote/other.					
	Notes:						
1	BOARD OF ESTIMATES (ended 4/2017)	06/16/2015	Referred	MADISON LOCAL FOOD COMMITTEE (renamed Public Market Development Committee 12/2016)		08/06/2015	
	Action Text:	This Resolution was Referred to the MADISON LOCAL FOOD COMMITTEE					
	Notes:						
1	BOARD OF ESTIMATES (ended 4/2017)	06/16/2015	Referred	MADISON FOOD POLICY COUNCIL		09/02/2015	
	Action Text:	This Resolution was Referred to the MADISON FOOD POLICY COUNCIL					
	Notes:						
1	BOARD OF ESTIMATES (ended 4/2017)	06/16/2015	Referred	ECONOMIC DEVELOPMENT COMMITTEE		07/15/2015	
	Action Text:	This Resolution was Referred to the ECONOMIC DEVELOPMENT COMMITTEE					
	Notes:						
1	BOARD OF ESTIMATES (ended 4/2017)	06/16/2015	Referred	BOARD OF PUBLIC WORKS		07/08/2015	
	Action Text:	This Resolution was Referred to the BOARD OF PUBLIC WORKS					
	Notes:						
1	MADISON FOOD POLICY COUNCIL	07/01/2015	Refer	MADISON FOOD POLICY COUNCIL		09/02/2015	
	Action Text:	Bidar-Sielaff made a motion to refer to the August meeting. Day Farnsworth seconded the motion. Motion passed by a voice vote.					
1	MADISON LOCAL FOOD COMMITTEE (renamed Public Market Development Committee 12/2016)	07/02/2015					
	Notes:	Alder Rummel suggested the following changes to the resolution:					
		1. Adding the "FEED Kitchen" in the last paragraph of the resolution					
		2. In the paragraph dealing with interim space add "other Public Market District space"					

She said even with aggressive timing the Public Market will not be ready until 2019.

Mr. Mikolajewski added the Fire Department Maintenance Garage move funding is in

the 2016 Budget.

Chairperson Reynolds asked if there could be a change to the resolution that would leave flexibility to move the Public Market if an opportunity other than the Fleet Services building becomes available sooner.

Mr. Wells said to leave this out of this resolution because the business plan is keyed to Fleet Services site. If a new opportunity arises the LFC would need to speak with the Mayor and Alders.

Mr. Mikolajewski said if another site comes along the LFC needs to go back to the Council for approval of the new site. The Council was clear that the LFC work on a business plan.

Alder Rummel said this is in the sixth paragraph from the top.

Ms. Day Farnsworth said the Equity and Social Justice survey had 500 responses not 2,000.

Mr. Mikolajewski explained the LFC needs to refer action on this resolution to the next meeting.

A motion was made by Alder Palm, seconded by Mr. Wells, to refer action on this resolution to the next Local Food Committee meeting.

Mr. Woulf said there will be proposed changes at each meeting. Staff will track the changes and draft a substitute resolution for the LFC to review.

Alder Palm said the LFC can do its own version of the resolution and send it to the BOE.

Chairperson Reynolds called the question.

The motion passed by voice vote.

Alder Rummel suggested adding to the last paragraph "economically viable place to operate a profitable business".

Mr. Orton said the December 31st deadline for final recommendations and implemental plans is too soon.

ROLL CALL @ 5:25 pm

Alder Rummel leaves. A quorum is still present.

Excused: Alder Rummel at 5:25 pm

Present: Topf Wells, Anne Reynolds, Kyle Richmond, Barry Orton, Lindsay Day Farnsworth, Alder Hall, Alder Palm, Alder Rummel @ 4:37 pm-5:25 pm

Mr. Richmond suggested changing "regional food movement" to "regional food

system”

Alder Palm noted the 2016 Budget is not mentioned in the resolution. Should it be added?

Mr. Mikolajewski said Public Market Funds are in the submitted budget request.

Mr. Woulf said the third resolved paragraph should be changed to “use 2015 capital budget”.

Mr. Wells asked if the resolution should mention 2016 actions to be taken.

Mr. Mikolajewski said funds for the Public Market have been set aside. In 2012, \$750,000 was set aside. Any use of this account requires Council approval. An implementation plan may have costs and another resolution to spend on the implementation could be in 2016.

Ms. Day Farnsworth asked for this language to be made more explicit in the resolution.

Mr. Kennelly said exploring availability of interim space and pre-construction implementation can occur in 2016.

Alder Palm said “and implement said plan in 2016” can be added after “December 15, 2015”

Mr. Richmond said two clauses have December 31st as a deadline. Can all of this be done by then?

Mr. Orton said to stretch out the Public Market District planning to six months. He suggested forming a subcommittee this task.

Chairperson Reynolds suggested a subcommittee be formed to look at the operating model.

Alder Palm asked why work on the public market district cannot be started now.

Mr. Woulf said more breathing room on a date is needed. The LFC can work on an operating model now.

Mr. Mikolajewski said using the first quarter of 2016 to work on all of this makes sense. This means by March 31, 2016.

Mr. Kennelly said a plan for the Public Market District can be many things? What are we committing to do in the Public Market District? Maybe a report to create a plan could be done.

Mr. Wells agreed with a March 31, 2016 date. He asked if the City Attorney has looked at the pros and cons of forming a 501 (c) 3 and an authority.

Mr. Orton said a lot depends on this decision.

Mr. Mikolajewski said there are a number of items the City Attorney needs to look at

when this resolution is adopted.

Alder Palm asked if the date should be moved to July 30, 2016. We don't have the information to make a decision.

Mr. Mikolajewski said we can ask for the information now.

Mr. Wells said this is a priority.

Chairperson Reynolds said ideally we should have this information by the August meeting. She agreed the December 31st date should be changed to March 31, 2016.

Alder Hall agreed. She suggested adding "Garver and FEED Kitchen" in the last paragraph. There could be synergy between the Public Market and these groups.

Mr. Woulf said he will share a short summary of the LFC discussion with the other committees reviewing the resolution.

Mr. Richmond suggested a separate resolution be created to deal with the duties of the LFC. The 2011 resolution creating it is fuzzy.

Alder Palm said we need to redefine the LFC based on if it is run by an authority or city board. Let's think about this in April 2016.

Mr. Woulf said this resolution makes it clear what the LFC will be doing in the next few months.

1	BOARD OF PUBLIC WORKS	07/08/2015	Return to Lead with the Following Recommendations		Pass
	Action Text:	Dan Kennelly, Economic Development Division, presented the Public Market Business Plan. A friendly motion was made by Fix, seconded by Skidmore, that the Board of Public Works recommends adopting the business plan with elimination of Option 3, which includes a third floor event space and rooftop plaza/garden. A motion was made by Fix, seconded by Skidmore, to Return to Lead with the Following Recommendations: adopting the business plan with elimination of Option 3, which includes a third floor event space and rooftop plaza/garden. The motion passed by voice vote/other.			
	Notes:	The Board of Public Works recommends adopting the business plan with elimination of Option 3, which includes a third floor event space and rooftop plaza/garden.			
1	ECONOMIC DEVELOPMENT COMMITTEE	07/15/2015	Return to Lead with the Following Recommendation(s)	BOARD OF ESTIMATES (ended 4/2017)	08/24/2015 Pass

Action Text: Ms. Blake-Horst recused herself from agenda item #2-Public Market District and left the table.

A motion was made by Mr. Younkle, seconded by Ms. Schramm, to accept the resolution with the following changes as discussed:

1. Move the last paragraph to before the paragraph that begins "BE IT FURTHER RESOLVED, that the Common Council authorizes the use . . ."
2. Drop the word "aggressive" from the paragraph that is 4th from the end.
3. Add the following language to the 6th paragraph from the end: "future Capitol Improvement Plans," (between "organizational structure" and "transition to the Public Market")

A motion was made by Younkle, seconded by Schramm, to Return to Lead with the Following Recommendation(s) to the MADISON FOOD POLICY COUNCIL,.

1. Move the last paragraph to before the paragraph that begins "BE IT FURTHER RESOLVED, that the Common Council authorizes the use . . ."
2. Drop the word "aggressive" from the paragraph that is 4th from the end.
3. Add the following language to the 6th paragraph from the end: "future Capitol Improvement Plans," (between "organizational structure" and "transition to the Public Market")

The motion passed by the following vote:

Notes: Passed 6:0:1 - Yes - Younkle, DeMarb, Kemble, Greene, Her, Schramm, Steege; No - None; Recused - Blake-Horst (Absent: Stanley, King)

Absent: 2 Craig P. Stanley and Steve King

Ayes: 7 Peng Her; Rebecca Kemble; Eric E. Steege; Mark R. Greene; Patricia (Pat) A. Schramm; Matthew C. Younkle and Denise DeMarb

Recused: 1 Meghan Blake-Horst

1		08/05/2015			
1	MADISON LOCAL FOOD COMMITTEE (renamed Public Market Development Committee 12/2016)	08/06/2015	Return to Lead with the Following Recommendation(s)	BOARD OF ESTIMATES (ended 4/2017)	08/24/2015 Pass

Action Text: Mayor Soglin explained funding for the Public Market is in the Executive Budget for the year 2020. Current GO borrowing needs to be cut. The Fleet Services move out of the 1st street garage needs to be funded before the Public Market. He said it is critical that the Public Market be shovel-ready by 2017. Take the report and discuss if the delay in building the Public Market is so great that a new site should be considered. Madison now has an improved relationship with the Federal government and this means special consideration for Federal funding.

Alder Palm said the Local Food Committee (LFC) is discussing short term alternative sites that would need money operating costs.

Alder Rummel suggested the old Red Dot Potato Chip Factory on the outbound side of E. Washington Ave be considered for as a temporary Public Market.

Mayor Soglin said to the LFC should explore short term sites and look at the options on the vacant lot adjacent to the First Street garage.

Alder Rummel asked if the Business Plan should be accepted as is or does it need to be drilled down more.

Mark Woulf said the 1st Street Garage is the best option today. The Business Plan could be adaptable to other sites but don't muddy the waters with other sites now.

Alder Palm said the City does not need to be the Public Market landlord. Would the Mayor be open to this and open to financing other sites?

Mayor Soglin said it depends on how much money is needed.

Mr. Wells thanked the Mayor for discussing this with the LFC.

Mr. Wells likes the Fiore site as an alternative. He thinks the LFC needs a date to commit to the Fleet Services garage or switch elsewhere in earnest.

Mr. Woulf said there is \$750,000 being carried over to fund Public Market planning costs.

Alder Rummel asked Megan Blake Horst if she has spoken with the Fiore property owners.

Ms. Blake Horst said they have been great to work with when dealing with the Mad City Bazaar events. The Fiore site could be phase 1 of the Public Market and the Fleet Garage could be developed as phase 2.

Alder Demarb asked what the price of the Fiore site would be.

Ms. Blake Horst does not know.

Alder Demarb said the Public Market will be expensive even if it is not at the Fleet Services garage. Even if the Fiore site is available it might not be ready to go forward any sooner.

The Mayor would recommend the Fleet Services site if it were available today.

Alder Palm said the lot on E. Johnson Street, adjacent to the river could be built on now and turned into a secondary building when the garage is ready.

Mayor Soglin said Alder Palm's suggestion should be considered. Trachte metal buildings could be used as outbuildings for the Public Market.

Alder Demarb said there is up front work, fund raising, and public engagement, that needs to done. The Economic Development Strategy Plan has identified job development as the number 1 priority. What is the equity impact, are the businesses that will be coming appropriately proportioned and what about business training? Who will do all of this and when?

Mayor Soglin leaves at 5:10 pm.

Mr. Kennelly said the implementation plan needs to be done. Grants, leases, and vendor development are independent of the building plan.

Alder Demarb suggested Alder Kemble speak at the LFC. Alder Kemble recently attended a workshop on Community economic initiatives.

Alder Palm said the LFC needs to:

1. Develop the where and what will be built
2. Determine the program-who and how
3. Maintain the public connection to this project

Alder Demarb met with PPS and said PPS has ideas to engage the public and not lose momentum.

Alder Rummel said the Board of Estimates supports the Public Market but not all of the Council members do. She would add a fourth item for the LFC to work on; that is governance and operations not programming.

Mr. Wells noted the Mayor asked for a shovel ready project by the end of 2017. The LFC should take this seriously.

Chairperson Reynolds said the LFC does see the Public Market as an economic development opportunity. The LFC needs to transition to another group and have more partners.

A motion was made by Wells, seconded by Palm, to Return to Lead with the Following Recommendation(s) to the BOARD OF ESTIMATES.

Accepting the resolution with the changes to the text as noted in the mark up resolution and as noted by staff.

Mr. Wells is dissatisfied with the final Business plan. PPS did not take the LFC recommendations; in particular they keep expenses static for five years. The PPS research on equity and case study was not included in the Business Plan as was asked for.

Alder Rummel said this is a lot of changes. She would like the \$5,000 that was approved to be used for PPS to present the changes to Council.

Chairperson Reynolds asked if on page 3 the implementation strategy due date should be moved from March to June of 2016.

Mr. Kennelly said this came from the Economic Development Committee discussion and it is more in line with the work that needs to be completed.

Mr. Woulf said shovel ready means a lot of things if it is done by March it is OK.

Mr. Kennelly said we have no scope of work to develop the Public Market District Plan and need more time on it.

Alder Rummel said to use the earlier dates and ask for an extension if needed.

Alder Palm said on page 2 it should be noted there were two surveys; one with 2,000 respondents and the Equity survey with 500 respondents. There are some grammatical errors that need to be corrected in the resolution.

Mr. Woulf said staff will take all of these comments to develop a substitute resolution for the Board of Estimates to approve.

Chairperson Reynolds reviewed these changes:
Specify the Equity survey information.
Change the June date to March 2016.
Keep the Pubic Market District plan due date in September 2016.

Alder Palm suggested switching the order of the last two paragraphs and adding "The shovel ready plan should be ready by the end of 2017."

The motion was approved by voice vote.

Notes: Recommend to adopt the resolution with the changes to the text as noted in the mark up resolution and as noted by staff.

2	BOARD OF ESTIMATES (ended 4/2017)	08/24/2015	RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER	Pass
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Action Text: A motion was made by DeMarb, seconded by Eskrich, to RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER. The motion passed by voice vote/other.

Notes:

2	COMMON COUNCIL	09/01/2015	Refer to a future Meeting to Adopt	COMMON COUNCIL	10/06/2015	Pass
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Action Text: A motion was made by DeMarb, seconded by Cheeks, to Refer to the COMMON COUNCIL October 6, 2015 meeting. The motion passed by voice vote/other.

There was one registration in support.

Notes: Adopt 10/6/2015.

2	MADISON FOOD POLICY COUNCIL	09/02/2015	Return to Lead with the Recommendation for Approval	BOARD OF ESTIMATES (ended 4/2017)
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Action Text: Woulf provided an overview of the status of the resolution and the timing of the project within the recommended Executive Capital Budget. He explained that despite the delay in the project due to the relationship with the Fleet Services building, it is critical to have the project shovel-ready by 2017.

This Resolution was Return to Lead with the Recommendation for Approval to the BOARD OF ESTIMATES

2	COMMON COUNCIL	10/06/2015	Adopt	Pass
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Action Text: A motion was made by DeMarb, seconded by Cheeks, to Adopt. The motion passed by voice vote/other.

There were 12 registrations in support, one in opposition, and one in neither support nor opposition.

Text of Legislative File 38885

Fiscal Note

The 2015 adopted CIP includes \$6.25 million for planning costs associated with the construction of a public market in the existing Fleet Services facility. These costs may include land acquisition, planning, design, site preparation, and construction efforts. An additional \$2.35 million is currently planned for future years of the CIP.

Title

SUBSTITUTE Accepting the Public Market Business Plan as the guiding document for the implementation of a public market at ~~First Street and East Johnson Street~~ and directing the Local Food Committee to develop and execute a project implementation strategy for the Public Market and a plan for the Market District. ~~provide recommendations on operating structure, transition, and a market district plan.~~

Body

WHEREAS, the City of Madison's Local Food Committee has spent over three years conducting research, talking with stakeholders, and evaluating ~~been exploring~~ the potential of creating a Madison Public Market as a catalyst to strengthen the local food system and grow the food economy; and

WHEREAS, the City and its consulting team from Project for Public Spaces completed an 18-month public market business planning process consisting of three phases: 1) market analysis, 2) site selection, and 3) ~~design, financial, and operation plan~~; preliminary floor plan, financial analysis, economic impact analysis, and operation plan; and

WHEREAS, the first phase of the business planning process identified a high level of interest and support for the public market project among prospective public market vendors, partners, as well as community members; and

WHEREAS, the first phase of the business planning process included an online community survey completed by over 2,200 people with 95% of respondents indicating support for the project and included two vendor surveys completed by over 300 vendors indicating interest in being part of the project as a business opportunity; and

WHEREAS, the second phase of the business plan identified the general area near First Street and East Washington Avenue as the preferred location for the Public Market; and

WHEREAS, the third phase of the business plan provides a preliminary ~~detailed~~ floor plan design, preliminary construction cost estimates, a fundraising strategy, an operating financial pro forma, a management plan, and an economic impact analysis for the development of a public market that would repurpose the planned-to-be-vacated Fleet Services Garage located at the intersection of First Street and Johnson Street; and

WHEREAS, the business planning process included a robust public engagement effort that included numerous public workshops, stakeholder interviews, vendor and community surveys, focus groups, and opportunities for online engagement; and

WHEREAS, at the direction of the Common Council, an Equity Analysis was conducted ~~is being utilized to help guide the project~~ in coordination with the City's Racial Equity and Social Justice Initiative (RESJI) team to evaluate the project from an equity lens and formulate recommendations on how the public market can benefit low income populations and communities of color in Madison ~~Staff Leaders~~; and

WHEREAS, city RESJI and Economic Development staff hosted a public ~~meeting~~ workshop focused specifically on how to ensure the public market is an inclusive place and fosters economic, social, and racial equity; and

WHEREAS, city staff developed a follow up survey, specifically focused on equity, that was completed by over 2000 500 people and provided specific feedback on how the public market can contribute to equity and social justice in Madison; and ~~so far, to ask questions about the importance of different aspects of justice and equity; and~~

WHEREAS, ~~preliminary results from the community meeting and survey call for the project to be~~ the results of the equity analysis are documented in the completed equity tool report which

includes ten recommendations for making the Public Market a place where small, racially and ethnically diverse businesses can find an economically viable place to profit; ~~the~~ a place with product offerings ~~must be~~ that are culturally diverse and affordable; and a community gathering place that is ~~the space itself must be~~ welcoming to a variety of different cultures and communities; and

WHEREAS, the full business plan for the Public Market is now complete, which outlines three various different development options, recommends an operating structure and transition process; and

WHEREAS, the long-term vision is that the Public Market will be a catalyst for the development of a Public Market District, which has potential to serve as the hub for the local and regional food movement, agglomerating food processing, wholesaling, and retail activities, serving a great need within the local and regional food system by breaking down traditional barriers to economic opportunity across interconnected sectors; and

WHEREAS, Southcentral Wisconsin is a abundant agricultural region with a strong and growing food economy and the Madison region was recently awarded a high competitive federal designation as a national "center of excellence" in the food industry through Investing in Manufacturing Communities Partnership (IMCP) program; and

WHEREAS, the IMCP designation makes the Madison region a priority area for federal grant funding to support the regional food system and the Madison Public Market was identified as the highest priority project in the IMCP application;

NOW, THEREFORE, BE IT RESOLVED, that the Common Council accepts the Madison Public Market Business Plan as the guiding document for the implementation of the Public Market project, while recognizing that the details will continue to evolve as the project moves forward; and

BE IT FURTHER RESOLVED, that the Common Council accepts the findings within the Madison Public Market Business Plan that Option 2 and Option 3 should be pursued as viable capital projects and that those two options are operationally stable and provide the best opportunity for implementation; and

BE IT FURTHER RESOLVED, that the Common Council authorizes the use of the remaining 2015 capital budget funds if necessary with recognition that capital expenditures in future years will be subject to Common Council approval; and

BE IT FURTHER RESOLVED, the Common Council directs the Local Food Committee and City Economic Development Division staff to continue work with partners in the community including but not limited to MadCity Bazaar, the Dane County Farmers' Market, the Wisconsin Food Hub Cooperative, Let's Eat Out, REAP, Dane Buy Local, and other organizations that have been involved in the planning to continue building momentum, supporting vendors, evaluating needs, testing ideas, and building partnerships in advance of the development of the permanent public market facility; and ~~make final recommendations on the operating model, organizational structure, and transition for the Public Market to the Council by December 31, 2015; and~~

BE IT FURTHER RESOLVED, the Common Council directs the Local Food Committee and City Economic Development staff to identify and pursue state and federal grant opportunities that could help support the Public Market project, leveraging the recent Federal IMCP designation as

a key opportunity to access federal funding; and

BE IT FURTHER RESOLVED, the Common Council directs the Local Food Committee and City Economic Development Division staff to develop a project implementation strategy identifying how to advance the project from the business planning stage to construction and opening including final recommendations on the operating model, organizational structure, market design, and fundraising strategy for the Public Market to the Council by March 31, 2016; and plan for the broader Public Market District and provide recommendations to Council on how to implement the plan by December 31, 2015; and

BE IT FURTHER RESOLVED, the Common Council directs the Local Food Committee and City Economic Development Division staff to continue to think beyond the Public Market and develop a plan for the broader Market District with recommendations and strategies for how the Public Market project can catalyze additional food-based development and economic activity in a Market District in the general vicinity of the public market and provide recommendations to Council on how to implement the plan by September 30, 2016; and

BE IT FURTHER RESOLVED, that the Common Council directs the Local Food Committee and City Staff to ensure that goals of racial equity, social justice, and social cohesion are integrated into the operating model and other execution of the business plan and that the City's ongoing planning of the market incorporates the ten recommendations from the Public Market Equity Analysis as the project moves forward with implementation; and

BE IT FURTHER RESOLVED, that the Mayor and Common Council ~~make relocation of the Fleet Services operation and repurposing of the Fleet Services Building a priority in terms of an aggressive timing within the 2016 Capital Improvement Plan; and~~

BE IT FURTHER RESOLVED, the Common Council directs the Local Food Committee and City Economic Development Division staff to continue to explore options for interim space for a provisional public market space, and support pop-up markets and related events in the District; and only within the general vicinity of the market; and

BE IT STILL FURTHER RESOLVED, that the Common Council ~~directs the Local Food Committee and City Staff to ensure that goals of racial equity, social justice, and social cohesion are integrated into the operating model and other execution of the business plan; and~~

BE FINALLY RESOLVED, that the Mayor and Common Council make relocation of the Fleet Services operation and repurposing of the Fleet Services Building a priority in terms of timing within future Capital Improvement Plans and the City's Economic Development staff will continue monitoring other real estate in the district and respond to opportunities to work with land owners on the Public Market and other projects that contribute to this area's emerging identity as Madison's Market District with a goal for the Public Market project to be ready for implementation by 2017. directs the Local Food Committee and City Economic Development Division staff to continue to work with partners in the community including but not limited to MadCity Bazaar, the Dane County Farmers' Market, the Wisconsin Food Hub Cooperative, Let's Eat Out, REAP, Dane Buy Local, and other organizations that have been involved in the planning to continue building momentum, evaluating needs, testing ideas, and building partnerships in advance of the development of the permanent public market facility.

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