



City of Madison

City of Madison
Madison, WI 53703
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Meeting Minutes - Draft MADISON FOOD POLICY COUNCIL

Wednesday, April 3, 2019

5:30 PM Board Event and Dining Center - Symphony Room (Rm 215)
770 W Dayton St
Madison, WI 53715

CALL TO ORDER / ROLL CALL

Roll Call at 5:35pm, Nan Fey in the Chair.

- Present:** 18 - Rebecca Kemble; Ledell Zellers; Nan Fey; Garrett P. Peterson; Allison E. Martinson; Allison M. Dopf; Dustin K. Lundt; Christopher G. Brockel; Jennifer N. Lam; Martin H. Bailkey; Lindsey Day Farnsworth; Claire Mance; Teal M. Staniforth; Devika J. Suri; Regina M. Vidaver; Maeraj H. Sheikh; Benjamin E. Rush and Rosaleen E. Joyce
- Excused:** 5 - Arvina Martin; Erica C. Anderson; Henry D. Aschauer; Hedi L. Rudd and Satya V. Rhodes-Conway

Others Present: George Reistad (Food Policy Coordinator), Nick Heckman (Food Security Policy Analyst), Delaney Gobster (University of Wisconsin), Nick DeMarsh (University of Wisconsin)

APPROVAL OF MINUTES

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

PUBLIC COMMENT

None

DISCLOSURES AND RECUSALS

Disclosures by members listing their affiliated institutions: Chris Brockel – Today Not Tomorrow, Maeraj Sheikh – Owl Creek Community Gardens, Claire Mance – Mellowood Foundation

NEW BUSINESS

None

SPECIAL PRESENTATION

Kate Clancy – “Digging Deeper to Enhance the Understanding and Choices of Policy Issues”

Presentation attached to file 55225, Food Policy Director Update April 2019, #13 below.

Clancy’s slide presentation began several key observations from her work and why it’s important to understand them:

- Food supply chains are only part of, and not the only way to view, food systems
 - Food systems exist at multiple levels, e.g. local, state, national, global
 - Actual food systems are different than those we aspire to
 - Food issues, and the work we do on them, is not the same as food systems
- The goal of her work, and this presentation, is to explain why it’s important to apply systems concepts to our work on food issues.

Systems Thinking (slides 3 and 4) encourages

- Seeing things as interconnected
- Requiring more logical and comprehensive thinking about structure/function of a system
- Expanding the range of choices for solving problems
- Anticipating the impacts of trade-offs
- Recognizing that there are no perfect solutions

Clancy’s presentation includes slides (5-6, 8, 11-13) that offer models for analyzing food issues and frameworks for decision-making; she also recommends some steps on deciding which policies offer the best solution to a problem (slides 7, 9-10 and 14)

- Develop a framework that links relevant factors to decisions
- Become educated about the specific problem and test hypotheses
- Always think across scales
- Develop indicators of change (both intended and unintended)
- Conduct evaluations/feedback to measure outcomes (not outputs)

Examples of processes used by other FPCs

- Los Angeles FPC: Uses many committees to vet options, bring to core groups
- Santa Fe: Utilizes a strong assessment process; updates food plan annually

Recommendations (slide 16)

- Let form follow function!
- Have a Governance Committee – is structure working?
- Have at least one voice that keeps stepping back – Big Picture
- Don’t let advocacy or ideology get in the way of good choices, e.g. large corporate ag businesses can help fund efforts at the local food system level
- Develop comprehensive city, state, and regional food and agriculture plans is an essential prerequisite for identifying and filling policy gaps that enhance sustainability

ACTION ITEMS

1. [54923](#) BY TITLE ONLY - Approving the allocation of \$50,000 in previously authorized funds from Miscellaneous Appropriations to fund proposals received during the 2019 Madison Food Policy Council "SEED" Grants funding process, and authorizing the Mayor and City Clerk to enter into agreements with the associated agencies, organizations, groups, and individuals to implement the designated projects or programs.

A motion was made by Vidaver, seconded by Day Farnsworth, to RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER. The motion passed by voice vote/other.

2. [55056](#) Amending Section 10.25 of the Madison General Ordinances to expand permissible terrace planting and to allow for raised beds and amending Section 1.08(3)(a) to modify the bond schedule.

Remove language on removal of plant materials: Ordinance §3b, Policy §2b
Removal penalty for non-removal of plant materials (Ordinance §5) OR
clarify dates for end of growing season (Ordinance §3b)

A motion was made by Day Farnsworth, seconded by Lam, to Return to Lead with the Following Recommendation(s). The motion passed by voice vote/other.

**Remove language on removal of plant materials: Ordinance §3b, Policy §2b
Removal penalty for non-removal of plant materials (Ordinance §5) OR
clarify dates for end of growing season (Ordinance §3b)**

WORK GROUP REPORTS

3. [55215](#) Community Engagement April 2019

The Community Engagement Work Group met on March 21st. The group continued discussions about community engagement strategies, the development of a CEWG work plan, and MFPC work group progress and equity reports. The CEWG intends to draft a summary document describing the findings of this internal review and report them back to the full Council at the May MFPC meeting. Next meeting is April 18th.

4. [55216](#) Food Waste and Recovery April 2019

The Food Waste Reduction Task Force in partnership with WasteCap out of Milwaukee held our food waste conference, Food Waste Policy and Practice: Challenging the Norm, on Tuesday, March 19. The event was held at the Lussier Family Heritage Center at Lake Farm Park in Madison. Including speakers and a handful of volunteers, there were 100 attendees at the event. Speakers included WI Assemblyman Scott Krug, Jennifer Kenward from Dakota County Minnesota, and Michael Keleman from InSinkErator. Three panel discussions were held during the day: Feeding Hungry People, Composting and Industrial Uses, and Policy Considerations. A wonderful food recovery lunch was provided with ingredients procured by Healthy Food for All and CAC Gleaners and assembled by Christine Ameigh from Slide Food Cart and Catering. The conference also featured the world premier of the “Got Food Waste” magnets the Task Force developed to direct people to the website for the Madison/Dane County Food Recovery Guide. WasteCap is collecting post conference surveys from attendees and we hope to report on those results soon.

Find more information on food waste using the work group’s Food Waste and Recovery Guide: www.bit.ly/gotfoodwaste

5. [55217](#) Healthy Retail Access April 2019

No report.

6. [55218](#) Healthy Marketing and Procurement April 2019

No report.

7. [55219](#) Pollinator Protection April 2019

The Work Group met on March 13th to identify its “top ten” topics to work on in 2019. The list includes a number of issues being addressed by the IPM Policy Review process, reviewing City planting lists, pollinator habitat map and data on protection efforts, engaging neighborhood associations and public institutions in education efforts, exploring “adopt-a” programs for public lands, and collaborating with the Gardens Network.

The group also discussed planning for National Pollinator Week is June 17-23, 2019. Olbrich Gardens will be leading walks and classes. The Gardens Network will be also be considering activities. Bee City signs should be installed soon after the ground thaws this spring, in time for Earth Day. The Wisconsin Monarch Coalition website can be found at www.wimonarchs.org

Next Meeting is April 10, 2019 in the Central Library (room 111) at 1:30. For the rest of the year, the work group will meet at this time and place on the second Wednesday of the month.

8. [55220](#) SEED Grants Funding April 2019

The SEED Grant work group selected 14 finalists out of a pool of 19 applications on March 18th. Finalists were interviewed on March 25th, and the work group made decisions at our March 26th meeting for a vote by the FPC and Common Council. The extended deadline for grant review & deliberation was helpful to work group members. We would like to thank all of the applicants and those who spread the word about the SEED grants to community partners. We continue to see demand for these grants, as the total requested from all applications was almost \$130,000. The work group plans to find a meeting time to discuss the next phase for SEED grants, including evaluation of past grantees and generating a proposal for another grant level (i.e. level of funding, and program/project status).

9. [55221](#) Urban Agriculture April 2019

The Urban Agriculture Work Group met on March 19th. The primary agenda item was to review the upcoming work of the UW-Madison student group researching the longtime inequity in water rates faced by Madison community gardens and ways to address the situation. This will continue at least until mid-April and is being coordinated with Gardens Network staff. The work group also discussed how, as a joint city/county body, it is addressing urban food production in both Madison and Dane County. Also discussed was the issue of connecting the work of the Integrated Pest Management Policy Review Task Force for city department operations to what the City requires of those who lease city-owned lands for agricultural uses. The group will next meet on Tuesday, April 16th.

REGULAR BUSINESS REPORTS

10. [55222](#) Community Gardens Update April 2019

Fey and Reistad met on March 18th with a group of UW students (including Delaney Gobster, Emma Schmidt, Ally Magnin, Anna Dawley, Savannah Williams) along with Maeraj Sheikh and Morgan Worachek from the Gardens Network and Martin Bailkey from the Urban Ag Work Group to discuss the workplan for analyzing issues around water access at community gardens. The students will be researching current practices, comparing to other cities, and interviewing garden leaders with a goal of proposing strategies for policy changes. Bailkey and Reistad are planning to attend their Thursday evening classes this semester. The students will present their findings to the Urban Ag Work Group at its meeting on April 16th; their final class project is due the following week.

11. [55223](#) Integrated Pest Management Policy Review Task Force April 2019

The Task Force met on March 11th to review its Report to the Common Council and accompanying documents – an Annotated list of Recommendations for revisions to the current IPM policy, and a draft Resolution requesting an extension of time for the Task Force to complete its work and permission to add members with expertise in areas not currently represented on the roster. Suggestions made during the meeting were incorporated by the Steering Team on March 13 and submitted to the Clerk’s office to be included on the Common Council’s agenda for March 19th. Action on the Resolution #55076 is expected at the Council’s next meeting on April 16th, and the Task Force is expected to resume meeting on a monthly basis in May with a goal of completing its work by Spring of 2020.

The Resolution can be found here:

<https://madison.legistar.com/LegislationDetail.aspx?>

For detailed Minutes of all Task Force meetings and materials reviewed, see <https://www.madison.legistar.com/DepartmentDetail.aspx?ID=38466&GUID=1D2A53EC-6165-4B62-AE87-8877CFBFFECA>

12. [55224](#) Dane County Food Council April 2019

Lindsey Day Farnsworth has been hired as Dane County Community Food Educator, a half time position modeled on the City’s Food Policy Director. The Food Council will be undertaking a new strategic planning process in the next two months.

PIE (Partners in Equity) Grants were awarded to 7 applicants (out of 18); Mance will forward the press release.

13. [55225](#) Food Policy Director Update April 2019

Reistad and MFPC members tabled at the Northside Planning Council’s “Taste the Future 2019” event on 3/9, where it debuted a brand new MFPC-branded tablecloth. There was good attendance but more people focused on the food than our MFPC literature!

Truman Olson - City staff are looking into solutions to address any grocery/food retail gap on the Southside when the Pick n’ Save store (and the lots to the north and south of it on Park Street are redeveloped). Options include, but are not limited to, supporting transportation and delivery options while the grocery store is rebuilt on a different footprint. The City is looking at collaborating with SSM (owner of the parcel where the store is currently located) to synergize efforts.

Reistad, Heckman and Kilkenny attended the Hunger and Health Summit Presentation on 3/26, where they discussed food councils and scopes of work in Madison and Milwaukee. Explored how WI Local Food Network could help be a statewide connector on policy efforts.

14. [55226](#) Madison Metropolitan School District Update April 2019
- The "Breakfast after the Bell" project that started in March at Lafollette High school has increased breakfast participation by approximately 15%. We are applying for additional funding to support this effort to increase food access. Our Food truck will "spring" into action later this month as we get into some warmer weather. As you know this truck features a special menu for students with a local ingredient. These meals are considered reimbursable and can be purchased by all students regardless of free reduced or paid meal status.
15. [55227](#) Public Health Madison and Dane County Update April 2019
- No report. Heckman was part of the team (with Reistad and Carrie Edgar) presenting at the "Dream Up" showcase event being held concurrently in Gordon Commons.
16. [55228](#) Public Market Development Committee April 2019
- No report. Will meet next on 4/4/19.

ANNOUNCEMENTS

Community GroundWorks and Gardens Network will be taking on ~30 interns for a "Horticulture Culture" course from (May – July). Invite to provide a report on their work to the MFPC at the July 3 (or 10th) meeting to help tackle the community gardens water issue

- Using the MFPC as a sounding board for ideas, etc

Slow Food UW is holding a local event on the international organization's World Disco Soup Day, Friday April 19 on the Library Mall focused on food waste and distribution. The goal is mobilizing youth networks to create soups to distribute to the community – and there's a disco party after.

ADJOURNMENT

A motion was made by Mance, seconded by Day Farnsworth, to Adjourn at 7:32 pm. The motion passed by voice vote/other.