



# City of Madison

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

## Meeting Minutes - Draft MADISON FOOD POLICY COUNCIL

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Thursday, July 18, 2013

5:30 PM

Madison Water Utility  
119 E. Olin Avenue  
Conference Rooms A and B

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### CALL TO ORDER / ROLL CALL

The meeting was called to order by the Chair at 5:40 p.m.

**Present:** 16 -

Ledell Zellers; Nan Fey; Mark Voss; Kathy E. Utley; Dan J. Stein; Steve Youngbauer; Christopher G. Brockel; Carmell R. Jackson; Michael M. Bell; Martin H. Bailkey; Lindsey Day Farnsworth; Carrie M. Edgar; Eric A. Roang; Barry M. Orton; Anne Reynolds and Topf Wells

**Absent:** 3 -

Shiva Bidar-Sielaff; Matthew J. Phair and Kyle Richmond

**Also present:** Satya Rhodes-Conway, Peter Robertson.

### APPROVAL OF MINUTES

A motion was made to refer approval of the minutes from the March, April and July meetings to the next MFPC meeting.

### PUBLIC COMMENT

None.

### DISCLOSURES AND RECUSALS

None.

### SPECIAL PRESENTATION

[29659](#)

Downtown Gardens Group Presentation

Jane Anne Morris gave a 20-minute slide presentation and responded to questions; several other members of the downtown gardens group were in attendance. The presentation covered community gardens in general, and on rooftops in particular with examples from other communities as well as studies conducted in Madison. It also highlighted the City's adopted policy (1999) favoring the creation of community gardens and the extensive waiting lists that exist for space in Madison, particularly downtown, asking that the Food Policy Council help address this need.

**NEW BUSINESS****30938** Future Meetings - Calendar Exercise

Members submitted their schedules of recurring meetings and discussed in general the issue of how often the Council meets. Staff will analyze the information and propose a regular meeting time as soon as possible, with a goal of having a well-established calendar and meeting place by the end of this year and for 2014.

**30445** Working Group Discussion

Referred to the next regular meeting.

**30444** Merging Goals Into Budget Process

Several ideas were suggested for budget items, and a possible process for grant-making through the Council was explored at some length based on Wells' experience with the County process. There was general agreement that this approach was worth pursuing, and staff was authorized to explore this with the Mayor. Specifically, the Food Policy Council requested \$75,000 to be included in the Executive Budget.

**30939** Los Angeles Food Policy Council Visit

Martin Bailkey and Lindsey Day Farnsworth made a brief presentation. Bailkey said they would like to give a more detailed presentation on their work in LA and other cities at a later date. Also, the LAFPC offers some good suggestions on how to start successful working groups.

**30940** Midtown Global Market Presentation

Kathy Utley made a brief presentation about her recent visit to this market in Minneapolis.

**OLD BUSINESS****29667** Healthy Vending Options

**Attachments:** [healthyvendingAllenmemo.pdf](#)  
[madisonvendingMcDowellmemo.pdf](#)

Referred to the next meeting for possible creation of a Working Group at that time.

**REPORTS****28073** Local Food Committee on Public Market Update

**28106** Community Gardens Committee Update

Fey reported that the committee's most significant, non-routine, discussion has been to develop strategies for both developing and sustaining leadership in community gardens throughout the community.

**28074** Dane County Food Council Update

The Council is currently working on plans for agricultural development at Silverwood Farm County Park. They are also reviewing the Dane County Task Force on Poverty recommendations and the Healthy Food For All Plan for potential policy issues.

**28075** Healthy Food for All Update

**Attachments:** [Healthy Food for All draft 4 3 13.pdf](#)

The Healthy Food For All 10 Year Plan has been completed and released. CAC and United Way held a joint press conference on June 24th to release the plan to the public. A copy of the plan can be found on United Way of Dane County's website: <http://www.unitedwaydanecounty.org/mobilization-plans/>.

The intent of the plan is to increase access to healthy foods for low income children and their families with the ultimate goal of decreasing food insecurity for children in our community by 50%. While there is no direct funding as a result of the plan, funding agencies are encouraged to look at the plan to see if there are areas of interest for them to put resources behind. Likewise, folks working in the food system looking for funding are encouraged to use the plan to support their efforts.

There has already been some activity in funding and programming as a result of the plan. Steve Stricker, through American Family Foundation, has donated \$50,000 to be divided between Community Action Coalition, Second Harvest Food Bank and Dane County Extension to build capacity around healthy foods. Through the efforts of the City of Madison, the three major hospitals in Madison along with Group Health Insurance donated \$8,000 to incentive FoodShare purchases at farmer's markets on the Northside, Eastside, and Southside of Madison. The development of the Healthy Food For All Plan was funded by the Goodman Foundation.

**28076** Dane County Food Coalition Update

The Coalition continues to meet on a bi-monthly schedule. Our next meeting is scheduled for Tuesday, July 24th and will include a presentation by Dave Andrews on the Michael Field Ag Institute and Wade Thompson on the Fitchburg Small-Scale Agriculture and Community Gardens Workshop.

**28077** Report of the Food and Alcohol Policy Coordinator

Mr. Woulf reported that Mayor Soglin was recently appointed as the Co-Chair of the Food Policy Taskforce of the U.S. Conference of Mayors.

**ANNOUNCEMENTS**

Watch for information about an event at the Northside Farmers' Market and attend if possible. This was a reference to the unveiling of the "Double Your SNAP" program that allows folks who spend their food stamp dollars at farmers' markets to double their buying power -- four area health providers are providing \$8000 in matching funds for this year.

Steve Youngbauer reported the district has implemented 15 salad bars that have been well received in their schools. There are some infrastructure barriers to implementing certain aspects of a healthy food program, and management will be reviewing their operations this year to explore how these might be addressed. They are also developing strategies for dealing with food waste that arise from offering students choices about what they eat.

#### **NEW BUSINESS FOR FUTURE MEETINGS**

Plan an activity for Food Day 2014.

#### **ADJOURNMENT**

A motion to adjourn was made by Wells and seconded by Brockel. The motions passed unanimously and the meeting adjourned at 8:05 p.m.