



City of Madison

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

Wednesday, September 11, 2013

5:30 PM

215 Martin Luther King, Jr. Blvd.
Room 300 - Madison Municipal Building

CALL TO ORDER / ROLL CALL

The meeting was called to order by the Chair at 5:35 p.m.

Present: 17 -

Shiva Bidar-Sielaff; Ledell Zellers; Nan Fey; Mark Voss; Kathy E. Utle; 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; Satya V. Rhodes-Conway; Anne Reynolds and Topf Wells

Absent: 3 -

Matthew J. Phair; Barry M. Orton and Kyle Richmond

APPROVAL OF MINUTES

A motion was made by Wells to approve the March 6th minutes - seconded by Rhodes-Conway. The March minutes were unanimously approved subject to a change showing that Bell was not in attendance.

A motion was made to approve the April 5th minutes by Wells - seconded by Rhodes-Conway. The April minutes were approved subject to a change showing that Bell, Bailkey and Farnsworth were not in attendance.

A motion was made by approved the July 18th minutes by Wells - seconded by Rhodes-Conway. The July minutes were approved subject to a change showing that Reynolds was not in attendance and to include the update from the Local Food Committee.

PUBLIC COMMENT

None.

DISCLOSURES AND RECUSALS

None.

PRESENTATION

[31512](#) Ongoing Madison Metropolitan School District Food Initiatives - Steve Youngbauer, Director of Food and Nutrition, MMSD

Steve Youngbauer, Director of Food and Nutrition for MMSD, presented an overview of the food service at MMSD, along with an update on current initiatives and ongoing challenges that MMSD faces in terms of food and nutrition. Members asked several questions related to purchasing, salad bars, infrastructure, and compost and waste.

NEW BUSINESS

[31513](#) Brittingham Garden Update

Attachments: [31513 Brittingham Garden Update.pdf](#)

[31515](#) Grant Funding Process Discussion

The FPC discussed the next steps for beginning a process for grant proposal for 2014. If the requested funds are included in the Executive Budget, the committee emphasized the need to have the funding priorities match the priorities and goals outlined in the Healthy Food for All plan conducted by CAC and United Way, through funding from the Goodman Foundation. Members stated the best way to proceed would be to keep the language in the budget request broader now, but to refine the process and procedures through a working group. FPC requested the refinement process begin in 2013, so the grant process can begin early in 2014.

[31516](#) Food Day Activities in Madison/Dane County

Edgar provided an overview of the Food Day activities planned through an effort between UW-Extension, Dane County, the City of Fitchburg, CAC, the City of Madison, and other stakeholders. The event is planned as an evening event the night of October 24th and will focus on food justice. Woulf requested that if FPC members had ideas for Food Day activities for the City of Madison during the day, then they should provide those suggestions soon.

A motion was made (Rhodes-Conway, Bidar-Sielaff) to request that the Madison Food Policy Council be added as a co-sponsor of the Food Day event in Fitchburg. The motion passed by a voice vote.

OLD BUSINESS

[29667](#) Healthy Vending Options

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

The FPC expressed the desire to create a working group that would be in

charge of gathering more information on the topic and to suggest next steps. The committee discussed the need to create partnerships amongst private entities that may have wellness policies and other resources to help improve vending at city facilities.

A motion was made (Wells, Rhodes-Conway) to form a working group on the topic of healthy vending. The motion passed by a voice vote.

[30445](#)

Working Group Discussion

Attachments: [Madison Food Policy Council workgroup draft.pdf](#)

Woulf provided an explanation of the document he provided the FPC outlining possible working group topics. He explained that there are three potential topics, including the healthy vending topic, that are ripe for a working group. The committee expressed a desire to have the topic of food access on their next agenda to have a full discussion on what next steps to take and how to form a productive working group(s). Woulf requested that those members interested in serving on the working groups to sign up on the sheets on the wall and that the appointments for the working groups would be made by the Chair.

A motion was made (Rhodes-Conway, Bidar-Sielaff) to form a working group on the topic of Edible Landscaping and Terrace Plantings Policy and a working group to create and oversee the funding process for the Food Policy Council. The motion passed by a voice vote.

REPORTS

[31514](#)

Madison Metropolitan School District Update

The update from MMSD was encapsulated in the presentation at the beginning of the meeting

[28073](#)

Local Food Committee on Public Market Update

An RFP for a consultant to write a business plan for a Madison Public Market/Food District was issued this summer. Eight firms responded with proposals. The Selection Subcommittee of the Local Food Committee reviewed the applications and then asked four firms to come in for interviews. The firms were interviewed by the Subcommittee during the week of September 9. That process resulted in a recommendation that one firm be selected. Staff will make reference calls and negotiate the terms of the contract, and we hope to have an agreement quite soon.

[28106](#)

Community Gardens Committee Update

In August, in addition to its routine business, the committee continued its discussion of strategies to support leadership in gardens, and asked its working group on this topic to create a list of priorities with implementation ideas.

[28074](#)

Dane County Food Council Update

Edgar (through Woulf) reported that the meetings have been moved to the 4th Wednesday of each month. There is a Food Day event being planned in Fitchburg on October 24th and the DCFC continues to move forward on the Silverwood and Anderson County Parks to make land available.

28075

Healthy Food for All Update

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

The Healthy Food for All Plan is complete as reported and was handed out at the last Food Policy Council meeting. We are now awaiting word from various foundations, including the Goodman Foundation who funded the development of the plan, as to which action steps they may fund. Once those decisions are made we are also hopeful that other funding entities will carve out a piece of the plan to move forward as well. In the meantime, we continue to present the plan to various business and service groups in an effort to get community buy-in.

28076

Dane County Food Coalition Update

Edgar (through Woulf) reported that the next coalition meeting will be October 15th at the Goodman Community Center. The meeting will be a joint meeting with the Wisconsin Local Food Network. It will include opportunities for networking, a presentation on the GCC's Seed to Table program, and a panel presentation on ongoing initiatives in the works. FPC members are encouraged to attend.

28077

Report of the Food and Alcohol Policy Coordinator

Woulf reported the MadMarket Double Dollars program is going very well. The program, through five weeks, is approaching the \$3500 threshold. All indications are that new people are coming to farmers' markets and vendors are reporting positively.

ANNOUNCEMENTS

Utley announced that there will be an invitation to the FEED Kitchens grand opening on November 12th.

Chair Fey indicated there will be a Doodle pool forthcoming for the November meeting because of a conflict with the city budget Council meetings.

Brockel passed out flyers with details on this year's CAC Garden Days. Events will take place in 14 gardens around the City on September 14-15.

Fey circulated an email with photos about the success of the Brittingham Garden this season.

Bell announced there is a new farmers' market on the UW campus.

NEW BUSINESS FOR FUTURE MEETING(S)

No New Business Requested.

ADJOURNMENT

A motion was made to adjourn by Stein and seconded by Brockel. The motion passed by a voice vote and the meeting adjourned at 7:45 p.m.