



City of Madison

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

Meeting Minutes - Draft MADISON FOOD POLICY COUNCIL

Wednesday, December 4, 2019

5:30 PM

Madison Municipal Building - Room 153
215 Martin Luther King Jr Blvd.
Madison, WI 53703

CALL TO ORDER / ROLL CALL

Convened by Chair Anderson at 5:36 PM.

Present: 13 - Sally Rohrer; Erica C. Anderson; Allison M. Dopf; Dustin K. Lundt; Christopher G. Brockel; Henry D. Aschauer; Hedi L. Rudd; Lindsey Day Farnsworth; Claire Mance; Teal M. Staniforth; Devika J. Suri; Regina M. Vidaver and Benjamin E. Rush

Excused: 5 - Rebecca Kemble; Arvina Martin; Allison E. Martinson; Jennifer N. Lam and Sarah M. Larson

Others Present: Amanda White, Dan Kennelly, Jess Guffey Calkins, Nick Heckman

APPROVAL OF MINUTES

A motion was made by Day Farnsworth pending change made to Dane Co Food Council, seconded by Anderson, to Approve the Minutes. The motion passed by voice vote/other.

PUBLIC COMMENT

None

DISCLOSURES AND RECUSALS

None

NEW BUSINESS

None

ACTION ITEM

[58449](#)

Authorizing the City of Madison to fund the remaining balance of purchased services from ACDS, LLC creating an economic impact study on the benefits of a wholesale food aggregation facility and outlining implementation of a grocery locker unit pilot program within the City of Madison and making a funding allocation of \$26,000 from the Healthy Retail Access Program

Sponsors: Satya V. Rhodes-Conway and Rebecca Kemble

Attachments: [Healthy Retail Access WG - ACDS Phase 2 Funding Memo FINAL 112719.p](#)
[Appendix A - ACDS Scope of Services Dec2018.pdf](#)

Presentation followed the slides provided by ACDS.

Q: Are there benefits to large retailers as well as the small and medium businesses that you've identified?

A: The primary objective is to level the playing field and support local businesses that have been losing ability to compete in the face of changing distribution challenges.

Q: What happens after this funding recommendation? Where are we in the process?

A: The City is funding the feasibility study. There will be engagement with County and State stakeholders. This plan will be shopped around to external partners/funders. End result will likely be private ownership.

Q: Is Phase 2 integral for the cross-docking project? Will lockers be beneficial for the challenges identified? Can you have lockers without the warehousing?

A: Madison has had unique challenges (no bodega infrastructure, lower density), locker model. Worth remembering that HRAP has previously supported last-mile distribution through taxi vouchers. Food supply chain in Madison is largely privatized, so difficult for independent retailers to have warehousing that they need. Need shared storage infrastructure in order to help bring economies of scale to our food system.

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

SPECIAL PRESENTATION

58505 Madison Public Market Updates - Amanda White (Amanda White Consulting)

Attachments: [MarketReady Summary 120419.pdf](#)

Presentation followed the slides provided by Amanda White Consulting.

Q: What is being done for accessibility?

A: Considerations for bike and pedestrian improvements. Bus stop on site and future transit lines will pass the area.

Q: Is there an estimate of fresh produce vendors?

A: There is an existing farmers market network, so there could be use of day stalls to increase farmer retail options

Q: What thought is being given to sustainability?

A: Repurposing an existing building will prevent the creation of a new building. There will be a solar array on the roof. It will also be a model for stormwater management to align with future city standards. There will be graywater system for toilets. Other flood and climate impact considerations are built into the features. Aiming for LEED certification.

Q: What about food waste reduction?

A: Composting and other opportunities will be present and trying to be a high standard.

Q: How can the market connect with the more visible corner at East Washington and First Street?

A: The owners of the shopping center are working with the same branding consultants to potentially brand their future redesigns with the market. Long-term, the City will continue to own the building, the Foundation will operate the building. Annual reports may get referred to the Food Policy Council.

Q: Could the Foundation become a fiscal agent for other projects, such as the terminal market and the lockers?

A: Currently their hands are full, however they would love to stay informed about the pilot projects.

Q: Will there be brand confusion between “public market” and “terminal market”?

A: There concept of “terminal market” can be called a number of other things, but the concepts should tie together well.

WORK GROUP REPORTS

[58506](#) Community Engagement December 2019

Intern for Food Policy Director has been creating a governance guidelines document. This will be shared with staff from the Center for a Livable Future. CLF received a grant to explore this work in Madison. Group will meet again in January.

[58507](#) Food Waste and Recovery December 2019

No report. The January meeting will look at the Dane County Food Council’s plan of work on this area.

[58508](#) Healthy Retail Access December 2019

Recent meetings have focused on the ACDS HRAP proposal. No further report.

[58509](#) Healthy Marketing and Procurement December 2019

No report

[58510](#) Pollinator Protection December 2019

No report

[58511](#)

SEED Grants December 2019

Workgroup members have looked at connections with Dane County's Partners in Equity grants. Have met with Bill Warner, chair for Dane County Food Council. Big lift to merge these processes now, both councils like current structure, so the 2020 cycles will remain separate. However cross promotion will remain feasible. SEED grant applications will be released at the start of January.

[58512](#)

Urban Agriculture December 2019

No report

REGULAR BUSINESS REPORTS

[58513](#)

Community Gardens Update December 2019

No report

[58514](#)

Integrated Pest Management Policy Review Task Force December 2019

No report

[58515](#)

Dane County Food Council December 2019

Meeting December 11. Two new members are awaiting approval on December 19. There is a new Crops and Soils Educator starting in December.

[58516](#)

Food Policy Director December 2019

No report

[58517](#)

Madison Metropolitan School District December 2019

Food and Nutrition is partnering with REAP Food Group on an application to implement with Harvest of the Month process to implement in the district. Working with procurement and marketing, education in the classroom. All schools in the district would be involved.

Will find out if they are awarded in July 2020.

[58519](#)

Public Market Development Committee December 2019

No report beyond the special presentation.

[58518](#)

Public Health Madison & Dane County December 2019

Open enrollment for the Affordable Care Act is closes on December 15.

ANNOUNCEMENTS

- Madison Public Market Vendor event on December 14 from 11-3pm at the Fleet Services building.
- FEED Kitchens will be holding its Holiday Bazaar at 10am on 12/14

ADJOURNMENT

Motion to adjourn made by Rush. Second by Brockel. Motion approved with a voice vote at 7:03 PM.