



City of Madison

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

Meeting Minutes - Approved MADISON FOOD POLICY COUNCIL

Wednesday, January 9, 2019

5:30 PM

Madison Public Library-Central Branch
201 W. Mifflin St. Rm.302
Madison WI 53703

1 CALL TO ORDER / ROLL CALL

Roll Call at 5:32pm, Nan Fey in the Chair

Present: 13 - Rebecca Kemble; Nan Fey; Garrett P. Peterson; Erica C. Anderson; Allison E. Martinson; Christopher G. Brockel; Martin H. Bailkey; Lindsey Day Farnsworth; Teal M. Staniforth; Devika J. Suri; Satya V. Rhodes-Conway; Regina M. Vidaver and Rosaleen E. Joyce

Excused: 7 - Ledell Zellers; Arvina Martin; Elisabeth C. Reynolds; Henry D. Aschauer; Hedi L. Rudd; Jennifer N. Lam and Claire Mance

OTHERS PRESENT

George Reistad, staff, Nick Heckman, staff, Ben Rush – UW Madison, Ben Van Pelt, American Heart Assn, Kristine Omen, Public Health Madison & Dane Co

2 APPROVAL OF MINUTES

Motion to approve made by Rhodes-Conway. Second by Kemble.

Motion passed with a voice vote. Members who were absent from the meeting abstained.

3 PUBLIC COMMENT

4 DISCLOSURES AND RECUSALS

Kemble, Rhodes-Conway noted their participation on the Oscar Mayer Strategic Assessment Committee that authored the report being considered in Agenda Item #6

5 NEW BUSINESS

ACTION ITEM

- 6 [53917](#) Adopting the Oscar Mayer Area Strategic Assessment Report, dissolving the Oscar Mayer Strategic Assessment Committee, and authorizing the development of the Oscar Mayer Area Special Area Plan.

Sponsors: Steve King, Rebecca Kemble and Larry Palm

Attachments: [Oscar Mayer OMSAC Adopted Report](#)
[RESJI Analysis - Oscar Mayer Strategic Assessment Report](#)
[Revised 2018-12-31 DRAFT Metro Facility Analysis S-0 Executive Summary](#)
[Registration Statements ITEM E.1. TPPB 1.19.pdf](#)

A motion was made by Rhodes-Conway, seconded by Kemble, to Return to Lead with the Recommendation for Approval to the PLAN COMMISSION. The motion passed by voice vote/other.

Minute Notes:

Adopting the Oscar Mayer Area Strategic Assessment Report, dissolving the Oscar Mayer Strategic Assessment Committee, and authorizing the development of the Oscar Mayer Area Special Area Plan.

Tom Otto from the Planning Division provided handouts and highlighted details in the attached presentation outlining the report of the Oscar Mayer Strategic Assessment Task Force.

Member questions clarified that the area is within Aldermanic District 12, and noted the importance of Recommendation #2 emphasizing the importance of consulting the report if requests for potential land use changes are made prior to completion of the Special Area Plan. All previous committees to see the report have passed it.

Questions explored the relative timing of the cross-docking RFP and Special Area Planning process (which should align pretty well in 2019) and how MFPC can be involved in this (and other) Special Area Planning processes.

Rhodes-Conway encouraged the MFPC to take this opportunity to engage with the Special Area Planning Process and make sure food-related items are addressed. This is also an opportunity to try out a process between MFPC staff and other departments.

SPECIAL PRESENTATION

7 [54315](#) Special Presentation: PHMDC - Breast-feeding Initiative, Kristine Omen

Attachments: [MFPC Breastfeeding Presentation 010719_PHMDC.pdf](#)

Kristine Omen of Public Health Madison Dane County gave a presentation on Breastfeeding Initiatives

See attached presentation and links to online resources requested by members.

Questions from members included the following topics:

- Working with facilities and building managers, economic development staff to provide lactation spaces; PHMDC can provide signage and has some funds for equipping these rooms (see weblink)
- County has a lactation policy, City is about to complete a revision of its policy; PHMDC has an extensive policy that can be used as a model. MFPC consider providing letter of support for these policies as a food issue
- Providing lactation consultants in Neonatal Intensive Care Units; PHMDC

nurses are currently expanding relationships with hospitals in the area

- Availability of breastmilk for mothers who don't have adequate supply; there is a Madison Milk Bank, other resources available on the PHMDC website
- Partnering with African American Breastfeeding Alliance, Centro Hispano, and Harambee Village; supporting availability of doulas

PHMDC Breastfeeding Initiative Links

Information and resources for our breastfeeding grant initiatives are at the bottom of this page:

<http://www.publichealthmdc.com/community-initiatives/improve-health-of-moms-babies>

Information on breastfeeding resources for the community including our printable brochure is here:

<http://www.publichealthmdc.com/health-services/breastfeeding>

WORK GROUP REPORTS

8 [54299](#) Community Engagement January 2019

The Community Engagement work group met on December 20th. The meeting began with general discussions of how the this body might serve all work groups through the establishment of a formal structure for prioritizing projects as well as providing guidance on how to pivot work in order to respond to identified community needs. There is currently no guiding document or comprehensive food plan to drive the scope of the council's work. This work group intends to address this need and will do so via community feedback processes, public facing activities, and other engagement opportunities.

Also discussed was the need to update the 2014 "MFPC - Goals and Objectives" document to better reflect current priorities and objectives, which led to the realization that the MFPC may need to develop a strategic plan. We would like to discuss with the council as a whole what this process might look like and who should be involved as this is likely beyond the scope of this work group. Finally, a set up equity focused questions, which were informed by WG progress reports, were revised. These are intended to have WG's reflect on how their issues address equity considerations. We are asking WG's to fill these out at their next meeting and return to Claire or George by 2/15. The Community Engagement work group met on December 20th. The meeting began with general discussions of how the this body might serve all work groups through the establishment of a formal structure for prioritizing projects as well as providing guidance on how to pivot work in order to respond to identified community needs. There is currently no guiding document or comprehensive food plan to drive the scope of the council's work. This work group intends to address this need and will do so via community feedback processes, public facing activities, and other engagement opportunities.

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how their issues address equity considerations. We are asking WG's to fill these out at their next meeting and return to Claire or George by 2/21; copies of these questions were handed out at the meeting. Reistad will make sure they are placed on the Agendas of all Work Groups at their next meetings.

9 [54300](#) Food Waste and Recovery January 2019

No meeting was held in December. Food Waste Policy and Practice: Challenging the Norm summit will be held on March 19, 2019; time and place to be announced when the speaking/panel schedule is set.

10 [54303](#) Healthy Retail Access January 2019

Staff is continuing to modify the HRAP application form and make changes to the application process and criteria. After the changes have been incorporated, the WG will start convening roughly quarterly to provide guidance and review proposals while the Healthy Retail Access Program will transition to predominantly staff management.

A final consultant firm was selected to author the food terminal cross-dock facility feasibility study. ACDS, LLC based in Columbia, Maryland was selected from a total pool of four applicants. ACDS, LLC has over 25 years of experience in terminal market planning, comprehensive economic development strategies, and project feasibility analysis. City staff is working with Purchasing and the City Attorney to draft a final contract for services with ACDS, LLC. ACDS, LLC will work with members of the Healthy Retail Access Work Group and partner organizations to plan and implement this study. Reistad will continue to provide reports to the full food policy council.

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11 [54304](#) Healthy Marketing and Procurement January 2019

The mayor signed the APM for healthy vending machine standards in city owned buildings. We in the process of obtaining a comprehensive list of all sites with vending machines. The next step will be to work on implementation of the policy, which includes confirming contract end-dates for machines throughout the city and developing a list of vendors that can meet the nutrition standards.

<http://www.cityofmadison.com/mayor/apm/4-11.pdf>

12 [54305](#) Pollinator Protection January 2019

Did not meet in December; two members are currently also serving on the Integrated Pest Management Policy Review Task Force (Fey & Martinson).

Work Group needs to establish a regular meeting schedule for 2019.

13 [54306](#) SEED Grants Funding January 2019

The 2019 funding cycle for City of Madison SEED Grants opened on Monday Jan. 7.

An information session will be held on Feb. 5th at the Central Library, Room 104, at 6PM. Applications will be due on Fri. March 1st. This year, SEED Grants are coinciding with the Dane County Office of Equity and Inclusion's Partners in Equity - Food Grants, which close on the same day as SEED Grants. City and County staff have also been in contact about cross-promoting our programs.

14 [54307](#) Urban Agriculture January 2019

The Urban Agriculture Working Group met on December 18th, with three items on the agenda. 1) Gardens Network staff will explore the possibility of placing a Mazomanie community garden that is currently highly taxed into a land trust arrangement. 2) Stakeholders developing a proposed "Agricultural Park" in Fitchburg are asking questions about how the land would be managed long-term. This combination of community response and larger policy implications marks this issue as a primary activity type for the Work Group in the future. 3) The Work Group's effort to standardize water use rates across Madison's community gardens will be a more complicated effort, as it may involve working with various city agencies that levy non-consumption fees, and the seeking of support from the full MFPC and Common Council.

The next Work Group meeting will be Tuesday, January 15th.

REGULAR BUSINESS REPORTS

15 [54308](#) Community Gardens Update January 2019

See Urban Agriculture Work Group report, item #3, regarding billing for water. Fey will contact Sheboygan Gardeners about making a presentation to MFPC about the Rennebohm Park expansion.

16 [54309](#) Integrated Pest Management Policy Review Task Force January 2019

At its meeting on December 17, the Task Force discussed final edits to the survey of current practices and established a timetable for responses from city staff and agencies. IPM reports submitted in 2017 were summarized and explained by John Hausbeck from Public Health who has been responsible for reviewing them. Julian Cooper of the IPM Institute led a discussion about the difference between policies and plans, and examined the approaches of other cities. On January 7th, the Water Utility, Engineering and Parks Divisions made presentations on how they approach IPM for the areas they manage. The next meeting will be held on January 28th. The final meeting is currently scheduled for February 18; an additional meeting may be held on March 11th. For detailed Minutes of all Task Force meetings and materials reviewed, see

<https://madison.legistar.com/DepartmentDetail.aspx?ID=38466&GUID=1D2A53EC-6165-4B62-AE87-8877CFBFFECA>

- 17 [54310](#) Dane County Food Council January 2019
- No report. Did not meet in in December.
- 18 [54311](#) Food Policy Director Update January 2019
- ACDS, LLC was selected as the consultant to create the feasibility study for the food terminal cross-docking facility. Staff is working on creating a contract for finalization. Nick Heckman and Reistad met with UW Health Verona Clinic director, Brian Arndt, to begin conversations on potential funding for a fruit and vegetable prescription project. Carrie Edgar, Nick Heckman and Resitad submitted Cultivating Dane DreamUP WI proposal to IRP. IRP will shop this around to community funders to determine interest in funding project ideas.**
- 19 [54312](#) Madison Metropolitan School District Update January 2019
- The MMSD Food & Nutrition Department will be holding the Farmer Request For Information meeting on Thursday January 10, 2019 at 1:30pm. This is an opportunity for farmers to get information on the recently issued RFI to procure local produce for our Child Nutrition programs in MMSD.**
- MMSD has applied for a National School Lunch equipment grant for 2019. We are requesting funding for a walk in Freezer and cooler for Whitehorse Middle School. This will allow us to reduce our energy consumption and free up more space for seating in the cafeteria. We anticipate the award results around June, 2019.**
- The Cities of Madison & Fitchburg will be presenting a plaque to Leopold Elementary school in recognition of their recycling achievement. They have built a sustainable cafeteria recycling/waste reduction program that has kept an estimated 3,300 bags of trash from going to a landfill. Leopold has been able to reduce its trash pickups from daily last school year to 3 times per week this year. The plaque presentation is scheduled for Thursday January 10, 2019 at 10:00am.**
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- 20 [54313](#) Public Health Madison & Dane County Update January 2019
- 2018 Farm Bill was passed in December. Notably, work requirements like those seen in Wisconsin were not made mandatory nationwide for SNAP.**

Government shutdown is putting WIC in a precarious position. SNAP benefits for February will be distributed at the end of January to bypass concerns of not being able to fund. USDA has announced that school meal funding can extend through at least March.

21 [54314](#) Public Market Development Committee Update January 2019

City of Madison and the owners of the shopping center at E. Washington and First St have reached an impasse. The city will instead return to exploring the current Fleet Services building at First St.

22 **ANNOUNCEMENTS**

Community Groundworks – Gardens Network Summit February 16th at Badger Rock Neighborhood Center.

23 **ADJOURNMENT**

A motion was made by Martinson, seconded by Brockel, to Adjourn. The motion passed by voice vote/other.

ADJOURN: 7:17 pm