



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, April 20, 2022

5:30 PM

Virtual Meeting

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. Register for Public Comment:
 - Register to speak at the meeting.
 - Register to answer questions.
 - Register in support or opposition of an agenda item (without speaking).

If you want to speak at this meeting you must register. You can register at <https://www.cityofmadison.com/MeetingRegistration>. When you register to speak, 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 by Phone:
(877) 853-5257 (Toll Free)
Meeting ID: 833 1740 6014

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 at least three business days prior to the meeting.

Si necesita un intérprete, un traductor, materiales en formatos alternativos u otros arreglos para acceder a este servicio, actividad o programa, comuníquese al número de teléfono que figura a continuación tres días hábiles como mínimo antes de la reunión.

Yog hais tias koj xav tau ib tug neeg txhais lus, ib tug neeg txhais ntawv, cov ntawv ua lwm hom ntawv los sis lwm cov kev pab kom siv tau cov kev pab, cov kev ua ub no (activity) los sis qhov kev pab cuam, thov hu rau tus xov tooj hauv qab yam tsawg pab hnuv ua hauj lwm ua ntej yuav tuaj sib tham.

For accommodations, contact: Office of Business Resources: 608-267-8721

CALL TO ORDER / ROLL CALL

APPROVAL OF MINUTES

3/23/2022: <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.

NEW BUSINESS

ACTION ITEM

2. [71060](#) MFPC 2022 Elections (Chair and Vice Chair)

WORK GROUP REPORTS

3. [71061](#) Food Access, Relief, and Econ Support - April 2022
No report.
4. [71062](#) Food Plan - April 2022
5. [71063](#) Regional Agriculture and Food Sovereignty - April 2022

STAFF REPORTS

6. [71064](#) Business Development Specialist - April 2022

MADISON PUBLIC MARKET

The Madison Public Market project has passed a couple of key funding milestones in the last year and is closing in on the final funding elements to ensure the construction of a market that meets the vision of the community, complete with a food innovation center, event space, market kitchen, solar panels, etc.

In the last year, Staff and MPM Foundation members have secured \$7m in TIF funding, \$4m in WI DOA Neighborhood Investment Fund grant funding, and we are closing in on a multi-million dollar award from the Economic Development Administration. Additionally, the MPM Foundation is on the cusp of achieving their \$3m fundraising goal. Staff and Foundation members are now working on completing internal processes related to construction bidding and legislative approvals related to operational elements of the market.

The proposed market construction start is November 2022, with construction expected to finish in late 2023 coinciding with Market open shortly after, most likely in early 2024. The 2024 open date is related to additional time needed after general construction on adaptive reuse of the building to accommodate and complete tenant/vendor improvements and build-out.

GROCERY ACCESS

The Truman Olson project (S Park/Cedar St) is proceeding with construction on the site. The site will host 150 units of affordable housing, covered parking and a grocery store. In mid-2021, the City purchased the 24,000sf ground floor condo slotted to be a grocery store. Luna's Groceries and the City of Madison came to a mutual decision in 2021 to go in a different direction re: the grocery store development at that site. Luna's Mariam Maldonado clarified that the size and scale of this store was a deviation from her preferred scale of store and might hinder her ability to take on future operations in other parts of the City that struggle with food access issues. City staff and the development team are in conversations with a grocer and all parties are working together to ensure that the grocer has what they need at the site. Office of Real Estate Services staffer Dan Rolfs is lead on this project.

The Go-oh Groceries project (E Washington Av) continues to move forward. There were some infrastructural issues with the building that slowed down progress on the project and the City has worked with the applicants to address this. Currently the project is applying for additional grants at the state level and is finalizing private lending. City staff is meeting with the applicants every few weeks to assess progress and communicate/collaborate on any issues or questions that come up.

Patricia's Market (Sherman Av) was running into bureaucratic difficulties with USDA re: getting approvals for SNAP-EBT acceptance at the store. Because of a connection made by Mariam Maldonado, City staff was able to work with the owner, Patricia Sanchez, and pull together a group of staffers from Sen. Melissa Agard's Office and Rep. Mark Pocan's Office. Together, they were able to apply some pressure to USDA FNS leadership and clear up the documentation issues that USDA was citing. Patricia's Market now accepts EBT benefits and it has made a difference in the business re: sales as she was having to turn away patrons who wanted to use their FoodShare benefits at the store.

MADISON FORWARD FUND, GUARANTEED INCOME PILOT

The Madison Forward Fund continues to progress and there have been major developments in the last few weeks. In conjunction with City staff input/review, UW Madison Inst for Research on Poverty has hired a Program Manager for the Madison Forward Fund, Blake Roberts Crall, who started the week of 4/11. There has been quite a bit of on-boarding work and discussions around outreach and comms related to the impending launch of the application for the Madison Forward Fund. At this point, the Mayor and staff have helped to raise over \$600,000 from community-based donors to complement the \$600,000 donated by Mayors for a Guaranteed Income.

Additionally, all application and benefits counseling materials have been submitted to UW's Institutional Review Board for (hopeful) approval, the City's Advisory Task Force continues to meet monthly (met earlier today), a logo for the Madison Forward Fund has been designed, and a program website is in development by UW IRP Comms staffers. City staff and partners are looking to launch the program in Late May.

2022 SEED GRANTS

Received 33 applications requesting >\$267,000. Grants awards to 7 organizations:

- The River
- Darbo Pantry Project
- Aldo Leopold School Parent-Faculty Organization

- Neighborhood House Community Center
- Wild Bearies
- Bayview Foundation
- Kennedy Heights Community Center

7. [71065](#) Public Health Madison & Dane County - April 2022

8. [71066](#) Extension Dane County, UW-Madison - April 2022

2022 Dane County Partners in Equity (PIE) Food Project Grants: \$20K is available for disbursement. 23 applications were received, requesting over \$70K. 10 Grant recipients have been announced: Aldo Leopold Foundation, Cambridge Farm to School, Cambridge School District, Mission Nutrition, Youth Empowerment Initiatives, Boys and Girls Club of Dane County, Connecting the Dots, Groundswell Conservancy, Extended Hands Pantry Restorative Garden, and The River Food Pantry. More details on projects funded: <https://www.countyofdane.com/PressDetail/11041>

Farm to Foodbank: Dane County has allotted additional funding to Second Harvest's Farm to Foodbank program to support the program through December 2022. <https://www.countyofdane.com/PressDetail/11039>

Community Composting grant: Dane County Department of Waste & Renewables is launching a new grant that seeks to provide funding for community composting projects that help reduce the amount of organics (food scraps, yard waste) being sent to landfills. All Dane County businesses, institutions, municipalities, Native American tribal governments and organizations, community groups and nonprofit organizations are eligible to apply. Applications will be considered on a first-come, first-served basis until all funds are disbursed (\$10K for FY22) or until September 1, 2022. Details at <https://landfill.countyofdane.com/resources/compost>.

Upcoming food systems educational events on the UW-Madison Extension Dane County website (<https://dane.extension.wisc.edu/>) include Green Thumb Gardening – Spring Series (Wednesdays 9-11am, March 9th-May 25), Webinars for WI Gardeners (May 10, 18, 31; 12pm), and Green Thumb Gardening – Summer Series (Mondays 6-8pm, June 6th-Aug 22). The 2022 Dane County Master Gardener Plant Sale will be held Sunday, May 22nd, 11a.-3pm. A list of plants for sale and more info will be updated at <https://dane.extension.wisc.edu/horticulture/plant-sale/>.

REGULAR BUSINESS REPORTS

9. [71067](#) Community Gardens - April 2022
10. [71068](#) Madison Metropolitan School District - April 2022
11. [71069](#) Double Dollars Program - April 2022
12. [71070](#) Johns Hopkins Center for a Livable Future - Community of Learning Practice - April 2022

ANNOUNCEMENTS

ADJOURNMENT

