



City of Madison

City of Madison
Madison, WI 53703
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Meeting Minutes - Draft MADISON LOCAL FOOD COMMITTEE

Thursday, August 14, 2014

4:30 PM

215 Martin Luther King, Jr. Blvd.
Room 300 (Madison Municipal Building)

CALL TO ORDER / ROLL CALL

Also Present: Aaron Olver, Director of EDD; Dan Kennelly, Office of Business Resources; Peggy Yessa, Office of Business Resources; Matthew Mikolajewski, Manager of Office of Business Resources; Alder Larry Palm, Bert Stitt, PPS consultant team member

The meeting was called to order at 4:34 pm by Chairperson Reynolds.

Present: 7 - John Strasser; Anita Weier; Lindsey Day Farnsworth; Kyle Richmond; Barry M. Orton; Topf Wells and Anne Reynolds

Excused: 1 - Marsha A. Rummel

1 APPROVAL OF MINUTES: July 29, 2014

A motion was made by Wells, seconded by Orton, to Approve the Minutes of the meeting of July 29, 2014. The motion passed by voice vote.

2 PUBLIC COMMENT

Registers speaker, Steve Gilchrist, spoke in favor of a South side Madison site for the public Market District. The report is wrong because the South side needs:

1. Economic development for job creation
2. Has transportation-traffic counts on Fish Hatchery Road that were not included
3. The Food Hub is a game changer for South Madison in 20-40 years.

ROLL CALL @ 4:38 pm. Mr. Richmond arrives

Registered Speaker, Michelle Miller, is not for or against any of the proposed locations. She hopes the Public Market District will be a part of the cold chain for fruit and veggies produced in this region. She works for Integrated Agriculture Systems and deals with food distribution issues at the UW. She is also member of the Wisconsin Local Food Hub Coop.

Registered Speaker, Joe Mingle, is an urban farmer, partner in Mad City Bazaar, and member of the Dane County Pantry Brigade. He said a critical focus is needed to help low income and struggling people in Madison. A plan is needed to help these people. He is in support of the E. Washington location.

Registered Speaker Megan Blake-Horst is the organizer of Mad City Bazaar. She is glad the report considered vendors needs as important and the selection of the east side location. Madison is hungry for this project

3 DISCLOSURES AND RECUSALS

None

4 [35045](#)

Accepting the Madison Local Food Committee's recommendation on the preferred and alternative locations for the Madison Public Market District, directing Office of Real Estate Services staff to begin negotiations for the lease or purchase of private property at these locations, and directing Economic Development Division staff to conclude Phase Three of the Madison Public Market District Business Plan contract with the Project for Public Spaces consulting team.

A motion was made by Orton, seconded by Wells, to Return to Lead with the Following Recommendation(s) to the BOARD OF ESTIMATES:

- To change the wording of the resolution in 3 instances from "South Park Street" to "South side." (see attachment to file #35045, "Reccomended resolution changes Aug 14 2014");

- To Approve as Substituted.

The motion passed by voice vote/other.

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Discussion

A motion was made by Mr. Orton, seconded by Mr. Wells, to recommend the Board of Estimates accept this Resolution.

Chairperson Reynolds said the catalog of all uses and ideas diagram summarizes the work done so far. At the last Food Committee meeting the Committee recommended a resolution be sent to the Common Council to accept the Phase II work and recommend possible locations for the Public Market District. At this meeting the Food Committee needs to vote to recommend to the Board of Estimates that this resolution go forward to Council approval.

Alder Strasser asked why it was not referred to the Economic Development Committee (EDC) and why the Board of Estimates (BOE) is the lead on this resolution.

Chairperson Reynolds clarified that this committee needs to vote on this so that it can go to BOE for final recommendation to the Council.

Mr. Wells said Alders can bring it to other committees.

Mr. Olver clarified that on the Council floor an Alder can ask for additional referrals. BOE is typically the lead referral for most resolutions. This

recommendation needs to go back to the BOE at their August 25th meeting to go back to Council on September 2nd.

Mr. Richmond made a friendly amendment, seconded by Alder Strasser, to change the wording on the resolution in 3 instances (see Recommended Resolution #35045 changes Aug 14 2014 document). He suggests "South Park Street" be changed to "South side."

He said there are opportunities in the area along the Beltline for the Public Market District not just at the Thorstad site.

Mr. Orton asked if this change is asking the consultants to re-look at Southside locations or redo work that has been already done.

Mr. Richmond said this is not his intent.

Mr. Orton accepted the friendly amendment.

Chairperson Reynolds called for a vote on the amended motion.
The motion passed by voice vote.

Mr. Richmond asked why mention the Fleet Services property being declared surplus in the resolution.

Mr. Mikolajewski clarified this resolution assumes Fleet Services is indeed moving from the First St. location.

Mr. Kennelly said this clause allows the Council to move forward if indeed the property is declared surplus.

Mr. Wells asked if this locks down this site.

Mr. Kennelly said it does not lock it down.

Chairperson Reynolds thanked everyone for their comments and asked staff to keep this committee informed.

5 [27499](#)

Public Market Discussion

Chairperson Reynolds said the diagram is a reminder of all the public discussion that has occurred to this point.
She asked that this data be shared at the briefing of the Common Council Organizational Committee (CCOC) on September 2nd at 4:30 pm.

Mr. Kennelly said there is data, methodology, and outcomes from Phase 1 and Phase 2 that will be presented.

This Committee has met approximately 26 times and worked on this for over two years. Food Committee members are welcome to attend the CCOC

briefing and the meeting will be noticed to allow a possible quorum of the Food Committee to attend.

Mr. Wells said it is important for the Council to have their concerns addressed and would like the consultants, at least some of them, to be at the briefing. The consultant's analysis showed the East Washington site has the best chance for success. He realizes the travel budget and Labor Day Holiday may make this difficult for the consultants to attend.

Ms. Day Farnsworth agreed with Mr. Wells.

Alder Strasser said the Council has to have a broader perspective than this Committee. Poverty is an issue to be addressed at the Council. The community input phase is done. The Council responsibility is broader than the Food Committee's charge.

Alder Weier said she is on the CCOC and it makes sense to have the experts to explain things at their meetings.

Mr. Kennelly explained the diagram, commenting there has been a wide range of discussions and meetings with vendors and the public. He has taken all his notes and ideas and grouped them in categories in one document. All of these activities cannot happen at one site. As we move into Phase 3 consider what makes sense to have in this district.

Alder Strasser said the feedback from his neighborhood is that this is a "building" not a 'district.' To him the focus has been on the items in the blue area of the diagram. He hopes at future public meetings, the press will somehow emphasize the "district." People, places and opportunities will fill in the gaps at more than one building. This will be a long-term plan for a district.

Mr. Richmond said this committee needs to talk about the district.

Mr. Wells said this has never been about showing all functions in one building.

1. He supported the East Washington site because a district could grow there.
2. He is tired of the view that because the East Washington site was supported then he did not care about poor people. He wants the market to offer opportunities for low income people and low income people of color.

Ms. Day Farnsworth suggested a 1-4 page synopsis be developed for the CCOC presentation would be helpful. Key numbers from each phase would be nice to have.

Alder Strasser said the Census Bureau states the South side is a food desert. It has a high crime rate.

Mr. Wells noted the large investment by hospitals and others along South

Park Street.

Alder Strasser said there is no food access in District 14. People take the bus to shop at Woodmans. Starting with retail at a public market district is offensive to South Madison.

Mr. Wells noted the consultants said retail should come first. The vendors' needs are important.

Alder Larry Palm represents District 12. He has not heard these comments before. He thinks this discussion is a preview of what will happen at the Council. He agrees the East side will serve people and provide employment for City residents. He is fully behind the food hub and processing at the Public Market District. These discussions are similar to discussions that occurred about the Garver Feed Mill and Overture Center projects. Without their revenue programming for the low income population would not be possible. South Madison has a library, splash park and the Goodman Pool. His district has not had City investments of this magnitude.

Alder Strasser said these investments did not provide employment.

Mr. Orton said this debate does not belong at this committee. This committee's charge is to select the best site for a Public Market District. The next level of debate is at the Council level. It makes sense for the consultant to be at the CCOC.

Alder Weier read the high percentage of unemployment, residents of color and poverty that are in Census Block 23.01 in her North side district. She noted this occurs not just on the South side.

Chairperson Reynolds asked if there are things this committee should convey at the CCOC workshop. Phase 3 will be more specific. She agrees food related jobs are stepping stones for employment. The market can be an incubator. The message to communicate is this strategy. This will be a market district like no other. These values need to be in place.

Mr. Wells said Mr. Orton is right and the Council will make the final decision on a site. This committee knows what will generate jobs. It did not hire consultants who wanted an instant retail market.

Mr. Kennelly clarified that the development of a business plan is in the Phase 3. This will be the bulk of the work contracted with PPS to complete.

Mr. Richmond said there is good language in the Phase 3 handout.

Mr. Kennelly said the Phase 3 scope handout predates the district concept. It is a year old and does not include the word "district."

Mr. Richmond asked what the business plan will focus on.

Mr. Kennelly said it is up to us to direct the consultants' work.

Mr. Wells asked staff and the consultants to revise this document to incorporate the vision of this Committee.

Mr. Orton said adding the word 'district' should take care of 95% of the changes needed.

Mr. Mikolajewski said staff will do this.

Mr. Richmond wondered if the consultant will tell us how to involve vendors and developers. Will they show road patterns?

Chairperson Reynolds said phases are part of the appeal of a district. She responded to Mr. Richmond with a yes, save that discussion for the next meeting.

Mr. Mikolajewski asked if the Committee would like to see the revised document before it goes to the CCOC.

Mr. Orton said yes, if any changes are more substantial than changing "building" to "district."

Registered speaker, Richard Flowers, arrived late and was allowed to speak. He is a resident of the South side and noted this may not be the time to plea for the South side location. This is not going away. He sees the under representation of people of color on this Committee. He has a business on the South side. Not locating the Public Market District on the South side is short sighted. He believes in looking at the big picture like Alder Strasser.

Alder Weier said her district has poverty.

Mr. Flowers said the Warner Park Community Center was a big investment for the North side.

6 [34935](#) Introduction of New Items from Floor

7 [34936](#) Next Meetings

8 **ADJOURNMENT**

A motion was made by Wells, seconded by Weier, to Adjourn. The motion passed by voice vote. The meeting adjourned at 5:45 p.m.