



City of Madison

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

Wednesday, January 9, 2013

5:30 PM

215 Martin Luther King, Jr. Blvd.
Room 260 - Madison Municipal Building

CALL TO ORDER / ROLL CALL

Present: 13 -

Satya V. Rhodes-Conway; Nan Fey; Kathy E. Utley; Cassandra M. Vanderwall; Carmell R. Jackson; Martin H. Bailkey; Lindsey Day Farnsworth; Carrie M. Edgar; Eric A. Roang; Barry M. Orton; Anne Reynolds; Kyle Richmond and Topf Wells

Absent: 1 -

Will Hughes

Excused: 7 -

Shiva Bidar-Sielaff; Matthew J. Phair; Mark Voss; Christopher G. Brockel; Peter A. Robertson; Michael M. Bell and Daniel J. Kennelly

APPROVAL OF MINUTES

Rhodes-Conway moved to approve the minutes - motion was seconded by Orton - the minutes were unanimously approved.

PUBLIC COMMENT

Mark Bauman requested that the discussion on edible landscapes, especially fruit trees in terraces, be placed on the next agenda.

DISCLOSURES AND RECUSALS

None.

DISCUSSION ITEMS

[28742](#)

Setting Goals for 2013

Woulf reported that 19 members have returned surveys indicating the top priorities for 2013. He explained that it might be easiest to group goals into short, medium, and long range. Also, because many members were missing the discussion should perhaps stay more general instead of making a final decision on the priorities for 2012.

Rhodes-Conway stated that her preference would be to at least start discussion and move forward so a plan could be ratified at the next meeting. It is in the best interest of time to do so.

Woulf mentioned what seemed to be the top eight responses in no particular order:

- a. work to remove unhealthy vending from public buildings.
- b. promote and fund school gardens and outdoor classrooms.
- c. prioritize funding for community and incubator kitchens.
- d. create guidelines for edible landscapes in terraces and/or city parks.
- e. map city-owned land available for community gardens.
- f. identify incentives and opportunities to attract and develop full service grocery stores in underserved areas of the city.
- g. promote and incentivize the use of SNAP at farmers' markets and CSA's.
- h. encourage major institutions to adopt good food procurement policies.

Woulf also mentioned that the Mayor has two priorities: Forming a work group to work on food access in underserved neighborhoods, and raising awareness of issues through some sort of PSA.

Rhodes-Conway stated there are a number of things that are already happening. With the time remaining in her term as Alder, she wants to make sure certain things advance quickly. Public Health is already looking into the idea of healthy vending; she has asked Heather Allen, the Council's legislative analyst, to look into it. This is a topic that she would appreciate FPC input on. Also, she is also looking into options on edible landscape in terraces. She isn't sure there is too much that can be done at this point for FEED kitchens; they are scheduled to open soon and the city is providing funding. She sees the goals falling into two categories: things the city can do and things the city has to ask or beg for. Personally, she has a bias for the former, because it goes quicker.

Fey mentioned that it is important to create a short-term goal list so that the committee can pick off some of the low-hanging fruit. Wells suggested starting to create an easy list. As an example, SNAP at farmers' markets is something we all support - all that is needed is progress reports to make sure things are moving forward. Another example is mapping city-owned land for community gardens; maybe all that is needed is a resolution.

Reynolds said the community/incubator kitchen item made her want to expand that goal to all food incubator opportunities. Not sure what the city can do, possibly map certified kitchens. She would be interested to know what leverage the city has in this area. Fey asked whether we can set a deadline? Rhodes-Conway asked if we could draft a resolution to put perimeters on projects? Orton asked if there is anything we can do for edible landscapes now? Rhodes-Conway said, yes. There is a fairly high level of resistance internally. We need to break it down into sections such as vegetable gardens in terraces. We need to be proactive to all this while addressing city staff concerns. The next issue is fruit tree planting and maintenance on city land that is non-street, i.e. neighborhood signs as an example of how maintenance and funding could work. The second issue is trees in terraces, a power expressly given to the city forester. Fey mentioned the FPC Community Gardens working groups could convene and look at this issue.

Rhodes-Conway stated that we need to re-title the working group. She is

pushing back on the idea that all of these things should be in working groups. She has a preference for more in-depth discussion with the entire group. It is not the right tool for every topic. Wells asked if it would be possible for the working group on community gardens to meet and present a report at the next FPC meeting? Then ask staff to present concerns at working group?

Rhodes-Conway motioned to prioritize four goals: 1. Healthy Vending 2. Edible Landscapes 3. Community Garden Mapping on City Land 4. SNAP Incentives at Farmers' Markets. The motion was seconded by Wells. The motions passed unanimously. Reynolds said since these are all low-hanging fruits, it is good place to start. Fey said to clarify, we have already narrowed it down to 8. Rhodes-Conway said she was not interested in a PSA but is very interested in funding education on purchasing and cooking, etc. More importantly, we need to get our agenda set for the next three to four months. Richmond said the PSA should be focused on SNAP.

A substitute motion was made by Rhodes-Conway, seconded by Wells. Before the next meeting, data from the survey will be compiled. Ten goals (eight listed by Woulf and the two priorities of the Mayor) as general priorities of FPC with different timeframes. The four listed in her previous motion are short-term priorities on the next few agendas. Motion passed by voice vote.

[28713](#)

Schedule presentation by Ken Meter on Economics of Local Food Systems

Richmond mentioned that Ken Meter is now a part of the Crossroads Research Center and that Meter spoke at FairShare in November. When Richmond first spoke with Meter he indicated that he would be interested in speaking, but just with FPC. If the UW could also invite him to speak, maybe they would help us with funding. Fey asked if the committee should look at April or May and potential funders? Farnsworth said we need to be specific about what we want him to present on. Otherwise, Meter might give some very general information that might not be as helpful. Richmond suggested asking THRIVE to be a funding partner. Fey said there are probably many players that would be interested. Richmond, Elger, Bailkey and Farnsworth will investigate options and report back at a future meeting.

[28750](#)

Dan Carmody Visit - Manager of Eastern Market in Detroit

Woulf updated the council on plans to bring a short-term "pre-consultant" to the city to help with the development of plans for public market. He mentioned that this would be prior to hiring for a long-term consultant for the actual project. He stated the two priorities of the Mayor in bringing Mr. Carmody in, other than meeting with the Food Police Council, would be to help in conversations with potential funding partners and to take a look at potential sites. Fey requested that the FPC members be informed of when Carmody will be at the Local Food Committee so they can attend if they desire.

REPORTS

[28073](#) Local Food Committee on Public Market Update

Next meeting is January 10th at 4:30 p.m.

[28106](#) Community Gardens Committee Update

No meeting in December due to lack of quorum. Next meeting is January 22, 2013 at 5:00 p.m.

[28074](#) Dane County Food Council Update

The next Dane County Food Council meeting is January 28th.

[28075](#) Healthy Food for All Update

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

Healthy Food for All had their production meeting in December. They heard from a few area producers and talked about barriers to producing more local food.

[28076](#) Dane County Food Coalition Update

December meeting was cancelled due to snow storm. Next meeting January 16th at 8:00 A.M.

[28077](#) Report of the Food and Alcohol Policy Coordinator

No update.

[28078](#) Meeting Schedule

Woulf indicated he will send out a poll to members.

ANNOUNCEMENTS

Rhodes-Conway reported there is a new National League of Cities staff person devoted to food policy. She will share that person's contact information with Woulf.

Jackson announced the showing of a film title "Soul Food Junkies." It will be shown Saturday, January 19 at 1:00 p.m. at the Sequoia Branch Library.

Edgar announced that one of the changes that was made in the reauthorization of the Farm Bill was a 28% cut in SNAP education. It will put even more restraint on an already tight UWEX budget. This makes it even more important for the city to look at PSA on SNAP.

Farnsworth and Bailkey announced they will be in Los Angeles, meeting with

their FPC staff.

Woulf announced he will be meeting with food policy advisors in Washington, D.C. next week and will bring back ideas.

NEW BUSINESS FOR FUTURE MEETING(S)

Utlely voiced her concerns about climate change impact on food security. Would like for that to be a discussion item in the future.

Orton requested edible landscaping to be a stand-alone agenda item at the next meeting.

Woulf reminded the group that the Mayor will be requesting the formation of a working group on grocery stores and other access in underserved neighborhoods at the next meeting.

ADJOURNMENT

Utlely moved to adjourn the meeting - motion was seconded by Richmond. Motion passed unanimously and the meeting was adjourned at 7:40 p.m.