



# City of Madison

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

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Wednesday, March 6, 2013

5:30 PM

215 Martin Luther King, Jr. Blvd.  
Room 260 - Madison Municipal Building

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### CALL TO ORDER / ROLL CALL

The meeting was called to order by the Chair at 5:40 p.m.

**Present:** 17 -

Shiva Bidar-Sielaff; Satya V. Rhodes-Conway; Matthew J. Phair; Nan Fey; Mark Voss; Kathy E. Utley; Cassandra M. Vanderwall; Christopher G. Brockel; Martin H. Bailkey; Lindsey Day Farnsworth; Carrie M. Edgar; Eric A. Roang; Barry M. Orton; Daniel J. Kennelly; Anne Reynolds; Kyle Richmond and Topf Wells

**Absent:** 1 -

Will Hughes

**Excused:** 3 -

Carmell R. Jackson; Peter A. Robertson and Michael M. Bell

### APPROVAL OF MINUTES

January 9, 2013

### PUBLIC COMMENT

\* Jim Winkle - Quann Park Orchard - Supportive of the Edible Landscape project. Interested in a higher height limit for the terrace policy.

\* Jane Ann Morris - Downtown Gardens Group - Requesting time in front of the FPC. Chair Fey suggested 20 minutes at the April FPC meeting.

\* Kate Heber-Cobb - Madison Area Permaculture Guild - Believe fruit trees are good for promoting food resiliency.

\* Janet Parker - Madison Fruits and Nuts - There is a need to allow street fruit trees as well. The city should also add fruit and nut trees to the list of approved species for forestry. We will lose many trees to EAB, this is an opportunity. There could be a 24 hour requirement to maintain the fruit trees in the terrace. There is poor soil in the terraces, so trees are needed.

\*Judy Skog - Concerned about the application process for permitting for edible landscapes. Wants to make sure it is as simple for the applicant as possible. Permits should be issued for 10 year periods.

\*Sandy Welander - Drumlin Community Farm - Interested in the Public Market project and locating grocery stores in underserved neighborhoods. Public market should be available for retail sales 2-6 days/week; acknowledged that staffing concerns are legitimate.

\*Heather Allen - Common Council Legislative Analyst - Presented memo on healthy vending for public spaces.

## DISCLOSURES AND RECUSALS

None.

## DISCUSSION ITEMS

[28742](#)

Setting Goals for 2013

Reynolds: Wondering where the city fits in with some of the goals. Curious if working group could be formed to figure out answer.

Fey: Important to start with the list and make sure the FPC is comfortable, then we will figure out next steps. Goals are a reflection of our priorities.

Woulf: It might be helpful to have a "toolbox" or a document outlining different options the FPC has (i.e. ordinance, resolution, budget items, etc.)

Wells - As I look at list, #1 and #2 are great, but first step should be getting basic information. For example, how many school gardens? How does MMSD support this, etc.?

Bidar-Sielaff: Agreeing on goals is first step, then we will get background on each topic.

Richmond: When I hear the words fund/funding, it means Common Council action. What is our responsibility to educate policymakers?

Woulf: Mayor Soglin has been clear that the FPC should be making budget recommendations.

Bidar-Sielaff: We do need to have background information to justify funding priorities. Alders on the FPC need to be convinced it relates to our goals.

Fey: Toolbox should include funding considerations.

Richmond: Early interaction with the Executive Budget is something we should value.

Edgar: For goal #1, need to consider there is little evidence that school gardens/outdoor classrooms make kids eat healthier.

Brockel: We should be promoting all kinds of gardens, not just school gardens.

Rhodes-Conway made a motion (seconded by Bidar-Sielaff) to approve a list of goals with the following amendments: Remove goal #1 and replace with the following language: Promote policies and programs that increase public access to gardens and spaces to garden.

Friendly amendment (Richmond): annual update on progress of goals.

Friendly amendment (Bidar-Sielaff): Goals should not be numbered to indicate any sort of priority. Just leave bulleted.

Bailkey: Did we just consolidate? What I heard was leaving goals more general to give us flexibility.

Fey: We pulled some out because they were low-hanging fruit and others to make more general.

Farnsworth: Working groups can help us refine some of these goals.

Motion was approved by a voice vote.

[29178](#)

SUBSTITUTE Creating Section 8.32 of the Madison General Ordinances to allow edible landscaping on City-owned land.

Attachments: [Version 2](#)  
[Redline 2nd Substitute](#)  
[Version 3](#)

[29241](#)

Amending Section 10.25 of the Madison General Ordinances to create a terrace planting ordinance.

Rhodes-Conway: We are the lead committee on this ordinance as well. This proposal wipes out the 24 inch height limit on plantings. Trees are not a part of this proposal. There are questions over who has jurisdictional power over the right-of-way, and it would have been a long fight. I did not want to hold up this ordinance because of the issues surrounding trees. Though I disagree with the OCA interpretation, raised beds will need a privileged in streets permit.

Reynolds: My only concern is that this makes it explicit that trees are not allowed. Is there a way to affirm that this is only a first step?

Rhodes-Conway: It is problematic for some city staff to have Forestry plant fruit trees without a maintenance process. I could envision allowing trees in front of a house by request.

Wells: Why shouldn't we take the lead in fruit trees in terraces?

Rhodes-Conway: Yes, we should, but it is very complicated.

Motion (Orton, Rhodes-Conway): To send to the referral committees. Motion passed by a voice vote.

[29344](#)

Edible Landscapes

Rhodes-Conway: The process is supposed to work where the FPC is the lead committee. This means that at the end of our discussion this evening we will make a motion to send to the other referral committees. Once they have all seen it, we will then make a final recommendation for action back to the Common Council. She commented that this will be used by groups of neighbors that want to set up something like an orchard on city land. She wants to make sure there is minimal review of the applications because any enforcement will be complaint-based anyway.

The proposal will set this up as permits, not leases, but think about the length of time appropriate for the permit terms. We should not require a fee for application or insurance for planting. We should look at an amendment to have staff come up with standard approval process for permit applications.

Bidar-Sielaff: I would like to see language that requires alder notification of permit applications, not just when there are problems. There should be an online application process. We need to make sure affected city staff are at the next FPC meeting.

Wells: It would make sense to do longer than one-year permits. One of the responsibilities of the permittee should be able to confine vegetation to the approved area.

Fey: We have a specific process for community gardens for site plans. It will also be important to have a standard application method.

Reynolds: This implies that the permittee is asking for permission. Is there any situation where there is city-owned land where the city is asking for this?

Rhodes-Conway: I think this will be parallel to the city's master gardener program.

Wells: Someone might be turned down, so should there be an appeal process?

Fey: It is possible to set this up to the citizen boards.

Utleigh: Could I sell the fruit that was harvested off of these trees?

Wells: What is the city process if this is adopted? Is there criteria for process?

Woulf: Language can be included for staff to develop policy. That policy can come back to FPC for approval.

Fey: We can look at beefing up the purpose section of the ordinance.

Bailkey: I think there should be some oversight, but maybe not on an annual basis.

Brockel: Are leases needed?

Rhodes-Conway: Real Estate does not think they are necessary.

Motion (Rhodes-Conway, Wells): To send to the referral committees. Motion passed by a voice vote.

#### [29345](#)

Grocery Stores in Underserved Neighborhoods

Woulf: This item remains Mayor's priority, but we are probably ok waiting until we form working groups.

Vanderwall: Are we going to look at other sources other than big-box grocers?

Woulf: Yes, the intent is to look more generally at food access in underserved areas.

## REPORTS

### [28073](#)

#### Local Food Committee on Public Market Update

Local Food Committee met in February for further discussions of the Public Market. The results of an online vendor survey show significant interest in selling at an indoor market. The committee reviewed the draft RFP for a consultant team that will help inform the feasibility of a market. We also discussed creating an outreach plan for public input and dialog, which will be the focus of our April meeting. Dan Carmody, manager of Detroit's Eastern Market, will be visiting Madison to offer his perspective on food districts and markets. He will be speaking on March 13, 2013 at 5:30 in Room 300 of the Madison Municipal Building.

The Food Policy Committee was invited to attend the Local Food Committee meeting, where Mr. Carmody will be making a presentation.

### [28106](#)

#### Community Gardens Committee Update

Approved funding for the Brittingham Park proposal to the New Garden Fund. The New Garden Fund is a small account started with an anonymous donation and supported by annual contributions of plot fees from gardens around the city; it is dedicated to assisting and starting new community gardens through an annual application and review process. Two new ordinances on edible landscaping will be coming to the committee for review and recommendation in March.

### [28074](#)

#### Dane County Food Council Update

The Council is currently working on plans for agricultural development at Silverwood Farm County Park. They are also reviewing the Dane County Task Force on Poverty recommendations and the Healthy Food For All Plan for potential policy issues.

### [28075](#)

#### Healthy Food for All Update

**Attachments:** [Healthy Food for All draft 4 3 13.pdf](#)

The Healthy Food for All initiative to write a ten year plan to increase access to healthy foods for low income children is reaching the final stretch. On March 18th there will be a delegation meeting to listen to the "Voice of the Community" and begin writing/refining the final plan. After hearing about different aspects of the local food system over the last several months, "the Voice of the Community" meeting will seek to hear from low income communities about their views concerning access to healthy foods and ways that it can be improved. By April we are hopeful to have a draft plan ready that we will vet to various groups interested in local and healthy foods to get their feedback and input. One such group will definitely be the Madison Food Policy Council.

[28076](#) Dane County Food Coalition Update

**No report - Edgar was absent.**

[28077](#) Report of the Food and Alcohol Policy Coordinator

[28078](#) Meeting Schedule

#### **ANNOUNCEMENTS**

#### **ADJOURNMENT**

**Bidar-Sielaff moved to adjourn the meeting - motion was seconded by Phair - motion passed unanimously and the meeting was adjourned at 7:50 p.m.**