



City of Madison

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

Wednesday, March 4, 2015

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

The meeting was called to order by the chair at 5:35 pm.

Present: 18 - Shiva Bidar-Sielaff; Ledell Zellers; Matthew J. Phair; Nan Fey; Nathan S. Clarke; Kathy E. Utley; Taiya R. Bach Streiffer; Steve Youngbauer; Christopher G. Brockel; Carmell R. Jackson; Michael M. Bell; Lindsey Day Farnsworth; Carrie M. Edgar; Eric A. Roang; Anne Reynolds; Kyle Richmond; Topf Wells and Erica C. Anderson

Absent: 3 - Martin H. Bailkey; George C. Reistad and Satya V. Rhodes-Conway

APPROVAL OF MINUTES

Wells made a motion to approve the minutes of January 7, 2015. Bidar seconded the motion. Motion passed by a voice vote.

Wells made a motion to approve the minutes of February 4, 2015. Bidar seconded the motion. Motion passed by a voice vote.

PUBLIC COMMENT

None

DISCLOSURES AND RECUSALS

Brockel disclosed that he assisted on an application that was not selected for SEED grant funding. He stated that it would not impact his judgment on other SEED grants.

Edgar disclosed that UW-Extension is listed as a partner on one of the SEED grants that was selected and would be recusing herself from the item on the agenda.

Ald. Phair disclosed that he is a Board Member of "Let's Eat Out!" which received SEED grant funding and that it would not impact his judgment on other SEED grants.

SPECIAL PRESENTATIONS

Group received a presentation on Sustainability Framework Training from Karl van Lith, City of Madison Organizational Development and Training Officer

NEW BUSINESS

[37470](#) SEED Grant Selections March 2015

Attachments: [2015SEEDGrantRecipients.pdf](#)

Wells made a motion to recommend funding of the SEED grant proposals as recommended by the Funding Work Group. Phair seconded the motion—Motion passed by a voice vote.

OLD BUSINESS

[37471](#) Public Engagement Update March 2015

Members Bell, Phair, Reistad, Fey, and Anderson volunteered to be members of the work group. Bell volunteered to chair the work group. Council discussion focused on "pathways for participation" as a central goal for the work group.

Farnsworth: Interested in making sure that the public is aware of the open work groups and how the food policy council can benefit the average person. Are there other mechanisms to get word out about meetings?

Edgar: there are existing resources, such as the Dane County Food Coalition listserv, that we can use to advertise meetings and potential issues.

Woulf explained that future website will be another place to share information.

Work group agreed to meet before the next regular FPC meeting to discuss next steps.

WORK GROUP REPORTS

[37472](#) Grant Funding March 2015

The workgroup held a public meeting for SEED grant finalists and made funding recommendations to the FPC and the Common Council.

[37473](#) Edible Landscapes and Terrace Plantings March 2015

Attachments: [Edible Landscapes Report 3-4-15 Meeting.pdf](#)

The group met to look at the permit process and website. We discussed how to

make the permit process more accessible and easy to use. Agreed not to eliminate any properties before people at least have a conversation with the relevant department. Our next steps include meeting with staff to help them understand importance of process and get them favorably inclined to help people find a way to do this; finalizing text for the website; inviting test cases and ask them to give us lots of feedback; and asking alders to look at the map and think about what is city owned and where there might be edible landscapes. We would like the help of the Community Engagement Work Group in spreading the word once the website/permit application is live.

37474**Increasing Food Retail in Underserved Neighborhoods March 2015**

The workgroup met and reviewed RFP language for the grocery store on Allied Drive. The workgroup made language recommendations that were included in the final draft of the RFP. They also looked at data to develop criteria for healthy retail fund.

37475**Healthy Marketing and Procurement March 2015**

Attachments: [Healthy Marketing and Procurement March Report.pdf](#)

Our committee met on Monday at UW Cooperative Extension. Our entire committee was in attendance.

We reviewed our mission and the food procurement guidelines of the LA policy. We decided as a group that we would focus on the food procurement piece of our mission first and then marketing.

We have contacted Minneapolis and Chicago to review their food procurement policies. We plan to have a draft resolution for a healthy procurement "pledge" for the city council to approve by March 25th, and for approval by the full FPC meeting by April.

37476**Pollinator Protection Task Force March 2015**

Attachments: [Pollinator Protection Task Force Update.pdf](#)

At its meeting on February 5th, led by Nan Fey at the chair's request, the group heard reports from the Planning Division's Director (Katherine Cornwell) and Zoning Administrator (Matt Tucker) about planning and planting issues within their purview. This process could provide a good opportunity to review current policies on plantings in landscaped areas, and the definitions of "weeds" in yards. Director of the Community Development Authority, Natalie Bock Erdman reported that, while the CDA doesn't have a lot of space or staff on their properties, they have residents living on site that may be interested in helping to create pollinator friendly habitats. Mark Woulf reported that Dane County is also creating a task force to study pollinators; its schedule will be a couple of months behind the City's Task Force, but the groups will likely coordinate and collaborate as their work proceeds.

37477 Food Waste Reduction Task Force Update March 2015

The taskforce met and reviewed a survey to track food waste information from institutions and restaurants. Taskforce members distributed the survey to a few stakeholders for feedback.

REGULAR BUSINESS REPORTS**37478** Food and Alcohol Policy Coordinator Update March 2015

RFP is being finalized for the \$300k low-interest loan to attract a grocery store to Allied Drive, to be issued on March 10th. The \$15,000 authorized in "emergency funds" for interim transportation use solicited one bid from a group including Union Cab, Joining Forces for Families, and the Allied Community Co-op. The co-op also received some funds through the SEED Grant for use to establish a buying club.

37479 Local Food Committee on Public Market March 2015

Attachments: [Local Food Committee on Public Market March Report.pdf](#)

Reviewed preliminary design and business plan work by consultants with the next session scheduled for tomorrow. Working with many community partners and members of the public on the equity survey to insure that the Public Market serves all members of our community in a variety of helpful ways (as examples, good, affordable, local food, jobs, culturally diverse and appropriate programs, fun).

37480 Community Gardens Committee Update March 2015

Attachments: [Fey Reports to FPC 3-4-15.pdf](#)
[gardens-network-1-page.pdf](#)

At its meeting on January 27th, the committee welcomed a new representative from the CDBG Committee; Greg Rosenberg is very familiar with food and land use issues, and participated in a working group that helped to craft provisions for community and market gardens, as well as an urban agriculture district, for the City's recently revised Zoning Code. The committee was also introduced to Tracy Hartley, newly hired into the Parks Department with community gardens in her portfolio; she will be attending future meetings and is a most welcome addition. Sheboygan Avenue Community Garden is still under threat from current development proposals on the DOT property, but is hoping to secure a permit from the State to use the garden during the 2015 growing season. Planning for the Garden Leader Summit on February 28th is well under way, and the program will include a presentation on the new "partnership" model being created by the City, Extension and Community GroundWorks.

At its meeting on February 24th, the committee approved the plot fee structure to be utilized in gardens on City-owned lands for 2015-2017. The fees are based on county median income guidelines, and gardens are asked to donate 10% to a grant program that supports the development of new gardens, and improvements or expansions of existing gardens. Mark Woulf and Karen von

Heune, Executive Director of Community GroundWorks (Troy Gardens) provided a 1-page description of the new "Gardens Network" that will be working to provide some of the services that had been the responsibility of the Community Action Coalition for decades until May 31, 2014; funds will need to be raised to support this work, and memoranda of understanding will need to be signed among the parties to cover the legal aspects of the partnership and clarify responsibilities. Leases and insurance for community gardens will be managed by the Gardens Network, which is a great relief to their leaders.

37481

Dane County Food Policy Council Update March 2015

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

Met on Wed February 25th. The reviewed and approved the annual report. An update was provided on the County Pollinator Protection task force and the joint City/County food waste work group. Next meeting is scheduled for March 25th at 6 pm.

37482

Dane County Food Coalition Update March 2015

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

The Dane County Food Coalition met at Centro Hispano on Feb.5th. The meeting included an update on the work of Centro Hispano and a presentation on the Just Dining Guide and food worker activism by the Workers' Rights Center and the Interfaith Coalition for Worker Justice. Next meeting will be scheduled for April.

37483

Madison Metropolitan School District Update March 2015

Winter Months are some of the most difficult to source local produce for use in schools. An Innovative relationship between REAP, MMSD, Mammoth Produce, Growing Power and the Wisconsin Innovation Kitchen has made this exciting effort possible. Over 2,100 pounds of locally grown carrots and Kohlrabi landed in the cafeterias of the Madison Metropolitan School District in the last 2 weeks. Both of these products were grown within 70 miles of Madison.

The Wisconsin Innovation Kitchen in Mineral Point is a commercial kitchen owned and operated by Hodan Community Services, a program supporting people with disabilities. This is their first time processing produce for direct purchase by MMSD. The establishment of this path from producer to processor to school district is a wonderful accomplishment for the MMSD Farm to School Program.

37484

Public Health of Madison and Dane County Update March 2015

As of April 1, Wisconsin is moving to mandatory FoodShare Employment and Training for qualifying Able Bodied Adults Without Dependents enrolled in the FoodShare program. Wisconsin have also eliminated a waiver on time limitations for this program, so individuals who fail to comply with their FSET requirements will be prevented from receiving Foodshare for 3 months in a 3

year period.

[37485](#)

Healthy Food For All Update March 2015

No update

ANNOUNCEMENTS

Film "Food Chains" will be shown on UW campus March 11. The City will also be screening this film in March, time and place TBA. Also the "Fair Share CSA" event will be held at MTCC on March 8th.

ADJOURNMENT

Wells made a motion to adjourn at 7:53 pm. Jackson seconded the motion. Motion passed by a voice vote.