



City of Madison

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

Agenda - Approved

MADISON FOOD POLICY COUNCIL

*Consider: Who benefits? Who is burdened?
Who does not have a voice at the table?
How can policymakers mitigate unintended consequences?*

Wednesday, November 17, 2021

5:30 PM

Virtual Meeting

If you need an interpreter, translator, materials in alternate formats or other accommodations to access this service, activity or program, please call the phone number below immediately.

Si necesita un intérprete, un traductor, materiales en formatos alternativos u otros arreglos para acceder a este servicio, actividad o programa, comuníquese inmediatamente al número de teléfono que figura a continuación.

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.

The City of Madison is holding the Madison Food Policy Council meeting virtually to help protect our community from the Coronavirus (COVID-19) pandemic.

1. Written Comments: You can send comments on agenda items to:
mfpc@cityofmadison.com

2. Public Registration: You can register your support or opposition to an agenda item at:
<https://cityofmadison.com/MeetingRegistration>.
If you wish to speak at the virtual meeting on an agenda item, you must register. When you register, you will be sent an email with the information you will need to join the virtual meeting.

3. Watch the Meeting: If you would like to join the meeting as an observer, please visit
<https://www.cityofmadison.com/watchmeetings>.

4. Listen to the Meeting: You can call-in to the Madison Food Policy Council meeting:
Listen to audio via phone:
- Call-in: (877) 853-5257(Toll Free)
- Meeting ID: 980 0497 8359

CALL TO ORDER / ROLL CALL

APPROVAL OF MINUTES

Approval of the 10/20/21 Minutes: <http://madison.legistar.com/Calendar.aspx>

PUBLIC COMMENT

1

[67957](#)

Public Comment

DISCLOSURES AND RECUSALS

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

ANNOUNCEMENTS

The Community of Practice group has had two introductory sessions; excited to share more out as the process continues.

NEW BUSINESS**ADMINISTRATIVE ACTION ITEM**

- 2 [68402](#) Discussion and Motion on How to Hold MFPC Meetings for 2022: Virtual or In-Person

WORK GROUP REPORTS

- 3 [68403](#) Food Access, Relief, and Economic Support - November 2021
Group has been doing a deep dive on examining SEED & PIE grant processes. Drafting formal recommendations to four main areas of the grant process – general, application process, reviewers and grading, and evaluation. There are some ideas that could be adopted in this year's grant cycle; others that would need a longer timeline to implement.
- 4 [68404](#) Food Plan - November 2021
A \$40K covid look back study amendment was included in the 2022 budget that the County Board passed. The budget has gone to the County Executive. When the budget is finalized, the Food Plan work group will work on developing the RFP.

The USDA Regional Food System Partnership (RFSP) awards have not yet been announced.

Next Food Plan work group meeting is Wednesday, Dec 1, 3-4pm, zoom.
- 5 [68405](#) Regional Agriculture and Food Sovereignty - November 2021
The group has been primarily focused on looking at City of Madison ag leases, and preparing a policy memo regarding ag lease recommendations and language recommendations. Preparing a document for DCFC and MFPC to review at the 12/15 joint food council meeting.

STAFF REPORTS

- 6 [68406](#) Business Development Specialist - November 2021
Madison Public Market
• EDA grant -- we are still waiting for a decision as the grant winds its way through their construction, environmental, and legal teams for review
 o We are working closely with admin and construction lead staff to address Q's as they come up on the application

- Submitted a \$4m State of WI DOA Neighborhood Investment Fund grant for the public market; Wed 11/10

HRAP Eval Project

- Continuing to meet as a core team weekly and conduct data analyses as a group
- Research assistant conducted in store surveys at both Lunas and Madison Oriental Market

Mayors for a Guaranteed Income

- City Staff Core Team continues to meet weekly
 - Project is progressing and we are on the cusp of hiring a program manager and local research fellow through UW IRP
 - Foundational agreements required to move forward with hire are almost finalized
- Task Force Core team also meets weekly
 - Advisory Task Force continues to meet monthly and provide input on research domains, hiring preferences/reqts, and program implementation strategies

Truman Olson (S Park Street)

- Continuing to work on securing a grocery for the space; negotiations are progressing and looking positive but no public announcement at this point
- Submitted a \$3m State of WI DOA Neighborhood Investment Fund grant for the Truman Olson grocery store; Thurs 11/11

7 [68407](#) Public Health Madison & Dane Co - November 2021

8 [68408](#) Extension Dane County, UW-Madison - November 2021

Extension is accepting applications for a Regional Dairy Educator position that covers Dane, Dodge, Jefferson, and Rock counties and across the state. Please spread the word: application information is here:

<https://jobs.hr.wisc.edu/en-us/job/511155/regional-dairy-educator-dane-dodge-jefferson-and-rock-counties>.

Registration is open for the 2022 Organic Vegetable Production Conference, organized by UW-Madison Extension Dane County and FairShare CSA Coalition:

<https://fyi.extension.wisc.edu/danecountyag/2022-organic-vegetable-production-conference/>. It will be online on February 3, 4, 7, and 8, 2022. This producer-initiated conference is designed for advanced growers and attracts participants from throughout the Midwest and beyond.

REGULAR BUSINESS REPORTS

9 [68409](#) Community Gardens - November 2021

Community Gardens: Hmong gardeners in McFarland, after losing 3 acres of land to the new community park in McFarland, will be able to continue growing for at least 5 years, on land leased by Rooted WI, Inc. from the McFarland school district starting in 2022. It is a 9 acre plot, so the land will also provide additional growing space for other vegetable growers beyond those displaced from their former location. Rooted continues to explore other options on the county scale for mid-scale vegetable gardeners.

Within Madison, Rooted community garden staff are also looking at options for gardeners from two gardens being disrupted by neighborhood development near the capitol - Crowley Station Community Garden and Triangle community garden. Beyond this, community gardens are tying up loose ends of garden cleanup, water system

winterization, and final crop harvests.

10 [68410](#) Madison Metropolitan School District - November 2021

11 [68411](#) Double Dollars Program - November 2021

Community Action Coalition of South Central Wisconsin (CACSCW) – Double Dollars program performance numbers for June 1 – Oct 31 2021 at farmers' markets, excluding redemption totals as final redemptions run through December. Program history supports a rate of redemption above 95% year-over-year. Anyone who would like to receive the 2021 year-end report can email Alma at almah@cacscw.org.

- 2,075 – total customers (980 new customers; 754 returning; 341 unidentified/anonymous)
- 4,317 – total transactions.
- EBT (Electronic Benefit Transfer) distributed - \$113, 365
- Double Dollars distributed - \$90, 838

Willy Street Co-op -

- In the first month of Double Dollars at the Co-op, both issuance and distribution was up over 70% from past averages. Part of this can be accounted for due to three Tuesdays of issuance in that fiscal period instead of two as has happened in the past. That said, average weekly issuance has been up 55% over past averages, so the numbers are still high right out the gate. We suspect this is due to the continued increase in SNAP benefits usage since the beginning of the coronavirus pandemic.
- During the Co-op's Fiscal Quarter 1 (July-September), contributions to the Double Dollars Fund from the Co-op were up overall 10% over past averages.

ADJOURNMENT