



# City of Madison

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

## Agenda - Amended

### MADISON FOOD POLICY COUNCIL

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Wednesday, January 9, 2019

5:30 PM

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

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Yog tias koj xav tau ib tug neeg txhais lus, ib tug neeg txhais ntawv, cov ntaub ntawv ua lwm yam los sis lwm cov kev pab kom siv tau qhov kev pab, kev ua num los sis kev pab cuam no, thov hu rau tus xov tooj hauv qab no tam sim no.

Contact: George Reistad, Food Policy Director, 608-266-4611 or [geistad@cityofmadison.com](mailto:geistad@cityofmadison.com).

**1 CALL TO ORDER / ROLL CALL**

**2 APPROVAL OF MINUTES**

Approval of the December 5, 2018 Madison Food Policy Council meeting minutes:  
<http://madison.legistar.com/Calendar.aspx>

**3 PUBLIC COMMENT**

**4 DISCLOSURES AND RECUSALS**

Members of the body should make any required disclosures or recusals under the City's Ethics Code.

**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.

**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.pdf](#)  
[Registration Statements ITEM E.1. TPPB 1.19.pdf](#)

**SPECIAL PRESENTATION**

- 7      [54315](#)      Special Presentation: PHMDC - Breast-feeding Initiative, Kristine Omen  
*Attachments:*    [MFPC Breastfeeding Presentation 010719 PHMDC.pdf](#)

**WORK GROUP REPORTS**

- 8      [54299](#)      Community Engagement January 2019  
The Community Engagement work group met on December 20th. The meeting began with a 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.
- 9      [54300](#)      Food Waste and Recovery January 2019  
No report.
- 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 selcted 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.
- 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.

- 12     [54305](#)     Pollinator Protection January 2019  
No report. The Work Group needs to establish a 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. 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 regarding billing for water.
- 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
- 18     [54311](#)     Food Policy Director Update January 2019
- 19     [54312](#)     Madison Metropolitan School District Update January 2019

The MMSD Food & Nutrition Department will be holding the Farmer RFI. 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.

- 20     [54313](#)     Public Health Madison & Dane County Update January 2019
- 21     [54314](#)     Public Market Development Committee Update January 2019
- 22     **ANNOUNCEMENTS**
- 23     **ADJOURNMENT**