



City of Madison

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

Meeting Minutes - Approved MADISON FOOD POLICY COUNCIL

Wednesday, February 7, 2018

5:30 PM

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

CALL TO ORDER / ROLL CALL

Convened by Chair Fey at 5:36 PM.

Present: 14 - Rebecca Kemble; Ledell Zellers; Nan Fey; Nathan S. Clarke; Elisabeth C. Reynolds; Steve Youngbauer; Christopher G. Brockel; Henry D. Aschauer; Martin H. Bailkey; Lindsey Day Farnsworth; Claire Mance; Devika J. Suri; Satya V. Rhodes-Conway and Erica C. Anderson

Absent: 5 - Arvina Martin; Kellie A. Strinz; Alexia M. Kulwicz; Teal M. Staniforth and Kyle Richmond

OTHERS PRESENT

George Reistad (Food Policy Coordinator), Nick Heckman (Public Health Staff), Ben Van Pelt and Frank Deppers (American Heart Association), Bill Warner (Dane County Food Council Chair).

APPROVAL OF MINUTES

Motion to approve with one grammatical edit made by Bailkey. Second by Zellers.

Passed on a voice vote.

PUBLIC COMMENT

None.

DISCLOSURES AND RECUSALS

None.

NEW BUSINESS**50419**

Healthy Retail Access Work Group Funding Recommendation

Attachments: [Shepherd Harvest HRAP App FINAL 011918.pdf](#)
[Healthy Retail WG - Shepherds Harvest Funding Recommendation Memo 02](#)

This proposal outlines an online grocery and meal planning/kit service designed to provide specially prepared and locally sourced foods. This program will improve online ordering and the creation of an app; options for EBT/SNAP benefits will be accepted at delivery, The app currently being used by Shepherd's Harvest involves a tedious process of phone calls for authorization; the new app can put a hold on the EBT card until it can be swiped at the point of sale when the food is delivered to the customer. It's like making a reservation for the meal to be paid for when it is received. Any operating system, mobile phone, tablet or computer can access the program, and office staff can receive customer calls from mobile or land line phones.

Many questions were asked to confirm there's adequate interest for this pilot program in 20 households using SNAP. The meals will cost \$6/serving, can be provided in portions for 2, 4 or 6 people every 3 or 5 days with options for special diets and allergies. Meals are made with healthy ingredients, locally sourced as much as possible, and come with carefully chosen recipes are easy to follow, require basic kitchen equipment, teach cooking skills and portion control to improve overall health. Recipes are chosen from many food traditions, introducing customers to new foods and cuisines from around the world. Meals can be delivered to the home, or picked up at a number of convenient locations in neighborhoods served. Customers can Members can sign up any time and cancel at any time. Waste is very low.

Motion to recommend accepting the staff recommendation -- that the requested \$34,470 in HRAP funding be awarded to Shepherd's Harvest to fund website/POS system/application development for EBT meal deliveries, purchase refrigeration equipment, and assist in funding direct marketing and community outreach efforts -- made by Kemble. Second by Zellers. Motion passed with a voice vote.

WORK GROUP REPORTS**50259**

Community Engagement February 2018

No report.

[50260](#)

Comprehensive Plan February 2018

The Comprehensive Plan Work Group agreed to cancel its January 11 meeting due to lack of action items, but will meet again on Thursday, February 8. In the meantime, Work Group Chair Kyle Richmond attended another Imagine Madison/City Planning staff presentation to and discussion with the City's Committee on Sustainability and Committee on the Environment, and reported to the Work Group members by e-mail about that presentation and process.

[50261](#)

Food Waste Work Group February 2018

The Food Waste Reduction Task Force held a meeting on Wednesday, January 24. Our invited guest, Steve Youngbauer from Madison Schools Food Service, gave us a peek into actions the school district is taking to reduce food waste in cafeterias. Some of those actions include the addition of salad bars in elementary schools, giving students the right to refuse a certain number of offerings, getting accurate lunch counts from individual schools and adjusting on the fly, and adopting a 3-month menu cycle. The Task Force is interested in the use of sharing tables in lunchrooms and Steve shared a DPI instructional memo on sharing tables that had rules making it very difficult to implement. We decided to reach out to DPI for a discussion about the memo to gain a better understanding. We also received the first draft of the Food Recovery Guide from our interns and spent time reviewing the guide and deciding on next steps toward completion.

[50262](#)

Healthy Retail February 2018

The American Heart Association has funded a programmatic evaluation of the Healthy Retail Access Program, conducted by the Food Trust. This has been an on-going project and should be ready for presentation at the March or April MFPC meeting.

[50263](#)

Healthy Marketing and Procurement February 2018

Staff is working on a substitute amendment for the Good Food Purchasing Policy in conjunction with the Parks Division and Finance, which should be ready for introduction at the March or April MFPC meeting. The focus of the work group has been increasingly turning towards healthy vending.

[50264](#)

Pollinator Protection February 2018

The Pollinator Protection Work Group met on January 10th to review the IPM review process and draft resolution. Staff in affected departments is being contacted and final edits are being made to the Resolution for introduction to the Common Council in February. The goal is to complete this review by the end of the year.

50265 SEED Grant Funding February 2018

Community meeting was held on 1/31 at Meadowridge Library; 12 attendees. Reistad has also created a video presentation of the information provided at the meeting for access by interested parties unable to attend. Applications are due 2/26.

50266 Urban Agriculture February 2018

The Urban Agriculture Work Group met on January 16th. The group discussed membership, and balancing certain areas of expertise (for example, land tenure issues) with community representation among members. The group will seek to be clear and unambiguous in its outreach about what stakeholders can expect the group to do. The next meeting will be February 7th, just before the February MFPC meeting.

The group met again on February 7 meeting to learn about land access and tenure issues from Greg Rosenberg and Jim Welch. The group has identified several areas of interest that would benefit from background discussions with subject matter experts, and it's becoming clear that there are a wide range of potential activities that could be emerge from these topic areas. In the coming months, the group will be deciding how to use its time efficiently and prioritize projects. Equity tools will be used when issues become better defined.

REGULAR BUSINESS REPORTS**50267** Community Gardens Update February 2018

The staff team did not hold a formal meeting in December, but George Reistad worked with Nancy Saíz and Jule Stroick to produce outreach materials that will be mailed, hand delivered and posted on the city's website regarding the "community conversation" about locating additional garden space in the Hill Farms area. The meeting will take place on January 8th at Mount Olive Lutheran Church at 6:30pm. Opportunities for input have also been provided on the city's website.

Reistad reported that over 30 individuals attended the January 8th meeting, and over 130 surveys had been received online and in printed form collected at the Sequoya Library by February 1st. A new intern in his office will analyze the survey responses for presentation to Parks Division staff next week. Janet Schmidt, who has been involved with this issue since 2015 has recently moved to the Engineering Division; Kate Kane will take over for Parks on the staff team. Stakeholders will be informed of findings and progress.

50268 Dane County Food Council Update February 2018

Annual report will be approved at February meeting. Partners in Equity grant will be expanded to consider food and health projects.

[50269](#)

Food Policy Director Update February 2018

Fruit and Vegetable Rx Program is winding down and core group is exploring options for continuity. Staff submitted final grant report this week. There is surplus funding and we will be working with the Center for Patient Partnership's Patient Navigators Program and their participants to disburse FVRx vouchers and spend down the remaining funds. Updates to Food Access Improvement Map approved by council on 1/16; now being used in HRAP and SEED Grants. Madison signed the Milan Urban Food Policy Pact at the US Conference of Mayors Winter Meeting in Washington DC and is now working with other USCM cities to determine next steps and common metrics and indicators for progress.

[50270](#)

Madison Metropolitan School District Update February 2018

No Report.

[50271](#)

Oscar Mayer Strategic Assessment Committee February 2018

Next meeting is February 13 at 5:30 at Warner Park Community Center. Focus will be on land use planning (transportation, Imagine Madison Plan, and relevant neighborhood plans). March 13th meeting will focus on the local food system; meeting 5:30-7:30, location to be determined. April meeting will focus on economic development.

[50272](#)

Public Health of Madison and Dane County Update February 2018

Special Session on Welfare Reform legislation is currently active and hearing a number of bills related to assistance programs in Wisconsin. Expect federal budget discussions and potential government shutdown to have local impacts, too.

[50273](#)

Public Market Development February 2018

Market Ready program is matching entrepreneurs with resources and business plans. Fundraising efforts are going strong and the projects is eligible for new market tax credits. Expect to hold another "Meet the Vendors" event in the spring.

DISCUSSION ITEMS

None.

ANNOUNCEMENTS

- Garden Expo is February 9-11 at the Alliant Center
- Bazaar at Feed Kitchen on Saturday, February 10, 10-2pm
- Community Garden Summit is February 24 at Edgewood College
- 2018 Feeding Wisconsin Health and Hunger Summit will be held on April 9-10 at Chula Vista Resort in Wisconsin Dells.

[49689](#)

Annual Statement of Interests City of Madison Committee Members Due
January 2, 2018

ADJOURNMENT

**Motion to adjourn made by Rhodes-Conway. Second by Day-Farnsworth.
Motion passed with a voice vote at 7:05 PM.**