



City of Madison

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

Wednesday, August 2, 2017

5:30 PM

Wil-Mar Center Youth Room
953 Jenifer St, Madison, WI 53703

NOTE SPECIAL MEETING LOCATION: WIL-MAR CENTER

CALL TO ORDER / ROLL CALL

Convened by chair at 5:36PM.

Present: 16 - Rebecca Kemble; Arvina Martin; Nan Fey; Kellie A. Schweich; Alexia M. Kulwiec; Elisabeth C. Reynolds; Steve Youngbauer; Christopher G. Brockel; Henry D. Aschauer; Martin H. Bailkey; Lindsey Day Farnsworth; Carrie M. Edgar; Devika J. Suri; Satya V. Rhodes-Conway; Anne Reynolds and Kyle Richmond

Absent: 3 - Ledell Zellers; Nathan S. Clarke and Michael M. Bell

OTHERS PRESENT

George Reistad (Madison Food Policy Coordinator), Angela Puerta & Jule Stroick (Planning Division Staff).

APPROVAL OF MINUTES

Kulwiec moves approval. Youngbauer second. Minutes approved as written on a voice vote.

PUBLIC COMMENT

None.

DISCLOSURES AND RECUSALS

None.

SPECIAL PRESENTATION[48216](#)

Darbo-Worthington-Starkweather Neighborhood Plan - Angela Puerta, Planning Division

Attachments: [DRFTDWS July6 LH.pdf](#)

Darbo-Worthington-Starkweather Neighborhood Plan – Angela Puerta and Jule Stroick, Planning Division

Based on notes of the discussion and the structure of the draft plan, the following is an effort to locate where some of the MFPC’s general comments could be noted in the text. There may be other, and better, locations for staff to consider.

Include the “grocery map” shown in the presentation showing clearly why food issues are so important in the area, consider page 31 near definition of food desert

Consider creating an “at a glance” version of the plan for use in the community

Page 12 – mentions Garver Feed Mill as a redevelopment project, consider saying more about its potential for urban agriculture and jobs

Page 12 – clarify when Thurber Park will become part of the City (by 2027?)

Page 12 – add OB Sherry Park, consider mentioning CDBG’s plan for a community garden

Page 32 – reference Gardens Network, not just Community GroundWorks in #4 and #5, add Parks Division to list of partners in #5

Page 33 – mention that both the Salvation Army and East Madison Shopping Center have commercial kitchens (in #4?), and add FoodWise program to the list of partners

Page 34 – consider mentioning economic opportunities of Garver Feed Mill plans, include both food jobs and tourism (see page 12 comment above)

Page 35 – add Madison Food Policy Council as Lead in #9 (its programs are listed here)

Page 36 – add text about general opportunity for community gardens in parks in the paragraph about Tables to follow

Table 9 – Add to description of Salvation Army “reinvigorate garden site” given the estimate it could accommodate over 70 10’x10’ plots

Table 10 – Add Reger & Sherry parks (with appropriate timeframes). Note whether garden space is feasible in each. Sherry Park garden is listed as a top ten CDBG project. Consider adding Salvation Army space here (room for 70+ garden plots)

Table 11 – add cautions about expanding Worthington Park, need to preserve mature trees and affordable housing (possibly expand CDA area?)

Page 39 – add potential parks for gardens identified in the plan here with details

Page 39 – Parks Division should probably be listed as Lead for #1 and #2

Page 46 – make sure the map and text on page 49 are consistent and complete

Note commercial kitchens in the area – Salvation Army, Shopping Center (?)

Worthington Park expansion – limited by mature stand of trees, and need to preserve CDA units

If the neighborhood really wants to create an urban farm like Dahlia, consider Voit Farm could make a better urban ag district than community gardens; note northern portion is “unbuildable” because of water table (Rhodes Conway & Fey)

Overall need to maintain, ideally increase, CDA affordable units in the area (Rhodes-Conway and Fey)

Motion: Recommend that the Common Council adopt the Darbo-Worthington-Starkweather Plan, and that Planning Staff take in to consideration the comments from the Madison Food Policy Council when preparing the final draft of the plan. Moved, Rhodes-Conway, Seconded, Bailkey, approved on a voice vote.

NEW BUSINESS

None.

OLD BUSINESS

None.

WORK GROUP REPORTS

[48197](#)

Comprehensive Plan Work Group August 2017

The Comprehensive Plan Work Group did not meet in July - last meeting was June 12. On Monday, Aug. 7, work group members will meet with Planning staff to discuss the draft Comp. Plan Strategies compiled from the last round of public input (5:00 p.m., Room 118, CCB). The group will meet again the following week, Monday, Aug. 14 for regular work group meeting. Other MFPC members are welcome at either August meeting.

[48198](#)

Community Engagement August 2017

Need to take a different look at the role of this group in terms of connecting to the community and vice versa and how this is accomplished. Potentially explore ways of developing stronger connections to MFPC work groups and actually driving work group agendas based on community input and use of RESJ tool. MFPC could come to the listening sessions, community meetings, steering sessions that revolve around a neighborhood plan.

[48199](#)

Edible Landscapes and Terrace Plantings August 2017

Work group finalized terrace and yard planting guide in June, which received great media coverage and community interest. Work group is working on finalizing the outreach list for use by other work groups doing community engagement. Group is working on an Edible Landscapes Standard Operating Procedure for agency staff at the City, which will provide a uniform protocol for handling edible landscape application inquiries/applications between agencies and staffers, and establish an annual permit review report process. The next meeting is Thursday 8/10 @ 430p in Room 523 of the CCB – sunset report will be presented and Work Group is expected to adjourn Sine Die having fulfilled its mission.

[48205](#)

Food Waste Reduction Task Force August 2017

The Food Waste Reduction Task Force met on Wednesday, July 26 to continue organizing our work in the creation of a Food Recovery Guide. The Food Recovery Guide, similar to the Streets Department's Recyclopedia, will include very specific information on where different types of excess food can best be donated, how to make that donation, and more general information on liability protection and incentives for donating. We are moving toward the creation of an online version and handing out refrigerator magnets that direct vendors to the information. We have developed a table of contents for the Guide and are now pursuing avenues at the UW and elsewhere to find a group of volunteer students who can help flesh out the content. Without this help we fear our work will bog down and not progress in a timely fashion.

We also spent time beginning to plan our second Food Recovery Convocation that will focus on food vendors and potential donors. Elements of the discussion included being sure to make the time spent to be very valuable and to include a hierarchy of food waste solutions (composting, diversion, etc) along with donations/recovery.

48201

Grant Funding August 2017

The Funding Work Group will meet on Tuesday, August 8th at 4:30 PM. Since the 2017 SEED grants were awarded Topf Wells and Martin Bailkey have stepped down from the group. They have been replaced by new members Henry Aschauer, Ald . Arvina Martin, and Devika Suri. The August 8 meeting will transition the new members into the work group, and discuss the SEED grant program after 4 grant cycles (2014-2017).

48202

Healthy Retail August 2017

Staff is exploring ways to make the program more nimble, flexible, and effective, in addition to working with community partners on evaluation work for the program's structure. Reistad also working with the Planning Department to map all food retail establishments in the city with the Food Access Improvement Map overlaid to help staff and the WG identify where business are located within these districts and then discussing strategic ways to do outreach, promote the program, etc.

48203

Healthy Marketing and Procurement August 2017

This group has not met for a few months; big project is Good Food Purchasing Policy. Reistad was able to meet with staff at Monona Terrace (Gregg McManners, catering manager Wendy, and purchasing manager Shawn at Monona Catering LLC) and discussed analyzing the purchasing options/local vendors that some of their big distributors use. Work group to continue working with them and looking at how the group can collaborate considering their purchasing power relative to the City's. Reistad was able to have a phone conversation with Chris Wheat, Mayor Rahm Emanuel's Chief Sustainability Advisor, about how GFPP is shaping up in Chicago and received some insight into how they have collaborated with community organizations and the school district.

[48204](#)

Pollinator Protection August 2017

The Pollinator Protection Work Group has held two meetings since the last meeting of the Food Policy Council in early June. On June 21st, during National Pollinator Week, the group discussed the terrace planting materials that were shared with all of the groups identified in its Outreach Plan. Printed copies were provided to members of the Food Policy Council as examples of public information created by a work group which could be a model for others. The group also discussed the ways in which Madison could fulfill its new obligations as a Bee City USA by posting signs, creating a pollinator web page and providing local coverage of our efforts to be posted on the national website.

On July 21st, the Work Group discussed recent publicity about the City's use of pesticides and its Integrated Pest Management Policy. The Task Force Report of 2015 considered the use of neonicotinoids in particular, but there is clearly concern in the community about other substances that may have consequences for human health as well. The group also discussed actions the City of Madison is taking to comply with the requirements of the Mayor's Monarch Pledge, which the Council authorized to be signed in May.

REGULAR BUSINESS REPORTS[48207](#)

Food Policy Director Update August 2017

Additional members are needed for the Pollinator Protection and Healthy Marketing Procurement Work Groups. Work Group Chairs meeting and Process Guide Overview meeting will be held in Late August or early Sept for WG chairs to meet and go over the MFPC WG Process Guide. A Prospective Member Guide has been developed as a recruitment tool and will be available on the MFPC webpage. The Double Dollars Program is going strong; will be convening a group to discuss updates to the program in mid/late-August.

Fruit and Vegetable Prescription (FVRx) Program has issued the target packets for the second cohort (250 packets). Core group is meeting in August to discuss strategies moving forward on remaining grant funds and voucher issuance as well as future trajectory of the project – garnering increased funding, expansion, change in issuance criteria, programmatic structure, etc.

Food and the WI Idea (Thurs 6/29) event went well, with over 40 attendees. Madison Food Policy Council, Dane County Food Council, Milwaukee Food Council members talked about what their respective food councils do. Informal event, very useful networking occurred, with potential to maybe do something similar in Milwaukee.

[48208](#)

Public Market Development Committee Update August 2017

Site plan approved to move this project forward to drafting a letter of intent. Many other pieces to be approved -- private fundraising moving forward, New Market Tax Credits process advancing, EDA grant for the Food Innovation Center submitted.

[48209](#)

Dane County Food Council Update August 2017

No report – did not meet in July.

[48210](#)

Madison Metropolitan School District Update August 2017

Summer school ended last week, and enrollment begins next week. Will provide a Summer Meals update next month.

[48212](#)

Public Health of Madison and Dane County Update August 2017

No update.

[48213](#)

Community Gardens Update August 2017

The staff team charged with finding additional space for gardens in the Hill Farms area, met on July 25th to discuss the staff report and RESJ analysis of “feasible sites” required by the Council’s resolution guiding this process (see Legistar 42079). Feedback was provided on a draft report and matrix distributed at the meeting, and the process of identifying a stakeholder group for the RESJ process. The group will meet again on August 15th to review what could be final drafts of the report and matrix.

The Gardens Network Advisory Team met on June 20th at UW Extension. The group is planning a retreat in the fall, and working on water issues and a business model for garden costs, as gardens pay very high amounts for water, with much of that made up of fees (sometimes 65-70% of their bills). Higher-level, the group discussed the structure and scope of the Advisory Team and opportunities to hear from garden leaders on what an appropriate role for the Advisory Team is.

ANNOUNCEMENTS

MAD Area Chef Network is putting on YumYum Fest is this Sunday, 8/6 @ Breese Stevens; all proceeds will benefit the Double Dollars Program

ADJOURNMENT

Rhodes-Conway moved to adjourn, Edgar second -- motion passed with a voice vote at 7:32PM.