



# City of Madison

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

## Meeting Minutes - Approved MADISON FOOD POLICY COUNCIL

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Wednesday, June 7, 2017

5:30 PM

201 W Mifflin St Rm. 302 Central Library

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### CALL TO ORDER / ROLL CALL

**Convened by Nan Fey at 5:40PM**

**Present:** 15 - Ledell Zellers; Arvina Martin; Nan Fey; Nathan S. Clarke; Lorraine M. Brathwaite; Alexia M. Kulwicz; Elisabeth C. Reynolds; Christopher G. Brockel; Henry D. Aschauer; Martin H. Bailkey; Carrie M. Edgar; Daniel Y.P. Syverson; Satya V. Rhodes-Conway; Kyle Richmond and Erica C. Anderson

**Absent:** 6 - Rebecca Kemble; Steve Youngbauer; Michael M. Bell; Lindsey Day Farnsworth; Devika J. Suri and Anne Reynolds

### OTHERS PRESENT

**Others Present:** Nick Heckman (Public Health Staff), Ruth Rohlich (Economic Development Staff), Brian Grady and Kirstie Laatsch (Planning Staff)

### APPROVAL OF MINUTES

**Motion to approve Minutes of May 3, 2017 made by Richmond, Second by Rhodes-Conway. Passed with a voice vote.**

### PUBLIC COMMENT

None

### DISCLOSURES AND RECUSALS

**Fey disclosed that she is a board member of REAP and recused herself from the discussion and vote on Agenda Item 47567.**

**SPECIAL PRESENTATION**

Brian Grady and Kirstie Laatsch from the “Imagine Madison” team in the City’s Department of Planning presented an update on the Comprehensive Plan. The planning is currently nearing the end of Phase 2 of 4. Grady described the process to date, and Laatsch provided an overview of the Future Land Use map. The team encouraged MFPC members to solicit input from their networks to continue to ensure that the food system strategies retain prominence in the final comp plan document. Handouts and slide presentation are attached in Legistar.

[47491](#)

Comprehensive Plan (Imagine Madison) process update - Brian Grady and Kirstie Laatsch.

**Attachments:** [Imagine Madison - Food Policy Council 6.7.17.pdf](#)

**NEW BUSINESS**

An application was received by the Healthy Retail Access Program from the REAP Food Group requesting \$15,000 for support of the Summer Meals program. The Healthy Retail Access Workgroup reviewed the proposal and recommended that the MFPC approve the one-time funding for 2017. Heckman and Rohlich presented on behalf of the workgroup.

A lengthy discussion sought clarity on what it would mean to fund this proposal. It was deemed that there is value in the project but its scope may deviate from the intent of the Healthy Retail Access Program, as it is currently defined. Re-structuring HRAP in a way to accept these types of proposals may merit future use of HRAP funds for overarching program evaluation. The Work Group, and Food Policy Council in general, was encouraged to utilize behavioral sciences evaluation of communications approaches.

Motion to place on file with prejudice was made by Rhodes-Conway, seconded by Richmond. Motion passed with a voice vote.

[47567](#)

Healthy Retail Access Program-REAP Food Group-Summer Meals Program

**Attachments:** [HRAP application\\_REAPSummerFood 2017.pdf](#)  
[Summer Meals Program Sponsorship\\_HRAP\\_051717.pdf](#)

**OLD BUSINESS****47484** Oscar Mayer Site Update

**A Resolution establishing the Oscar Mayer Strategic Assessment Committee is working its way through committees. It was recommended for approval by the Plan Commission on 5/23/17, discussed at the Finance Committee on 5/24/17, and expected to return to the Common Council for action in June. Once approved, the Mayor will select 13 candidates for appointment to the Committee and submit them to the Common Council. Within a month of confirming member appointments, the first meeting of the new Committee will be held. A consultant is expected to be hired by September.**

**WORK GROUP REPORTS****47477** Comprehensive Plan Work Group June 2017

**No update beyond Agenda Item 47491 above.**

**47478** Community Engagement June 2017

**Staff and the chair have been working on a process guide for workgroup chairs. Following a review of this process guide, Work Groups will be asked to submit memos on how their work can be viewed through the equity lens.**

**47479** Edible Landscapes and Terrace Plantings June 2017

**Outreach materials are in the process of being drafted. Finalizing outreach plan will be concluded early June. Desire is to get materials produced and shared by National Pollinator Week, June 19-25.**

[47483](#)

## Food Waste Reduction Task Force June 2017

The Food Waste Reduction Task Force met on Wednesday, May 24 to begin 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. This guide could be handed out by Public Health Environmental Services as they inspect and monitor food establishments. We also discussed the creation of an online version and handing out refrigerator magnets that direct vendors to the online information. Our fear is that paper copies will get quickly lost or forgotten about, but a magnet can be placed on cooler/freezer doors as a quick reminder to take action on excess food. To move our work along more quickly, we have agreed to meet twice a month for the next few months.

[47476](#)

## Grant Funding June 2017

Bailkey explained the current Work Group will be reviewing and evaluating its process of the past few years, and several current members will be moving on to other projects so it would be helpful to have some overlap with new members willing to join the Work Group this summer. Alder Arvina Martin offered to join the workgroup; Henry Aschauer has also volunteered.

[47480](#)

## Healthy Retail June 2017

No update beyond Agenda Item 47567 above.

[47481](#)

## Healthy Marketing and Procurement June 2017

Met with City Purchasing staff, who provided insight into which departments are making food purchases. Reviewed contract bid process. Discussed evaluation as it connects to similar work at L.A. Food Council

[47482](#)

## Pollinator Protection June 2017

The Pollinator Protection Work Group met on May 3rd and 26th with Beichen Tian and representatives from City IT, the UW, and the State Cartographer's Office about various technical issues involved in the development of the GIS app for identifying pollinator habitat in the city. Members also participated in the preparation of public education materials about terrace plantings to include pollinator friendly resources. The City's application to become a Bee City USA affiliate was formally approved, so we can officially identify programming as "Bee City USA Madison" just in time for National Pollinator Week, June 19-23.

**REGULAR BUSINESS REPORTS**[47485](#)

Food Policy Director Update June 2017

The Double Dollars Program kicked off on Saturday, June 3 at the following market sites: Dane County Farmers Market, Eastside Farmers Market, El Mercadito de Centro – Centro Hispano, Monona Farmers Market, Northside and Westside Farmers Markets. The Fruit & Vegetable Prescription Program is beginning again, and looking at ways to provide programming in addition to incentives/vouchers so that redemption rates increase for the program. More voucher packets are being issued to get redemption rates up, and Willy Street Co-op, UW Extension (FoodWise) and Second Harvest Food Bank are offering grocery store tours for participants.

[47486](#)

Public Market Development Committee Update June 2017

The Public Market Development Committee met last week. Most of the discussion focused on a somewhat revised site plan. Committee members agreed to give feedback on potential market designs, so that the architects can begin some preliminary market sketches. Mike Miller reported that the Market Ready program to support new entrepreneurs is having great success recruiting interested possible vendors.

[47487](#)

Dane County Food Council Update June 2017

Two new members, Hedi Rudd and Karen von Huene, have been appointed to the Dane County Food Council for three year terms. The Council has developed a new community engagement work group to increase awareness of the Council and to improve community involvement.

[47488](#)

Madison Metropolitan School District Update June 2017

No report.

[47489](#)

Public Health of Madison and Dane County Update June 2017

The Wisconsin Department of Health Services has asked the Trump administration for permission to add drug screenings, premiums, and time limits for childless adults on Medicaid/BadgerCare.

[47490](#)**Community Gardens Update June 2017**

The last meeting of the staff team charged with finding additional space for gardens in the Hill Farms Neighborhood, to supplement the area in Rennebohm Park for a small percentage of the Sheboygan Community Garden, was on March 28th. Parks staff are working on a staff report. Reistad has alerted the Racial Equity and Social Justice team to the need for assistance with an equity analysis of the several feasible locations that will be identified in the staff report when it's ready. Reistad is working to establish more collaborative relationships with community garden organizations in Milwaukee, sharing information on structure, process and community-governmental collaboration models between Community GroundWorks Madison and Groundwork Milwaukee.

**ANNOUNCEMENTS**

Silverwood Park is holding a Barn Dance on Saturday, 5:30. Admission goes toward improving the roof on the historic barn.

Summer Meals Kickoff event will be held on June 19 at 11:30 in Elver Park.

Concerts on the Square begins next month and may impact both the July and August meetings if they're held downtown. Chair Fey will explore location options.

**ADJOURNMENT**

Motion to adjourn made by Richmond. Second by Syverson. Motion passed with a voice vote at 7:47PM.