



City of Madison

City of Madison
Madison, WI 53703
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Meeting Minutes - Draft MADISON LOCAL FOOD COMMITTEE

Thursday, August 6, 2015

4:30 PM

215 Martin Luther King, Jr. Blvd.
Room 300 (Madison Municipal Building)

NOTE: Alder Hall will attend this meeting by phone.

Also Present: Mayor Paul Soglin, Matthew Mikolajewski, Director of Economic Development Division; Peggy Yessa, Economic Development Division; Dan Kennelly, Economic Development Division; Mark Woulf, Alcohol and Food Policy Coordinator, Alder Denise Demarb
Meeting called to order at 4:40 pm

Present: 5 - Amanda Hall; Larry Palm; Barry M. Orton; Topf Wells and Anne Reynolds

Excused: 3 - Marsha A. Rummel; Lindsey Day Farnsworth and Kyle Richmond

CALL TO ORDER / ROLL CALL

1 APPROVAL OF MINUTES: July 2, 2015

A motion was made by Wells, seconded by Palm, to Approve the Minutes of the meeting of July 2, 2015. The motion passed by voice vote.

2 PUBLIC COMMENT

Registered speaker Megan Blake Horst updated the Committee on Mad City Bazaar's 14 events to date with an average attendance of 1,000 people per event.

3 DISCLOSURES AND RECUSALS

None

Alder Rummel arrived at 4:45 p.m.

Present: 6 - Marsha A. Rummel; Amanda Hall; Larry Palm; Barry M. Orton; Topf Wells and Anne Reynolds

Excused: 2 - Lindsey Day Farnsworth and Kyle Richmond

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Accepting the Public Market Business Plan as the guiding document for the implementation of a public market at First Street and East Johnson Street and directing the Local Food Committee to provide recommendations on operating structure, transition, and a market district plan.

Mayor Soglin explained funding for the Public Market is in the Executive Budget for the year 2020. Current GO borrowing needs to be cut. The Fleet Services move out of the 1st street garage needs to be funded before the

Public Market. He said it is critical that the Public Market be shovel-ready by 2017. Take the report and discuss if the delay in building the Public Market is so great that a new site should be considered. Madison now has an improved relationship with the Federal government and this means special consideration for Federal funding.

Alder Palm said the Local Food Committee (LFC) is discussing short term alternative sites that would need money operating costs.

Alder Rummel suggested the old Red Dot Potato Chip Factory on the outbound side of E. Washington Ave be considered for as a temporary Public Market.

Mayor Soglin said to the LFC should explore short term sites and look at the options on the vacant lot adjacent to the First Street garage.

Alder Rummel asked if the Business Plan should be accepted as is or does it need to be drilled down more.

Mark Woulf said the 1st Street Garage is the best option today. The Business Plan could be adaptable to other sites but don't muddy the waters with other sites now.

Alder Palm said the City does not need to be the Public Market landlord.

Would the Mayor be open to this and open to financing other sites?

Mayor Soglin said it depends on how much money is needed.

Mr. Wells thanked the Mayor for discussing this with the LFC.

Mr. Wells likes the Fiore site as an alternative. He thinks the LFC needs a date to commit to the Fleet Services garage or switch elsewhere in earnest.

Mr. Woulf said there is \$750,000 being carried over to fund Public Market planning costs.

Alder Rummel asked Megan Blake Horst if she has spoken with the Fiore property owners.

Ms. Blake Horst said they have been great to work with when dealing with the Mad City Bazaar events. The Fiore site could be phase 1 of the Public Market and the Fleet Garage could be developed as phase 2.

Alder Demarb asked what the price of the Fiore site would be.

Ms. Blake Horst does not know.

Alder Demarb said the Public Market will be expensive even if it is not at the Fleet Services garage. Even if the Fiore site is available it might not be ready to go forward any sooner.

The Mayor would recommend the Fleet Services site if it were available today.

Alder Palm said the lot on E. Johnson Street, adjacent to the river could be built on now and turned into a secondary building when the garage is ready.

Mayor Soglin said Alder Palm's suggestion should be considered. Trachte metal buildings could be used as outbuildings for the Public Market.

Alder Demarb said there is up front work, fund raising, and public engagement, that needs to done. The Economic Development Strategy Plan has identified job development as the number 1 priority. What is the equity impact, are the businesses that will be coming appropriately proportioned and what about business training? Who will do all of this and when?

Mayor Soglin leaves at 5:10 pm.

Mr. Kennelly said the implementation plan needs to be done. Grants, leases, and vendor development are independent of the building plan.

Alder Demarb suggested Alder Kemble speak at the LFC. Alder Kemble recently attended a workshop on Community economic initiatives.

Alder Palm said the LFC needs to:

1. Develop the where and what will be built
2. Determine the program-who and how
3. Maintain the public connection to this project

Alder Demarb met with PPS and said PPS has ideas to engage the public and not lose momentum.

Alder Rummel said the Board of Estimates supports the Public Market but not all of the Council members do. She would add a fourth item for the LFC to work on; that is governance and operations not programming.

Mr. Wells noted the Mayor asked for a shovel ready project by the end of 2017. The LFC should take this seriously.

Chairperson Reynolds said the LFC does see the Public Market as an economic development opportunity. The LFC needs to transition to another group and have more partners.

A motion was made by Wells, seconded by Palm, to Return to Lead with the Following Recommendation(s) to the BOARD OF ESTIMATES.

Accepting the resolution with the changes to the text as noted in the mark up resolution and as noted by staff.

Mr. Wells is dissatisfied with the final Business plan. PPS did not take the LFC recommendations; in particular they keep expenses static for five years. The PPS research on equity and case study was not included in the Business Plan as was asked for.

Alder Rummel said this is a lot of changes. She would like the \$5,000 that was approved to be used for PPS to present the changes to Council.

Chairperson Reynolds asked if on page 3 the implementation strategy due date should be moved from March to June of 2016.

Mr. Kennelly said this came from the Economic Development Committee discussion and it is more in line with the work that needs to be completed.

Mr. Woulf said shovel ready means a lot of things if it is done by March it is OK.

Mr. Kennelly said we have no scope of work to develop the Public Market District Plan and need more time on it.

Alder Rummel said to use the earlier dates and ask for an extension if needed.

Alder Palm said on page 2 it should be noted there were two surveys; one with 2,000 respondents and the Equity survey with 500 respondents. There are some grammatical errors that need to be corrected in the resolution.

Mr. Woulf said staff will take all of these comments to develop a substitute resolution for the Board of Estimates to approve.

Chairperson Reynolds reviewed these changes:

Specify the Equity survey information.

Change the June date to March 2016.

Keep the Pubic Market District plan due date in September 2016.

Alder Palm suggested switching the order of the last two paragraphs and adding “The shovel ready plan should be ready by the end of 2017.”

The motion was approved by voice vote.

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Public Market Discussion

A motion was made by Alder Palm, seconded by Mr. Wells, to approve the Equity Analysis including the recommendations and changes and include it with the resolution and Business Plan.

Jordan Bingham, Health Equity Coordinator, reviewed the equity work that was done for the Public Market. A lot of information was gathered and compiled into ten recommendations.

Alder Palm would like the Downtown and North Madison added as geographies on page 18. He asked why the interpretive display was a recommendation by itself.

Ms. Bingham said this came out strongly in discussions.

Mr. Woulf said there is also a history of Native Americans at this site.

Alder Palm suggested changing “civic” to “story telling”.

Mr. Orton said on page 20 to change “person” to “personal”.

Chairperson Reynolds asked to add “evaluation process” in recommendation #10.

Mr. Orton questioned hiring of the outreach coordinator before the executive director.

Alder Palm suggested saying “early on” instead. When staff is hired earlier it strains the financing.

Alder Rummel said the first job duty of the executive director should be to prioritize public outreach.

Mr. Orton asked if any produce carts are in existence now as mentioned in recommendation # 9.

Alder Rummel said recommendation #10 does not say anything about representation of the people in the governance of the Public Market.

Alder Palm likes the informal language but it needs copy editing.

The motion was approved by voice vote.

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Introduction of New Items from the Floor

None

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Next Meeting

September 3, 2015

8 **ADJOURNMENT**

A motion was made by Palm, seconded by Wells, to Adjourn the meeting at 6:08 p.m. The motion passed by voice vote.