

Madison Public Market Leadership Roster
Roles and Membership of the
Public Market Development Committee & Public Market Foundation
October 3, 2018

PUBLIC MARKET DEVELOPMENT COMMITTEE

Role:

From the creating resolution, “The Public Market Development Committee (formerly the Madison Local Food Committee) shall lead the effort to implement the Business Plan for the Madison Public Market including overseeing planning of the market’s organizational structure, creating a plan to raise capital funds, creating a site plan for the project, designing the Public Market building, overseeing construction, cultivating and recruiting Public Market vendors, advancing the racial equity goals of the project, and creating a process to transition operational control over the Public Market to a non-profit operator.” (*Creating resolution: RES-16-00872, File ID# 44612; effective 11/28/2016*)

Voting Members:

1. Anne Reynolds (Chair)
2. Barry Orton (Vice Chair)
3. Alder Larry Palm
4. Alder Marsha Rummel
5. Alder Amanda Hall
6. Lindsey Day Farnsworth
7. Tim Gruber
8. Jeff Glazer
9. Katy Stanton
10. *Vacant (pending Donale Richards resignation)*
11. *Vacant*

Non-Voting Ex-Officio

1. Jamaal Stricklin (Public Market Foundation President)

Non-Voting Technical Advisors:

1. Adam Haen
2. Carrie Sedlak
3. *Vacant*

PUBLIC MARKET FOUNDATION

Role:

The Madison Public Market Foundation is leading the capital campaign for the Madison Public Market, and leading efforts to build momentum and engage the community in the project. The Foundation will be the organization responsible for operating the Public Market. The Foundation Board will hire and oversee the Public Market Executive Director and Staff. The Foundation will manage day-to-day operations of the Public Market including marketing, promotion, facility management, leasing, event planning, etc. (*RES-17-00962, File #49283: Identifying PM Foundation as fundraising entity, RES 18-00356, File #21091: Approving the Madison Public Market Foundation as the future operator of the Madison Public Market*)

Board of Directors Voting Members:

1. Jamaal Stricklin (President), SuperCharge! Foods
2. Victoria Davis, Associated Bank
3. Jeff Vercauteren, Husch Blackwell
4. Megan Ballard, West Town Mall, CBL Properties
5. Karen Crossley, community leader
6. Kate Fields, The Kombucha Shop
7. Rebecca Prochaska, Potter Lawson
8. Donale Richards, Off the Block Salsa/Mentoring Positives
9. Melinda Heinritz, Foundation for Madison Public Schools
10. *Vacant (City appointee)*
11. *Vacant (City appointee)*
12. *Vacant (City appointee)*

Non-Voting Ex-Officio

1. Anne Reynolds, PMDC Chair

Madison Public Market Advisory Council:

1. Betty Banks, African-American historian and community leader
2. Craig Bartlett, Associate Publisher-Owner, Isthmus Publishing
3. Peter Cavi, First Vice President, Merrill Lynch
4. Al Cooper, Coordinator, Dane Dances
5. Suzanne Fanning, Vice President National Product Communications, WI Milk Marketing Board
6. Greg Frank, Vice President of Community Relations, Food Fight Restaurant Group
7. Peter Grey, Executive Search Consultant, QTI
8. Alison Helland, Boardman & Clark
9. Jonny Hunter, Co-Founder, Underground Food Collective
10. Ken Monteleone, Owner, Framagination
11. Melanie Ramey, Communications Coach and Speaker
12. Anne Reynolds, Chair, Madison Public Market Development Committee
13. Helen Sarakinos, Executive Director, REAP Food Group
14. Trey Sprinkman, Owner, Sprinkman Real Estate
15. James Shulkin, Senior Communications Coordinator, Quartz Health Solutions, Inc.
16. Steve Suleski, VP Board Relations, CUNA Mutual Group
17. Missy Tracey, Municipal Relations Coordinator, Ho Chunk Nation/Ho Chunk Casino