



City of Madison

City of Madison
Madison, WI 53703
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Master

File Number: 38465

File ID: 38465

File Type: Resolution

Status: Passed

Version: 1

Reference:

Controlling Body: BOARD OF ESTIMATES (ended 4/2017)

File Created Date : 05/13/2015

File Name: Authorizing city staff to request applications for healthy food retail access improvements through the City of Madison Healthy Retail Access Program and authorizing the Madison Food Policy Council to evaluate proposals, and the Director of Food and Alcohol

Final Action: 06/16/2015

Title: Authorizing city staff to request applications for healthy food retail access improvements through the City of Madison Healthy Retail Access Program and authorizing the Madison Food Policy Council to evaluate proposals, and the Director of Food and Alcohol Policy to negotiate with applicants and issue grants up to \$100,000.

Notes:

CC Agenda Date: 06/16/2015

Sponsors: Paul R. Soglin, Shiva Bidar, Matthew J. Phair and Ledell Zellers

Effective Date: 06/19/2015

Attachments: Food Access Improvement Areas of Focus -- Map (2).pdf, HealthyRetailProgramSummary2015.pdf

Enactment Number: RES-15-00521

Author: Mark Woulf

Hearing Date:

Entered by: raleman-mcrae@cityofmadison.com

Published Date:

Approval History

Version	Date	Approver	Action
1	05/14/2015	Laura Larsen	Approve

History of Legislative File

Version:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
1	Mayor's Office	05/13/2015	Referred for Introduction				
	Action Text:	This Resolution was Referred for Introduction					
	Notes:	Board of Estimates, Madison Food Policy Council					

1	COMMON COUNCIL	05/19/2015	Referred	BOARD OF ESTIMATES (ended 4/2017)	06/08/2015
	Action Text:	This Resolution was Referred to the BOARD OF ESTIMATES			
	Notes:	Additional referral to Madison Food Policy Council			
1	BOARD OF ESTIMATES (ended 4/2017)	05/19/2015	Referred	MADISON FOOD POLICY COUNCIL	06/03/2015
	Action Text:	This Resolution was Referred to the MADISON FOOD POLICY COUNCIL			
	Notes:				
1	MADISON FOOD POLICY COUNCIL	06/03/2015	Return to Lead with the Recommendation for Approval		
	Action Text:	Woulf provided draft documents of the overview of the healthy retail program, including a draft application to the program. He explained that the process this year would target retailers and organizations working directly with retailers to offer the \$100,000 of grant funds. The program is targeting 25% of funds to go towards technical assistance this year. The goal is to build the framework for a program that is scalable in future years.			
		Rhodes-Conway: Want to make sure that funds do not only have to go to an existing retailer. Supportive of the resolution language, but want to make clear it can be a new project.			
		Farnsworth: Technical Assistance important to successful program, but it should not be explained in a way that deters potential applicants.			
		Wells recommended to return to lead with the recommendation for approval . Rhodes-Conway seconded. Motion passed by a voice vote.			
1	BOARD OF ESTIMATES (ended 4/2017)	06/08/2015	RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER		Pass
	Action Text:	A motion was made by DeMarb, seconded by Cheeks, to RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER. The motion passed by voice vote/other.			
	Notes:				
1	COMMON COUNCIL	06/16/2015	Adopt		Pass
	Action Text:	A motion was made by DeMarb, seconded by Cheeks, to Adopt. The motion passed by voice vote/other.			

Text of Legislative File 38465

Fiscal Note

There is currently \$100,000 in the Fresh Food Development Projects fund within the 2015 Capital Budget.

Title

Authorizing city staff to request applications for healthy food retail access improvements through the City of Madison Healthy Retail Access Program and authorizing the Madison Food Policy Council to evaluate proposals, and the Director of Food and Alcohol Policy to negotiate with applicants and issue grants up to \$100,000.

Body

WHEREAS, access to an adequately healthy and affordable meal is an issue that too many Madisonians struggle with in order to provide for themselves and their families; and

WHEREAS, while food insecurity is a symptom of poverty, a main component of that food insecurity is the challenge several neighborhoods in Madison face in terms of reasonable

access to healthy food retail; and

WHEREAS, many other cities have developed programs and incentives to promote development of full-service or alternative permanent healthy food retail in underserved neighborhoods; and

WHEREAS, the Mayor and Common Council adopted a fund for Fresh Food Development Projects in the 2015 Capital Budget that would support and create healthy retail opportunities in underserved neighborhoods through incentives for existing business to improve healthy retail space, planning for new retail projects, and/or training and technical assistance for existing retailers; and

WHEREAS, the Healthy Food Retail work group of the Madison Food Policy Council spent the past seven months reviewing programs from other cities, developing criteria for the program, and evaluating factors to determine areas of focus and priority; and

WHEREAS, under the direction of the work group, staff developed a food access “Areas of Focus” map to assist in the strategic investment in terms of food access, especially as it relates to improvements in healthy retail; and

WHEREAS, under the direction of the work group, and with the approval of the Madison Food Policy Council, staff developed the Healthy Retail Access Program, termed Fresh Food Development Projects in the 2015 Capital Budget, that will solicit proposals for a range of city assistance; and

WHEREAS, the range of city assistance will include grants for physical improvements to retail space to increase accessibility to healthy retail and technical assistance associated with the improvement to ensure the sustainability of the project; and

WHEREAS, city staff will additionally offer technical assistance to a limited number of proposals in the form of business planning, marketing planning, and/or grant writing as a part of the program; and

WHEREAS, healthy retail access is one component of the City’s larger strategy to address food access issues, which includes attracting new permanent grocery to certain neighborhoods, supporting community gardens, incubating small businesses, providing incentives for FoodShare participants, and issuing micro-grants to small food access projects; and

WHEREAS, as food insecurity is a symptom of poverty, the City must also continue to address issues relating to poverty including healthy and affordable food access, adequate education and out-of-school time, affordable housing, transportation, and job access and training; and

NOW, THEREFORE, BE IT RESOLVED, that the Common Council hereby creates the City of Madison Healthy Retail Access Program as described herein; and

BE IT FURTHER RESOLVED, that the Common Council authorizes the Director of Food and Alcohol Policy to issue a call for applications for healthy food retail access improvements through the City of Madison Healthy Retail Access Program; and

BE IT FURTHER RESOLVED, that the Common Council authorizes the Madison Food Policy Council, through the Healthy Retail Access work group, and with the assistance of city staff, to

review applications, and make recommendations to the Madison Food Policy Council; and

BE IT FURTHER RESOLVED, that the Madison Food Policy Council is authorized to make selections to the Healthy Retail Access Program and the Director of Food and Alcohol Policy is authorized to negotiate with the selected applicants and to issue grant funds to recipients totaling up to, but not greater than, the authorized amount of \$100,000 in a form approved by the City Attorney; and

BE IT FURTHER RESOLVED, that the Mayor and City Clerk are authorized to execute, deliver, accept, and record any and all documents and take such other actions as shall be necessary or desirable to accomplish the purpose of this resolution in a form approved by the City Attorney; and

BE IT FINALLY RESOLVED, that city staff will report the selections and recipients of the 2015 Healthy Retail Access Program to the Common Council no later than November 1, 2015.