



City of Madison

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

Wednesday, May 7, 2014

5:30 PM

Madison Central Library
201 W. Mifflin Street
Madison, WI 53703
Madison Foundation Community Room
Rooms 301 and 302

CALL TO ORDER / ROLL CALL

Present: 15 - Ledell Zellers; Matthew J. Phair; Nan Fey; Nathan S. Clarke; Kathy E. Utle; Dan J. Stein; Cassandra M. Vanderwall; Steve Youngbauer; Christopher G. Brockel; Martin H. Bailkey; Lindsey Day Farnsworth; Eric A. Roang; Satya V. Rhodes-Conway; Kyle Richmond and Topf Wells

Absent: 5 - Shiva Bidar-Sielaff; Carmell R. Jackson; Michael M. Bell; Carrie M. Edgar and Anne Reynolds

Others Present: Lesly Scott, Public Health Madison and Dane County

Nathan Clarke was introduced as a new member of the Food Policy Council.

APPROVAL OF MINUTES

Wells motioned to approve the April minutes with corrections.
Rhodes-Conway seconded. Motion passed by a voice vote.

PUBLIC COMMENT

None

DISCLOSURES AND RECUSALS

None

NEW BUSINESS

1. [33980](#) Creating an EBT RFP Selection Work Group

Woulf provided an overview of the RFP that went out to seek an operator for an EBT program. The RFP is structured to ask for a response to mandatory programming, which would include the administration of a program at the Dane County Farmers' Market. The RFP also includes optional programming, which is mostly funded by the city, that could offer administration of the EBT program at other markets, expand access, and administer the MadMarket Double Dollars program. The RFP includes language that a working group of the Madison Food Policy Council, in consultation with the Dane County Food Council, will evaluate the responses and make a recommendation.

Rhodes-Conway motioned to create a working group of the Madison Food Policy Council to evaluate the responses to the RFP for an EBT program operator, that will include at least one member of the Dane County Food Council. Wells seconded the motion. Motion passed by a voice vote.

2. [33949](#) Urging the Congressional Delegation of Wisconsin, U.S. Congress, U.S. Department of Agriculture, and other governmental bodies and organizations to support policies and programs that encourage the development of diversified farming practices that promote a healthy, sustainable food production system.

Attachments: [Master13-May-2014-02-35-26.pdf](#)

Woulf provided background on the reasoning for the resolution from Mayor Soglin. The Mayor is soliciting Food Policy Council feedback on the resolution that he plans on introducing at the U.S. Conference of Mayors Summer Meeting in Dallas. Rhodes-Conway suggested naming the USDA and changing the "Obama Administration" to "White House". Bailkey suggested adding language for crop rotation and use of compost as ways to reduce artificial enhancers and adding whereas for use of urban, peri-urban, and suburban land in close proximity to users. Farnsworth stated that she will check with a contact and offer edits on access issues prior to Council for Substitute.

Rhodes-Conway motioned to recommend approval of the substitute resolution. Wells seconded the motion. Motion passed by a voice vote.

OLD BUSINESS

3. [33575](#) 2014-2015 Madison Food Policy Council Goals: Public profile/engagement

Attachments: [FPCGoals14.pdf](#)

Woulf provided an updated goal sheet that categorizes the priorities by sector. The document is attached to Legistar.

Bailkey stated we should make a statement on how we are going to accomplish objectives. Farnsworth explained that LA's Food Policy Council has a good example of guiding actions (3 C's). Richmond stated he wants to get at the idea of integration, to make clear that we are collaborating with other entities to accomplish our goals. Rhodes-Conway said we should think through our jurisdictional capacity, what the city can accomplish. Vanderwall suggested we add the goals and priorities of each work group as well. Richmond said we need more of an annual report with some of these things in addition to the goals sheet. Woulf agreed to take volunteers to work on an annual report that may be prepared for Food Day (Oct 24).

Wells motioned to approve the goals as outlined on the sheet with the addition of a fifth point under Food Security relating to collaboration. Phair seconded the motion. Motion approved by a voice vote.

4. [33576](#) Work Group Realignment

Woulf gave an update on the latest meeting of the two work groups in discussing a potential model for merging the work groups. Woulf also posted the names of the work groups on the white board and asked for volunteers to put their name on the list.

Wells motioned to approve the creation of the "Healthy Marketing and Procurement Work Group" and the dissolution of the "Healthy Vending" and "Food Education" Work Groups. Rhodes-Conway seconded the motion. Motion passed on a voice vote.

WORK GROUP REPORTS

5. [32429](#) Grant Funding

No update

6. [32105](#) Edible Landscapes and Terrace Plantings

No Update

7. [32108](#) Food Education

Covered under Item #33576

8. [32109](#) Increasing Food Retail in Underserved Neighborhoods

Attachments: [Increasing Food Retail Access-Action Plan.docx](#)

Group worked on intern job description and work plan that will be shared with FPC. Woulf will email to FPC.

9. [32106](#) Healthy Vending

Covered under Item #33576

REGULAR BUSINESS REPORTS

10. [28073](#) Local Food Committee on Public Market Update

The Local Food Committee on the Public Market has approved four public outreach meetings in late May to begin the public discussion of the site for the public market. Today, the Mayor held a press conference on that topic. See <http://www.cityofmadison.com/news/where-should-the-madison-public-market-locate> for more details.

11. [28074](#) Dane County Food Council Update

Attachments: [Dane County Food Council Report.doc](#)

The Dane County Food Council discussed the EBT proposal and welcomed two new members.

12. [28075](#) Healthy Food for All Update

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

No Update.

13. [28076](#) Dane County Food Coalition Update

Attachments: [Dane County Food Coalition Report.doc](#)

No Update.

14. [28077](#) Food and Alcohol Policy Coordinator

Woulf reported he was exploring new sources for the Double Dollars program.

15. [31514](#) Madison Metropolitan School District Update

The electrical work is scheduled for completion this week at Lincoln Elementary, and the refrigeration unit is expected to be delivered soon. First day of Garden Bar service is scheduled for May 27, 2014. REAP will be starting training and education for students on the proper use of the Garden Bar. We are working on a press release hoping to draw some attention to the Seed grant funding that made this possible. REAP will also be doing a pre and post measurement of the waste. We look forward to reviewing that data to help guide us in future decisions.

The goal of Smart Snacks is to encourage parents to send classroom snacks that will more closely align with nutritional guidelines. The group looked at the new USDA standards for SMART Snacks in Schools for guidance and a more consistent message. The guide utilizes a "preferred" vs. "acceptable" section to highlight healthier choices such as fruits, vegetables, whole grain rich, and dairy products. The group is working to have this information out for the start of the 2014-15 school year.

16. [28106](#) Community Gardens Committee Update

Attachments: [CG Report to FPC for July 2014.pdf](#)

Four members of the committee organized and led a gathering of garden leaders from around the City on May 10th; issues for this growing season were identified, and information was shared on how some of them will be addressed now that CAC is no longer supporting community gardens. The concerns of gardeners were then shared with the Planning Group that is leading the conversation about how gardens will be supported going forward. Fey also reported that temporary fencing had been installed around Brittingham Garden, a water line should be installed soon, and a farmers' market with EBT would be starting in June (on Tuesday afternoons from 3-6pm).

17. [33286](#) Public Health of Madison and Dane County Update

In February 2014, PHMDC embarked on a reorganization that entailed splitting the community health/direct services functions of the health department into a new division focused on advancing systems and policy level work to improve overall population health.

The division posted a Food Security Planner in late June, <http://jobs.countyofdane.com/view.aspx?position=1356>. This position will play a role in helping to shape public health priorities related to nutrition, food access and food security in Madison and Dane County over the next decade. As a Food Security Planner (FSP) with PHMDC, this position will support the overall goals and priorities of the Division of Policy, Planning and Evaluation (PPE). Applications will be accepted through July 14, 2014.

Second Harvest Food Bank, with the strategic support of pediatricians, dietitians and PH staff, launched an initiative based on the Oregon Food Bank model, aimed at identifying patients at risk for food insecurity. This collaborative approach will provide health care professionals with education and training to assess needs and make appropriate referrals to area resources. The goal of the coalition: To improve the physical, mental and emotional health outcomes of Dane County children by increasing access to healthy, nutritious food, through strategic partnerships with members of the health care community.

FUTURE ITEMS

None

ANNOUNCEMENTS

None

ADJOURNMENT

Phair motioned to adjourn at 7:16 PM. Wells seconded the motion. Motion passed on a voice vote.