



City of Madison

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

Wednesday, September 2, 2015

5:30 PM

Madison Central Library
201 W. Mifflin Street
Madison, WI 53703
Madison Foundation Community Room
Rooms 301 and 302

CALL TO ORDER / ROLL CALL

- Present:** 12 - Ledell Zellers; Nan Fey; Nathan S. Clarke; Alexia M. Kulwiec; Steve Youngbauer; Carmell R. Jackson; Martin H. Bailkey; Carrie M. Edgar; Eric A. Roang; Satya V. Rhodes-Conway; Anne Reynolds and Kyle Richmond
- Absent:** 9 - Shiva Bidar-Sielaff; Amanda Hall; Kathy E. Utley; Taiya R. Bach Streiffer; Christopher G. Brockel; Michael M. Bell; Lindsey Day Farnsworth; George C. Reistad and Topf Wells

APPROVAL OF MINUTES

Roang made a motion to approve the July minutes. Jackson seconded the motion. Motion passed by a voice vote.

Rhodes-Conway made a motion to approve the August minutes. Reynolds seconded the motion. Motion passed by a voice vote.

PUBLIC COMMENT

None

DISCLOSURES AND RECUSALS

Reynolds disclosed that her employer, the UW Center for Cooperatives is involved in the proposal of a grocery co-op in the Allied Drive area and will recuse herself from the vote on that item.

NEW BUSINESS

[38885](#)

SUBSTITUTE 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 develop and execute a project implementation strategy for the Public Market and a plan for the Market District ~~provide recommendations on operating structure, transition, and a market district plan.~~

Attachments: [Mark Up business plan resolution \(2\).pdf](#)
[Madison Public Market Final Report w o Appendix.pdf](#)
[Public Market meeting schedule_july 2.pdf](#)
[July 8 board of public works.ppt](#)
[38885-version1.pdf](#)
[Public Market District Completed Equity Tool_DRAFT_8_20_15.pdf](#)
[Public Market District Context_Staff Supplement to Biz Plan_6_8_15.pdf](#)

Woulf provided an overview of the status of the resolution and the timing of the project within the recommended Executive Capital Budget. He explained that despite the delay in the project due to the relationship with the Fleet Services building, it is critical to have the project shovel-ready by 2017.

This Resolution was Return to Lead with the Recommendation for Approval to the BOARD OF ESTIMATES

39503

Application for Gardens Network Advisory Team August 2015

Attachments: [GN Advisory Team Application.pdf](#)

Application was distributed to FPC members.

39927

Report of the Allied Drive/Verona Road Area Staff Team: Recommendation to Accept Response to Allied Grocery RFP

Attachments: [StaffReport re Allied Grocery RFP 8-26.pdf](#)
[Allied Cooperative Response to RFP with Budget Addendum .pdf](#)
[RFP 8422-0-2015-RR Allied Grocery Combined.pdf](#)
[Bach email 9-10-2015.pdf](#)

Rohlich provided an overview of the staff report and recommendations relating to the grocery co-op proposal on Allied Drive. Staff is recommending funding of the proposal, \$300,000 over three years. Woulf explained how the funding of the proposal will be reflected within the Healthy Retail Access Program.

Members had questions clarifying how city investment would be protected, the relationship of the UW Center for Cooperatives and Willy St. Co-op to the Allied Community Cooperative through the duration of the project.

Motion to Recommend Acceptance of the Report (Jackson, Zellers)

This Report was Return to Lead with the Recommendation for Approval to the BOARD OF ESTIMATES

39952

Madison Food Policy Council Budget Requests

Attachments: [FPCbudgetrequests16.pdf](#)

Woulf provided FPC members with an overview of the Council's budget request items from previous years. The Executive Capital budget is already released, which includes the Healthy Retail Access Program. The operating budget would include the remaining items including Double Dollars and Community Gardens operations, SEED grants, etc.

Rhodes-Conway expressed an interest into looking at a potential line item for

pollinator habitats as outlined in the PPT report. Also, funding for staff training would be useful too. Woulf expressed desire to have funding for paid internships.

[39953](#)

Pollinator Protection Task Force Report and Draft Resolution

Attachments: [Pollinator Protection Task Force Report Final Draft.pdf](#)
[PPTFresdraft.pdf](#)

Rhodes-Conway provided a synopsis of the task force's process and report, highlighting some of the major recommendations. Woulf provided an overview of the process going forward, including a draft resolution that would call for the FPC to oversee implementation. The committee will see the full report and resolution formally in November.

WORK GROUP REPORTS

[39954](#)

Community Engagement Work Group September 2015

Attachments: [Public Engagement Working Group September Report.pdf](#)

This WG has had some challenges gaining momentum, but we did have a very productive conversation in the spring. We agreed on the following:

- the PEWG seeks to find mechanisms for both out-reach and in-reach, and to help all the WGs achieve them

- the PEWG is NOT the publicity wing of the MFPC

- it is important that MPFC WGs do not use only out-reach and in-reach tools that the members of the WGs themselves would use (such as the internet or phone calls to city staff or other means more readily available to people with more privilege)

we need to be careful not to confuse active out-reach and in-reach programs with inclusive out-reach and in-reach programs

- we also need to keep in mind that we don't have the same audiences for all issues, and therefore need to choose our initiatives

plus it is important to consider what the existing network nodes are, and what the existing network "umbrellas" are, in understanding an effective out-reach and in-reach strategy – including considering who is left out by those nodes and umbrellas, and how that might effect the success of out-reach and in-reach

We suggested that WGs could strive for better out-reach and in-reach through a couple of means:

- that the PEWG devise an engagement analysis tool for the WGs, which might be something as simple as a checklist of questions such as

Who is your audience?
How will you reach them?

Who do you need to hear from?
How will they reach you?

– each WG should have a good look at the equity tool that has been developed by the public health community

[39955](#) Grant Funding September 2015

No update

[39956](#) Edible Landscapes and Terrace Plantings September 2015

No update

[39957](#) Increasing Food Retail in Underserved Neighborhoods September 2015

No update

[39958](#) Healthy Marketing and Procurement September 2015

No update

[39959](#) Pollinator Protection Taskforce September 2015

No additional update.

[39960](#) Food Waste Reduction Taskforce Update September 2015

No update

REGULAR BUSINESS REPORTS

[39961](#) Food and Alcohol Policy Director Update September 2015

No update

[39962](#) Local Food Committee on Public Market September 2015

The Local Food Committee met in July and August to review the final Public Market District business plan (prepared by our consultant, Project for Public Spaces) and the racial equity report. The Committee also discussed, edited and approved the Resolution requesting the Common Council to approve the business plan and the racial equity report. The Resolution includes a number of items directing the LFC and staff to work with partners on an implementation strategy for the Public Market project, develop a plan for a broader Market District, ensure that the goals of racial equity and social justice are integrated into the models, and continue to monitor real estate opportunities in the District.

The Committee will meet again on October 1. The Common Council will likely consider the resolution at their October 6 meeting.

[39963](#) Community Gardens Committee Update September 2015

No update.

[39964](#) Dane County Food Council Update September 2015

Attachments: [Dane Co Food Council September Report.pdf](#)

The county Pollinator Protection task force will be releasing their final report in September. Food Summit planning continues and the event is scheduled for Oct 25th at Badger Rock School. More information on the Food Summit will be available in the near future.

[39965](#) Dane County Food Coalition Update September 2015

Attachments: [Dane Co Food Coalition September Report.pdf](#)

A survey was recently sent out and is being analyzed to determine the future structure and activities of the Coalition.

[39966](#) Madison Metropolitan School District Update September 2015

Attachments: [MMSD September 2015 Report.pdf](#)
[MMSD Report August 2015.pdf](#)

August: Our application for Community eligibility at 3 more schools has been approved for the 2015-16 school year. All students at Lindberg, Sandburg, and Hawthorne will be eligible for breakfast and lunch each school day.

Enrollment for the 2015-16 school year started on August 4, 2015. We have 7,834 students who have been direct certified for meal benefits. We will be aggressively tackling the application & approval process over the next several weeks to insure that our students receive the meal benefits they are eligible for.

We will be adding a new menu feature this fall for our customers. The Nutrislice menu system will provide nutritional information and pictures of the menu items. This will be a great tool for nutrition education and highlighting locally produced food. There is also a phone App to make this information more accessible to families. We will be introducing the Nutrislice system with our elementary menu this fall.

September: Our schools opened on September 1, 2015. We have approximately 1,800 students on temporary Free or reduced status from last year that will need to complete the meal benefit application process prior to October 14. Our schools will be communicating with them over the next several weeks to get the application process completed. Over 8,000 of our students were Direct Certified for meal benefits without having to fill out an application.

REAP Food Group is working with us on a fall promotion called "Wisconsin Wednesday" that will feature locally produced items for our garden bar. We plan to start this in October.

[39967](#) Public Health of Madison and Dane County Update September 2015

Attachments: [Public Health September Report.pdf](#)

PHMDC continues to undergo strategic planning, now narrowed to four primary areas: healthy beginnings; healthy eating and active living; healthy minds and bodies; and healthy places to live, work, learn, and play. In policy news, the Healthy, Hunger-Free Kids Act of 2010, which authorizes child nutrition programs and WIC, is set to expire on September 30.

[39968](#) Healthy Food For All Update September 2015

No update

ANNOUNCEMENTS

None

ADJOURNMENT

Rhodes-Conway made a motion to adjourn at 7:08 pm. Edgar seconded the motion. Motion passed by a voice vote.