



City of Madison

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

Wednesday, July 2, 2014

5:30 PM

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

CALL TO ORDER / ROLL CALL

The meeting was called to order by the chair at 5:36 p.m.

Present: 15 - Shiva Bidar-Sielaff; Ledell Zellers; Nan Fey; Kathy E. Utley; Dan J. Stein; Cassandra M. Vanderwall; Christopher G. Brockel; Michael M. Bell; Martin H. Bailkey; Carrie M. Edgar; George C. Reistad; Satya V. Rhodes-Conway; Anne Reynolds; Kyle Richmond and Topf Wells

Absent: 6 - Matthew J. Phair; Nathan S. Clarke; Steve Youngbauer; Carmell R. Jackson; Lindsey Day Farnsworth and Eric A. Roang

APPROVAL OF MINUTES

Motion to approve minutes of May 7th; made by Wells, seconded by Richmond: Motion passed by a voice vote.

Motion to approve minutes of June 4th; made by Wells, seconded by Stein: Motion passed by a voice vote.

PUBLIC COMMENT

None

DISCLOSURES AND RECUSALS

None

NEW BUSINESS**34576**

Amending the 2014 operating budget to appropriate \$12,000 from the Contingent Reserve to the Mayor's Office and authorizing the Mayor to execute a contract to purchase the services of a facilitator for the purposes of developing a strategic plan for the future structure and funding of a community gardens program.

Attachments: [Community Foods Partnership 2015 Gardens and Beyond.pdf](#)
[Community Foods Partnership Model Overview.pdf](#)

Woulf provided an overview of the process to this point that led to the need for an expert to help develop a clear strategic and business plan and provided a draft structure that involves the City of Madison, Dane County, and Community Groundworks in the operation of a community gardens program.

Brockel: Is the facilitation limited to the three entities in the document?

Woulf: No, it would be all of the stakeholders.

Richmond: We should pay attention to the municipalities in building a broad base of support, especially in convincing other County Supervisors why this program is important.

Bidar: We should clarify in the title of the program that this is really about community gardens, not foods in general.

Wells made a motion to approve. The motion was seconded by Rhodes-Conway. Motion passed by a voice vote.

34643

Potential 2015 Budget Items

Woulf provided a worksheet for members to look at with potential budget items for 2015. The FPC should make recommendations to Mayor Soglin at its August meeting.

Stein: Is there a Capital cost for community gardens?

Brockel: Mostly just water lines.

Wells: I am wondering if there should be FPC support for the public market as a part of our budget recommendations. On community gardens, should we formally support CDBG funds as a way to fund programming? It seems that we should be asking enough to secure at least one position for the programming. I also would like to see SEED grants continued, expanded.

Rhodes-Conway: We should take a look at the evaluation of how city funds community services and whether there is overlap with the SEED grant program.

OLD BUSINESS

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

Attachments: [FPCGoals14.pdf](#)

No Update.

WORK GROUP REPORTS

[32429](#) Grant Funding

No Update

[32105](#) Edible Landscapes and Terrace Plantings

Two potential ordinance changes need to be addressed. One is with expanding the areas in which edible landscapes can be planted (less controversial). The other is figuring out how to allow raised beds in some way (need alder support, push).

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

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

No Update.

[34337](#) Healthy Marketing and Procurement

Attachments: [Marketing and Procurement.docx](#)

No Update.

REGULAR BUSINESS REPORTS

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

At its June 23rd meeting Local Foods Committee recommended three locations for further study as potential sites for the Madison Public Market District. The committee will review the data and analysis at its next meeting on July 29th. If there is a strong front runner, it will recommend that PPS moves to phase 3 of the business planning process and that the City proceed to acquire the site.

[28074](#) Dane County Food Council Update

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

[28075](#) Healthy Food for All Update

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

No Update.

[28076](#) Dane County Food Coalition Update

No Update.

[28077](#) Food and Alcohol Policy Coordinator

Woulf shared the White House memo on pollinator health and thought it would be a good opportunity given Nathan joining the committee to explore the issue further. Several FPC members voiced support and urged the creation of a resolution.

[31514](#) Madison Metropolitan School District Update

No Update.

[28106](#) Community Gardens Committee Update

Although the City's committee had not met since May, due to lack of quorum, there was a great deal of activity on behalf of community gardens in June. Informational memos on the planning process and important resources were sent to garden leaders, and both a listserv and new website were created to facilitate communication. Nan Fey, Carrie Edgar and Mark Woulf were very involved in the discussions that led to the budget amendment proposed and passed by the Food Policy Council during today's meeting.

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

WIC produce project (SEED grant funded) kicked off today on South Park Street at PHMDC clinic. Awaiting a report from colleagues on details.

Food Security Planner position has been posted and closes the 14th of July. Questions can be directed to Lesly or Mary M.

ANNOUNCEMENTS

None.

ADJOURNMENT

Wells motioned to adjourn at 6:56 p.m. Richmond seconded the motion. Motion passed on a voice vote.