



City of Madison

City of Madison
Madison, WI 53703
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Meeting Minutes - Approved MADISON LOCAL FOOD COMMITTEE

Thursday, September 6, 2012

4:30 PM

215 Martin Luther King, Jr. Blvd.
Room LL-130 (Madison Municipal Building)

CALL TO ORDER / ROLL CALL

Also Present: Anne Monks, Assistant to the Mayor; Mark Woulf, Alcohol and Food Policy Coordinator; Aaron Olver: Director EDD; Mathew Mikolajewski, Manager OBR; Peggy Yessa, OBR

Meeting called to order by Chairperson Reynolds at 4:35 PM.

Present: 8 -

Satya V. Rhodes-Conway; Anita Weier; Lindsey Day Farnsworth; Daniel J. Kennelly; Barry M. Orton; Topf Wells; Anne Reynolds and Peter A. Robertson

Excused: 1 -

Marsha A. Rummel

APPROVAL OF MINUTES: July 23, 2012

A motion was made by Wells, seconded by Weier, to Approve the Minutes. The motion passed by voice vote.

PUBLIC COMMENT

Registered speaker F. Miller spoke in support of a public market with community functions. She gave the example of the Milwaukee Public Market as a wedding venue with the merchants catering the weddings.

Registered speaker Jane Anne Morris is a co-founder of the Downtown Community gardens group. She said Downtown community gardens are a local foods policy issue. Downtown gardens have community support. There are the same number of Downtown community garden plots today as there was in 1994. Community Gardens should be considered part of the infrastructure. She supports roof-top gardens.

Registered speaker Sue Rosa is a member of the Downtown Community Gardens Group. She asked why there is no community garden representative on this group.

Alder Rhodes-Conway explained this is an interim committee and it will be dissolved when it's work is completed.

Ms. Rosa asked City staff to support community gardens. She supports rooftop community gardens. Her group has a 20-30 minute presentation she is willing to share with this group.

DISCLOSURES AND RECUSALS

None

REFERRAL ITEM FROM COMMON COUNCIL

- [27276](#) SUBSTITUTE Creating Section 33.52 of the Madison General Ordinances establishing a City of Madison Food Policy Council.

Mark Woulf, Alcohol and Food Policy Coordinator, distributed a list of Food Policy Committee size and member composition in other cities. He explained food policy councils across the country have representatives from many areas of expertise representing a cross section of the food system. The goal is to roll the Local Food Committee into the Food Policy Council. He noted this committee is the lead committee on the resolution to create the Food Policy Council. The Local Food Policy Committee is focused on the public market and the food system as a whole. The Food Policy Council can continue the work of the Local Food Committee.

Mr. Wells asked about the timing of the Food Policy Council being created before the Food Committee is dissolved?

Mr. Woulf said the Food Committee can move ahead with the work of the Local Food Committee.

Alder Rhodes-Conway said once the Local Food Committee's report is done the committee is dissolved. The report will be picked up by the Food Policy Council. She hopes the members of the Local Food Committee will be on the Food Policy Council.

Mr. Wells is impressed by the work of City staff. He asked how effective will so large a council be.

Mr. Woulf said food councils can be a government body or an entity outside of government, most likely a non-profit organization. The problem with this is a disconnect from government. Madison hopes to set up a council that can foster change.

Alder Weier asked how the formation of two groups has happened.

Mr. Woulf said the priority of the Local Food Committee is to determine the feasibility of a public market. The Food Policy Council will be permanent.

Ms. Day Farnsworth asked about the interaction of the City's Food Council and the Dane Council Food Council.

Mr. Woulf said there will be overlapping membership and perhaps a statewide food Council eventually be formed.

A motion was made by Wells, seconded by Rhodes-Conway to RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER.

Alder Rhodes-Conway explained this resolution will go to the Common Council Organizational Committee and the Community Gardens committee before it goes to the Common Council to be adopted. This body can make amendments to the resolution.

Alder Weier noted it took this committee about one year to get going. Will it take the Food Policy Council longer?

Mr. Woulf said this is a substitute resolution. The Board of Public Health was not a member of the in the original resolution creating the Food Policy Council and in the substitute resolution it is a member.

The motion passed by voice vote.

UNFINISHED BUSINESS

ROLL CALL @ 5:00 pm.

Mr. Orton arrives.

Excused: Alder Marsha Rummel

Present: Topf Wells, Alder Anita Weier, Alder Satya Rhodes-Conway, Daniel Kennelly, Barry Orton @ 5:00 pm, Anne Reynolds, Peter Robertson

2. [27498](#) Continued discussion of committee's charge and goals in light of creation of Madison Food Policy Council

Chairperson Reynolds asked for comments.

Alder Rhodes-Conway said she missed the last committee meeting and would like to reemphasize the Mayor has toured five more public markets since he spoke with this committee. She thinks the Mayor wants to move forward now with a public market. This committee should not lose focus on what happened at earlier meetings.

Mr. Wells asked about the \$1.2m proposed in the City budget for a public market.

Chairperson Reynolds explained this is a dedication of UDAG funds from the

Federal government.

3. [27499](#)

Public Market Discussion

Mr. Olver explained the Mayor toured the following public markets:

- Grand Rapids, Michigan which is under construction and funded by wealthy philanthropists
- Detroit, Michigan which has a five block market district with indoor market, food processing, retail and wholesale uses.
- Cleveland and Cincinnati, Ohio markets which are in small historic buildings and have a mix of produce, processed and prepared foods. These are subsidized by the city they are in.
- Columbus, Ohio has a market more like the Milwaukee Public Market, with more prepared foods, a community kitchen and room.

Mr. Olver distributed a handout of public market goals he wrote to help articulate what the public market goals could be. Not all of the goals are compatible with one another.

Mr. Robertson asked if all of the markets visited had a policy about locally produced food.

Mr. Olver said he does not have their policies. He learned that it is good to have the public markets operated by a non-profit organization. In Columbus local food sourcing was part of the discussion.

Mr. Robertson said many produce markets he has visited have items from Mexico. A percentage of goods produced nationwide and locally could be set. The public market needs a recommendation on local sourcing.

Mr. Olver said suburban Detroit has a strong network of independent grocers committed to local sourcing.

Mr. Wells asked for a discussion of the timeline.

Mr. Mikolajewski distributed his timeline memo. He reviewed the introductory paragraphs of his memo.

This committee could play a strong role in determining the vendors at the public market. He continued reviewing the proposed timeline to gather basic information with an end goal of forming a business model for vendors that meets the needs of the community.

Mr. Wells commented this is a thoughtful approach. He questioned if the vendors are the starting point, is this a chicken and egg situation. What is the mix of the local food, are there restaurants or not in a public market? He suggests that the committee comes up with a version of the public market for

the vendors to react to. He thinks there is no lack of vendors. The committee would be more helpful if we can get guidance from the Mayor on where and what the essential functions of the market are and then go to the vendors.

Ms. Monks said the Mayor has said the public market should not be in the Downtown and should have a major goal of ethnic and racial diversity of vendors and customers. The location needs to be neutral, on a major corridor like Park Street of E. Washington Avenue, not beyond the beltline.

Mr. Olver clarified that it should be on a major transportation corridor.

Mr. Kennelly said the following questions need to be answered before contacting the vendors:

- What is it?
- Where is it?
- What size?

The goals need to be prioritized and a vision created first.

ROLL CALL @ 5:30 pm.

Alder Weier leaves.

Excused: Alder Marsha Rummel, Alder Anita Weier

Present: Topf Wells, Alder Satya Rhodes-Conway, Daniel Kennelly, Barry Orton @ 5:00 pm, Anne Reynolds, Peter Robertson

Mr. Kennelly wants to work on the public market goals now.

Chairperson Reynolds has been through his process before. Talking to the vendors creates a framework that is based in reality and real experience. As a committee we need this information for when a consultant is hired.

Vendor outreach is part of the public outreach and is an open process. We can be doing outreach at the same time in the process. This gives the committee a task.

Alder Rhodes-Conway said we need to talk over the goals and narrow them down early in this process. The two processes are intertwined and starts with defining the goals. She recommends two agenda items for the next meeting:

1. Define goals
2. Develop open, transparent vendor outreach

What are the right questions to ask and what groups to ask? Both can be

started at the same time.

Mr. Peterson said the questions need to be framed first.

Mr. Orton said to avoid the impression that the vendors are signing up for a space at the market.

Mr. Wells asked staff to:

1. Write a public statement about the public market with the information we know already about location and diversity.
2. Have a vendor solicitation asking what sort of public market would you be interested in participating.
3. Publicize these results and have a public hearing in two or three months.

Alder Rhodes-Conway would like to dig into the goals at this meeting and suggests these agenda items for the next meeting:

- Public Market Goals
- Vendors
- Public outreach

Alder Rhodes-Conway noted the following goals were not on the handout of goals:

- Local foods substitution
- Affordability
- Healthy foods
- Diverse customer base

Mr. Wells added fun, exciting and a cool vibe factor.

Chairperson Reynolds said the Milwaukee Public Market originally had job creation as one of its goals.

Mr. Orton added entrepreneurial goals.

Mr. Robertson added community rental space for events.

Mr. Orton said the timeline was optimistic and growers will not have time to participate until after Thanksgiving.

Task 2 on the memo is optimistic.

Alder Rhodes-Conway said one market cannot meet all of these goals; which rise to the top?

Ms. Day Farnsworth said these are clusters not individual goals. Are any of these clusters not well suited to the Downtown?

Mr. Orton asked which goals would let a public market survive?

Alder Rhodes-Conway likes the entrepreneurial and economic goals. What else is compatible with that?

Mr. Kennelly sees three visions for a public market and likes the core vision.

Mr. Robertson likes the first three goals that create the next two goals. The first three goals are a priority.

Mr. Wells agrees with Mr. Robertson. If the product, vibe and location is right the entrepreneurship will follow. We want local food access to happen. Institutions, schools would move a public market along. Look at the big picture this is a community resource. Agriculture and public space are primary goals.

ROLL CALL @ 5:51 pm.

Alder Rhodes-Conway leaves.

Excused: Alder Marsha Rummel, Alder Anita Weier, Alder Rhodes-Conway

Present: Topf Wells, Daniel Kennelly, Barry Orton @ 5:00 pm, Anne Reynolds, Peter Robertson, Lindsay Day Farnsworth

Mr. Orton would like a chart of three visions:

- Destination-not going Downtown
- Year-round producer outreach
- Economic Catalyst-neighborhood market. This one is a long shot.

He has looked at places with Mr. Robertson. The goal is a destination for the City. He is looking for a sure thing.

Mr. Orton emphasized location, location, location and using existing space.

Ms. Day Farnsworth likes agriculture and economic development goals in a magnetic public space.

Mr. Kennelly asked if we have done the work to get to the goals. When this committee first met we looked at the barriers and how a public market could address the barriers. What is the real vision? The core conceptual vision needs to be thought through.

Mr. Robertson agrees. Produce with integrity.

Chairperson Reynolds said at the next meeting we would continue this discussion.

Mr. Olver said staff has started work on a template of types of public markets and will have them for the next meeting.

Mr. Kennelly said there is a spectrum of markets, some wholesale some retail.

Ms. Day Farnsworth asked about other partners in this for success such as transportation. Who are the other players?

Mr. Orton said allowing craft vending opens up a Pandora's box. Is it in the goals?

ROLL CALL @ 6:03 pm.

Mr. Robertson leaves.

Excused: Alder Marsha Rummel, Alder Anita Weier, Alder Rhodes-Conway, Peter Robertson

Present: Topf Wells, Daniel Kennelly, Barry Orton @ 5:00 pm, Anne Reynolds, Lindsay Day Farnsworth

Mr. Wells suggested this committee meet twice in October.

Chairperson Reynolds asked to see the templates with the spectrum of market types and a review of the timeline.

All committee members present had filled out their availability for meetings in October. Staff will send out an email with the October meeting dates.

NEW BUSINESS

NEXT MEETING

ADJOURNMENT

A motion was made by Mr. Orton, seconded by Mr. Kennelly, to adjourn the meeting.

Motion passed by voice vote.

Meeting adjourned at 6:06pm.

