

CITY OF MADISON, WISCONSIN

SECOND SUBSTITUTE ORDINANCE _____

PRESENTED
REFERRED

August 7, 2012
Local Foods Committee,
BOHMDC, CCOC

Creating Section 33.52 of the Madison General Ordinances establishing a City of Madison Food Policy Council.

Drafted by: Michael May

LEGISTAR #27276

Date: September 27, 2012

SPONSOR: Mayor Soglin

DRAFTER'S ANALYSIS: This ordinance creates a Food Policy Council as a committee of the City, with 23 members.

The Common Council of the City of Madison do hereby ordain as follows:

Section 33.52 entitled "Food Policy Council" of the Madison General Ordinances is created as a committee to read as follows:

"33.52 FOOD POLICY COUNCIL.

- (1) Food Policy Council. The City of Madison Food Policy Council (FPC) is created and shall be governed by this ordinance.
- (2) Membership; Terms.
 - (a) The FPC shall consist of twenty-three (23) members appointed by the Mayor, subject to confirmation by the Common Council; except that the representative of the Madison Metropolitan School District shall be appointed by the Superintendent of the School District. Three (3) of the members shall be alderpersons; aldermanic appointees shall serve a term expiring concurrent with their term as alders. The remaining twenty (20) shall be adult citizen appointees; citizen appointees shall serve a term of three years expiring on October 1st in the third year following appointment, except the term of the member of the Community Gardens Committee shall expire with his or her term on the Community Gardens Committee. All vacancies shall be filled by appointment of the Mayor, subject to Common Council approval, for a term filling out the remainder of the vacated members' term.
 - (b) When the FPC is first constituted, the initial appointments shall be staggered as follows: Seven (7) citizen appointees shall be for a term of three (3) years; and six (6) citizen appointees shall be for a term of two (2) years; and six (6) citizen appointees shall be for a term of one (1) year.
- (3) Composition. The citizen membership shall be composed as follows: one (1) member shall be a representative from the City of Madison Community Gardens committee, one (1) shall represent a direct-market producer, one (1) shall be a food-access advocate, one (1) shall represent or volunteer at a food bank, one (1) shall be a representative from a health care provider, one (1) shall be a representative of the Madison Metropolitan School District, one (1) shall be a representative from a neighborhood development group or organization group, one (1) shall be a local restaurateur, one (1) shall represent a small or mid-sized retailer, one (1) shall be a sustainable agriculture advocate, one (1) shall be a representative from or an advocate for an urban farm, one (1) shall be employed by an accredited university or college

Approved as to form:

as an expert in food and/or agricultural systems, one (1) shall be an employee of UW-Extension, and one (1) shall represent a wholesale producer.

The remaining six (6) members shall represent any of the following categories, groups, or organizations: a consumer group, an economic development entity, an environmental advocate, a farmers' market, a food cooperative, a food processing company, a mobile food vendor or retailer, a religious organization, a school district, a school food and/or nutrition expert, a staff member from a youth group organization, or a sitting member of a city or county committee that advises on food-related policy, including, but not limited to the Dane County Food Council or the Madison and Dane County Board of Health, or a representative from any of the other organizations listed above and making up the balance of the FPC.

The Chairperson of the Food Policy Council shall be the Mayor or his or her designee, who may fulfill any of the citizen membership requirements above. The designee shall serve a three-year term beginning October 1st of the year of appointment.

- (4) Staffing. The Madison and Dane County Public Health Department, and the city of Madison Food and Alcohol Policy Coordinator (or other Mayoral designee) shall serve as staff to the FPC. Other applicable city staff shall support the FPC as necessary.
- (5) Duties. The FPC shall act in an advisory role to the Mayor and Common Council, developing and making recommendations on food policy changes and monitoring implementation relative to reducing hunger through providing community-wide access to food; enhancing the local and regional food economy; creating an economically, socially, and environmentally sustainable local food system; and improving the health and nutrition of the community through local, healthy food options. The FPC shall have the following responsibilities:
 - (a) Make recommendations to the Mayor and Common Council on ordinances, policies, and budgetary items that have an impact on the food system.
 - (b) Request city staff to develop policies related to the food system based on research, input, and advice from the community.
 - (c) Solicit input from experts and citizens within the food system and lead discussion on various topics in order to inform policy recommendations.
 - (d) Set benchmarks for city departments to reach within a certain time frame to evaluate city progress.
 - (e) Create subcommittees as necessary to facilitate collaboration among stakeholders and to provide further support on policy recommendations.
 - (f) Review recommendations from the Dane County Food Policy Council and the City of Madison Ad Hoc Local Food Committee.”