



# 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 5, 2014

5:30 PM

Madison Municipal Building  
215 Martin Luther King, Jr. Blvd.  
Room 260  
Madison, WI 53703

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### CALL TO ORDER / ROLL CALL

**Present:** 14 -

Ledell Zellers; Matthew J. Phair; Nan Fey; Kathy E. Utley; Dan J. Stein; Steve Youngbauer; Christopher G. Brockel; Carmell R. Jackson; Michael M. Bell; Martin H. Bailkey; Lindsey Day Farnsworth; Carrie M. Edgar; Satya V. Rhodes-Conway and Anne Reynolds

**Absent:** 5 -

Shiva Bidar-Sielaff; Cassandra M. Vanderwall; Eric A. Roang; Kyle Richmond and Topf Wells

**Others present:** Mark Woulf, Jessica Spade (UW) and Sophia Rogers.

### APPROVAL OF MINUTES

This item was referred to the next meeting because they were incomplete.

### PUBLIC COMMENT

None.

### DISCLOSURES AND RECUSALS

In view of the ACTION to be taken on the SEED grant awards, Chris Brockel, Steve Jungbauer, Martin Bailkey, Michael Bell, Anne Reynolds and Satya Rhodes-Conway disclosed their associations to various organizations or applicants and recused themselves from voting on Item 33284.

### NEW BUSINESS

**33283**

Potential Merging of Healthy Vending and Food Education Work Groups

The group discussed reasons for merging these groups, identified a number of issues that should be considered, and asked the two working groups to discuss further before the next Food Policy Council meeting. At the meeting in April, the groups will report on their discussion and possible recommendations on merging.

**33284** SEED Grant Selections

**Attachments:** [SEEDResolution.pdf](#)

A resolution approving the allocation of funds to the applications recommended by the subcommittee was passed by the Food Policy Council. It will go before the Common Council for final approval and authorization of the funds later this month. There was a unanimous vote of eight members who had no conflicts.

**33285** EBT Access At Farmer's Market

**Attachments:** [Minimum Programmatic Requirements.pdf](#)

The council recommended going forward with the Minimum Program Requirements specified in the attached document. The goal is to have all 26 markets participating, program to become self-sustaining; may need budget amendments from both the City and the County.

**OLD BUSINESS****33005** Terrace Treatment Policy

Referred.

**WORKING GROUP REPORTS****32429** Grant Funding

See report above - Legistar #33284

**32105** Edible Landscapes and Terrace Plantings

Will be meeting on March 13 and report at the April meeting.

**32108** Food Education

See above discussion of merging, Legistar #33283

**32109** Increasing Food Retail in Underserved Neighborhoods

Woulf will provide a 1 page document in April - working with Alfonso Morales at UW.

**32106** Healthy Vending

See above discussion of merging, Legistar #33283.

**REGULAR BUSINESS REPORTS**

**[28073](#)** Local Food Committee on Public Market Update

Anne Reynolds reported that Local Foods Committee will be meeting on March 31st with the consulting team from Project for Public Spaces, to review their Phase 1 Report. This report is based on data gathered from potential vendors and consumers, as well as interviews with numerous participants in the region's local food system. In the past month, PPS conducted two consumer focus groups and a survey of randomly selected participants. The City of Madison conducted a survey that was shared through area organizations, as well as an intercept survey at four branch libraries. The response rate was very good, with over 2000 people completing the survey.

**[28074](#)** Dane County Food Council Update

Shared their annual report. Discussed EBT, Farmers Markets and Community Gardens. Will have 2 open positions after April. Now recruiting for new resident members. Approval of the EBT project (Legistar #33285).

**[28075](#)** Healthy Food for All Update

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

The working group met again in February and came up with a grid to begin collecting information on the strategic goals in the Healthy Food for All plan. They attempted to collect information on what is happening around each goal, who is doing it, what data measures they are collecting, what funding is being used, how the community is engaged, and what is needed to make the project more effective. They had hoped to begin filling in the grid at the February Dane County Food Coalition meeting, but attendance there was low and another agenda item took much of the time. They are now re-grouping to figure out the best way to collect information needed.

**[28076](#)** Dane County Food Coalition Update

Working on proposal for DemoFarm for Mad RFP's application for investing in manufacturing partnership to designate the South Central WI region as an Ag and Food Manufacturing region. This will allow for preference for federal funding.

**[28077](#)** Food and Alcohol Policy Coordinator

Mayor's Task Force meeting in Kentucky in August.

**[31514](#)** Madison Metropolitan School District Update

None.

**28106** Community Gardens Committee Update

Fey reported that over 40 community and agency representatives participated in the Community Conversation about the area's community gardens held on March 4th. The afternoon was spent identifying essential characteristics of successful garden programs, and brainstorming who needs to be involved if and when CAC can no longer coordinate the various services they have been providing to city and area gardens. Future meetings will involve garden leaders and participants, and a public hearing may be convened by the committee to get input from the community at large.

**33286** Public Health of Madison and Dane County Update

None.

**FUTURE ITEMS****ANNOUNCEMENTS**

Utley reported that the Farm to Food Pantry Project is developing a secondary transportation for getting growers food to market.

**ADJOURNMENT**