



City of Madison

City of Madison
Madison, WI 53703
www.cityofmadison.com

Meeting Minutes - Draft MADISON LOCAL FOOD COMMITTEE

Thursday, May 7, 2015

4:30 PM

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

CALL TO ORDER / ROLL CALL

Also Present: Dan Kennelly, Economic Development Division; Peggy Yessa, Economic Development Division; Mark Woulf, Food and Alcohol Policy Coordinator; Matthew Mikolajewski, Economic Division Director

The meeting was called to order at 4:30 pm by Chairperson Reynolds

Present: 8 - Marsha A. Rummel; Amanda Hall; Larry Palm; Lindsey Day Farnsworth; Kyle Richmond; Barry M. Orton; Topf Wells and Anne Reynolds

1 APPROVAL OF MINUTES: April 30, 2015

A motion was made by Wells, seconded by Rummel, to Approve the Minutes of the meeting of April 30, 2015. The motion passed by voice vote.

2 PUBLIC COMMENT

Registered speaker Megan Blake-Horst updated the Local Food Committee (LFC) on the May 2nd opening of Mad City Bazaar.

Registered speaker Sarah Lloyd, from the Wisconsin Farm Hub Cooperative, spoke in favor of the Public Market and explained her coop's operations.

Registered speaker Eleanor Cautley, is in support of the Public Market and did not wish to speak.

3 DISCLOSURES AND RECUSALS

None

4 [27499](#) Public Market Discussion

Chairperson Reynolds called for discussion on Appendix D and the three options in the Draft Business Plan.

Mr. Wells asked if the rooftop views of the Downtown will be present. If so, he will support Option # 3.

Alder Palm is concerned about Option #1's negative operating income. He said the LFC should only endorse viable options.

Chairperson Reynolds said this is only a review of the draft at this time. She wants comments from the community before any option is selected.

Alder Palm questioned the net operating income of Option #2 on page 30.

A motion was made by Alder Palm, seconded by Mr. Wells, to eliminate Option #1 from the Draft Business Plan unless it is revised to break even. Mr. Wells suggested we hold off on this until we hear from the community.

A motion was made by Alder Palm, seconded by Mr. Wells, to table the motion.

The motion was approved by voice vote.

Alder Palm noted the option explained on page 56 is Option #3. Page 59 needs more information on revenues and expenses. Make it clear that this is Option #3.

Mr. Wells said the numbers are optimistic; the operating deficit may be larger.

Mr. Orton would like to see the numbers after they are redone per the LFC's request. More detailed numbers are needed for all options.

Alder Palm noted the need to show fund raising income.

Mr. Orton asked for a fund raising outreach position to be put into the budget.

Chairperson Reynolds said the income projections and the rentals per square foot will be discussed at the Vendor Public meeting.

Mr. Kennelly noted the vendors want a cost per month for rental. He will calculate this.

Ms. Day Farnsworth asked how other public markets handle costs. Adding brief case studies would be useful.

Mr. Kennelly added sometimes rents are based on a percentage of the total sales of a vendor.

Alder Palm suggested the event rentals for the rooftop could be increased. Some venues, such as Olbrich Gardens, receive a percentage of the food and alcohol sales.

Mr. Mikolajewski said the rent of \$24 per square foot for permanent retail and production space may be high.

Alder Palm suggested sending the draft to other public markets for a reality check review.

Ms. Blake-Horst suggested Wendy from WWBIC as a potential reviewer. She had helped start the Milwaukee Public Market.

Chairperson Reynolds said the numbers need to be vetted by the vendors.

Mr. Woulf said Option #1 uses existing space with limited build out of the facility. Donations are usually part of the Capital budget not the Operating budget. PPS said Option #1 could be build out over time.

Alder Palm said once the Public Market loses money the game is over for possible further funding from the Council to build out the facility. If Option #1 loses money it is not an option. Debt service is missing from the expenses. The Council needs comfort in knowing what the costs are. Does rent need to be in the budget if the facility is City-owned and a nonprofit operates it?

Mr. Wells hopes the Capital campaign has an operating endowment built in it.

Alder Palm moves to un-table his previous motion. Mr. Wells seconds this motion.

The motion passed by voice vote.

Alder Rummel said Option #1 may or may not change depending on what PPS comes up with. Do not take it away.

Alder Palm said there is a lot to be done and questions why spend time refining Option #1. The plan should indicate why the existing building in Option #1 will not work.

Mr. Wells reiterated the Council will receive the report and accept it or not. The resolution will say why the LFC recommends not going with Option #1.

Mr. Orton would like to wait until all 3 options are corrected.

Alder Palm made a motion to withdraw the earlier motion. Alder Rummel seconded this motion.

The motion passed by voice vote.

Mr. Orton asked for an explanation of how storage space can generate income.

Mr. Mikolajewski said the storage space is for the vendors throughout the building. This needs clarification in the plan.

Mr. Kennelly said a timeline is missing from the Draft business Plan. He referred to the draft timeline dated May 7, 2015.

Alder Palm commented:

- What is the definition of 'fit out space'
- There is no mention of a Board.

Chairperson Reynolds said it is key for the LFC to discuss this. A

subcommittee may need to be formed at the June 4th LFC meeting to discuss governance.

Alder Palm suggested adding two lines to the timeline:

- Development of Non-profit.
- Actual partner creation.

Alder Rummel suggested the timeline for creating a non-profit should continue to the end of the page. Are two timelines needed; one for the LFC and one for the non-profit?

Mr. Kennelly said the transition committee idea came from PPS. It may be unnecessary.

Mr. Richmond said a transition committee seems like extra work.

Alder Palm suggested making the roles of the City and the non-profit clear. He also suggested using City staff to save money for the non-profit.

Chairperson Reynolds would like to discuss roles at the next meeting:

What needs to be done?

Who is the most advantageous group to do it?

Alder Palm suggested under the Fund raising timeline to add "amend the 2016 Budget to start a non-profit."

Mr. Kennelly said the Capital Budget includes start-up and operating costs.

Mr. Wells asked if the Capital Budget can be used for salaries.

Mr. Mikolajewski said it could.

Chairperson Reynolds said to look at a broader area for the provisional space; it could be elsewhere in the food district.

Ms. Day Farnsworth suggested looking at the development of the Food District and the development of the Public Market.

Mr. Kennelly said the vendor outreach meetings were 18 months ago. We need to continue to engage them.

Alder Rummel suggested using under utilized strip malls for the provisional Public Market.

Mr. Kennelly updated the LFC on the meetings regarding the Public Market:

May 11-Equity workshop

May 18 -South Madison Planning Council

May 21-Common Council briefing

May 26-General public meeting

June 3-Vendor focus public meeting
June 4-Local Food Committee

Alder Palm suggested the Business Plan be referred to the following committees;

Board of Estimates-lead
Local Food Committee
Economic Development Committee
Plan Committee
Board of Public Works
Urban Design Commission
Equal Opportunities Commission
Food Policy Council

Mr. Kennelly said PPS would be in Madison on June 4th and David O'Neal would be at the Council meeting in July or August. He will send the draft changes to the LFC for final comments.

Mr. Woulf suggested a staff memo on governance and transition be a part of the packet sent to the Council.

A second resolution on how to proceed could come after the resolution to accept the business plan.

Alder Rummel will encourage Alders to attend the June 4th meeting and suggested the meeting start at 5 pm.

Alder Palm suggested researching public authorities and non-profits before the next meeting.

Roll call at 6:25 pm

Alder Palm leaves, a quorum is still present.

Absent: Alder Palm

Attending: Anne Reynolds, Lindsey Day Farnsworth, Topf Wells, Alder Rummel, Barry Orton @ 4:35 pm, Kyle Richmond @ 4:35 pm, Alder Hall

Chairperson Reynolds suggested the following items for the June 4th LFC agenda:

- 5:00 pm meeting start time
- PPS staff for the first hour 1.5 hours
- Discussion of the resolution to follow PPS

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

None

6 [34936](#) Next Meeting

June 4, 2015

7 ADJOURNMENT

A motion was made by Wells, seconded by Rummel, to Adjourn. The motion passed by voice vote. The meeting adjourned at 6:30 p.m.