



# City of Madison

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

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Thursday, March 5, 2015

4:30 PM

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

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### CALL TO ORDER / ROLL CALL

**Also Present:** Dan Kennelly, Office of Business Resources; Matthew Mikolajewski, Economic Development Division Director; Peggy Yessa, Office of Business Resources; Mark Stevens, PPS team member; Bert Stitt, PPS team member; Alder Palm; Jay Wendt, City Planner; Mark Woulf, City Alcohol and Food Policy Director

The meeting was called to order at 4:32 p.m.

**Present:** 7 - Marsha A. Rummel; Anita Weier; Lindsey Day Farnsworth; Kyle Richmond; Barry M. Orton; Topf Wells and Anne Reynolds

**Excused:** 1 - John Strasser

### 1 APPROVAL OF MINUTES: February 5, 2015

A motion was made by Wells, seconded by Day Farnsworth, to Approve the Minutes. The motion passed by voice vote.

### 2 PUBLIC COMMENT

Terry Shelton, registered, did not wish to speak, and was available for questions.

Registered speaker, Jeff Smoller, distributed a Willy Wash Fact Sheet and Take Me to Willy Wash document. He spoke in favor of the Public Market District.

#### ROLL CALL @ 4:35 P.M.

Mr. Orton and Mr. Richmond arrive

**Excused/Absent:** Alder Strasser

**Present:** Anne Reynolds, Alder Weier, Alder Rummel. Barry Orton @ 4:35, Topf Wells, Lindsey Day Farnsworth, Kyle Richmond @ 4:35 p.m.

Registered speaker Megan Blake-Horst, supports the Madison Public Market District. She is the owner of Mad City Bazaar. The Bazaar will open on May 2 at 10 a.m., with ribbon cutting at 9:45 a.m.

**3 DISCLOSURES AND RECUSALS**

None

**4 [27499](#) Public Market Discussion**

Jay Wendt, City Planner, explained the Yahara River Corridor Plan development has taken a break to wait for further development of the Public Market District site. He displayed and summarized three design alternatives for the corridor. The City owns Burr Jones Park, the bike path and the Yahara River frontage.

Alder Rummel asked if these designs have been publicly vetted. Has the DNR approved them?

Mr. Wendt said the DNR has not approved the plans.

Chairperson Reynolds said it is not clear that the Yahara River Corridor Plan and the Public Market District are two plans with different processes. In the future they may be integrated but this level of detail at this point in time is not possible.

Mr. Richmond asked staff to clarify the two plans integration.

Mr. Stitt said there needs to be a public engagement process. The roundabout concept on the MGE parcel is too far developed and should be taken out; then engage the public in the design.

Mr. Stevens said a distinction between the two plans is needed.

Mr. Wendt said refinements to the plans are needed.

Alder Rummel asked to stop refinements to the plans. She does not support the plans as they are. Focus should be on the Public Market District. The parkway is separate; do not bring it into the Public Market District debate.

Ms. Day-Farnsworth asked about the timeline for the Yahara River Plan.

Mr. Wendt said it is behind the Public Market District.

Mr. Richmond is concerned about both plans. What is the City's priority?

Mr. Kennelly said the Yahara River Process has been underway for 18 months and is independent of the Public Market District Process. He referred to the timeline and noted the draft business plan will be available around March 20. The Local Food Committee will discuss it at their April 2 meeting. There will be public engagement meetings and a meeting with potential vendors. In May PPS will come to Madison.

Mr. Wells would like the Committee's comments to go to PPS. Is there anyway PPS can come to the public meetings?

Mr. Kennelly said the scope of work in the contract does not call for this. PPS has only one Madison trip planned to present the business plan in Madison.

Mr. Stevens suggested the committee filter the public comments and send these to PPS.

Ms. Day-Farnsworth asked which meeting is the most important for PPS to attend in Madison.

Mr. Kennelly said PPS is 74% done with their contracted work.

Mr. Wells said the Local Food Committee cannot bring to the table what is the best plan to produce an economically viable Public Market District. He wants PPS at a public meeting so they can hear for themselves and build this into their final deliverable.

Chairperson Reynolds suggested the largest meeting be held the first week of May.

Mr. Orton said the vendors meeting might have variables that could affect the plan and the space. The Committee can filter the comments on the customers, neighborhood and equity for PPS. The vendors' reactions and comments are critical to the business plan. Leases, and hours of operation are critical to the vendors.

Mr. Wells suggested the following meetings:

1. Design with Melissa Destree
2. Neighborhood
3. Vendors
4. Equity Analysis meeting for the full team to attend

Mr. Kennelly relayed the Racial Equity Social Justice staff said a special meeting on equity is not needed.

Chairperson Reynolds suggested holding the meetings where people will show up.

Mr. Stevens asked if PPS is clear on the equity and that the business plan goes beyond just vendor setup.

Chairperson Reynolds said PPS heard this at the meeting in Tenney Park.

Mr. Kennelly said equity is part of PPS's overarching philosophy.

Mr. Richmond asked if the public will understand the Public Market is first and the District will develop after it.

Mr. Woulf said to consider the timing of the final business plan going to Council. PPS could present it to the Council. The Local Food Committee can mind the "gems" and integrate these into the business plan. It would be helpful for PPS to be at the Council meeting to explain the details.

Chairperson Reynolds said this would bring PPS here in June.

Mr. Kennelly said he has discussed this with PPS and they want to come out after everyone has seen the draft.

Maybe Steve, Kelly and Larry could come to Madison in April and Dave could present the final to the Council as the operational expert.

Chairperson Reynolds liked this idea.

Alder Rummel said the Council is important and the expert has to be here to defend the plan.

Chairperson Reynolds asked Dan to split the difference with PPS with mid-May meeting with the public and the Council in June.

Mr. Stevens asked which public meeting should PPS attend.

Chairperson Reynolds said the vendor meeting.

Mr. Kennelly said the contract has one more visit to Madison for four people so three people from PPS could maybe come for the public meeting and one person from PPS could come for the presentation to the Council.

Mr. Stevens suggested discussing what to get from the public meetings be discussed at the April meeting.

Chairperson Reynolds reviewed the charge of the Local Food Committee and said they would discuss it further at the April meeting.

Mr. Richmond thinks the public will have more buy-in for the Public Market District than the Public Market. He wonders if this committee has the ability to take charge of the District. He would like to add "the Public Market District is an economic driver for the City" and the Council could change the Committee's charge. He wants the Council to approve this rewrite.

Mr. Wells suggests the Alders include implementation plan and the Public Market District in the Committee's charge.

Alder Weier said this creates a committee and would need a second resolution.

Alder Rummel suggested looking at the Madison Ordinances in Chapter 33.

Mr. Orton said the next steps would be to go to Council when the Public Market is ready to be built. This would be the shift from the business plan to implementation. The folks to build the Public Market are a non-profit. When the District is ready the Council can create a Public Market Planning District Planning Committee. A new committee with a new focus. A draft of this should be ready.

Mr. Richmond would prefer an overlap not a stop and start of committees. It needs to define who leads after the business plan is accepted. It should be said now so the Council gets it in June and there is a smooth transition.

Mr. Orton suggested maybe a joint City and County committee could be formed.

Mr. Wells said chronologically this committee came to the district concept early on as a way to improve the local food system.

Alder Weier said a new committee is needed.

Mr. Richmond said we need to use June for the impetus to continue. He asked the Alders to put something forward before June.

ROLL CALL @ 6:17 pm. Mr. Richmond leaves; a quorum is maintained.

Alder Rummel said Dan is working on the Economic Development Plan and the Northside Corridor is being put forward as a food area. Chapter 33 is about how a committee charge can be changed.

Mr. Woulf clarified that a committee is created by a resolution and a new resolution is probably needed. This is an Ad Hoc committee and has an end. In Detroit a non-profit is in charge of the Public Market.

Alder Palm has three concerns:

1. Who ruins the Public Market? He does not know the recommendations yet.

2. The Public Market Hall and District are in one area and the the nodes are elsewhere and not a destination.
3. Is there a need for satellites; is a city-wide concept viable?

Mr. Kennelly said it is important to define the terms used. The business plan is for the Public Market not the district. The district is food related. The larger concept is the industry cluster concept beyond the Public Market and the Public Market District. This is part of the Economic Development Strategy Plan. The next Public Market discussions are about leases with specific details. This might be part of a non-profit board's duties.

ROLL CALL @ 6:28 P.M.

Mr. Orton leaves; a quorum is still present.

Mr. Kennelly presented the Equity Survey Results PowerPoint to the Committee. He said the survey is still live.

Mr. Stevens asked to see all of the comments on the open ended survey questions.

Chairperson Reynolds added there was outreach to organizations of color to distribute the survey.

Mr. Kennelly concluded with these points:

- The Water Utility building could be open to provide people with a water systems education.
- The Wisconsin Food Hub group is looking for a location.
- MadRep is applying for a federal IMCP grant to promote agribusiness and food as key features of the area's economy.
- Karin Wolf, City Arts Coordinator, asked that Arts be incorporated in the Public Market and would like the Arts Commission to review the business plan.

5      [34935](#)      Introduction of New Items from the Floor

6      [34936](#)      Next Meeting

7      **ADJOURNMENT**

**A motion was made by Weier, seconded by Wells, to Adjourn. The motion passed by voice vote. The meeting adjourned at 6:45 p.m.**