



City of Madison

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

Meeting Minutes - Approved MADISON LOCAL FOOD COMMITTEE

Thursday, October 1, 2015

4:30 PM

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

CALL TO ORDER / ROLL CALL

Also Present: Peggy Yessa, Economic Development Division; Dan Kennelly, Economic Development Division; Mark Woulf, Alcohol and Food Policy Coordinator
Meeting called to order at 4:38 pm

Present: 5 - Lindsey Day Farnsworth; Kyle Richmond; Barry M. Orton; Topf Wells and Anne Reynolds

Absent: 2 - Marsha A. Rummel and Larry Palm

Excused: 1 - Amanda Hall

1 APPROVAL OF MINUTES: August 6, 2015

A motion was made by Wells, seconded by Orton, to Approve the Minutes of the August 6, 2015 meeting. The motion passed by voice vote.

2 PUBLIC COMMENT

None

Present: 6 - Marsha A. Rummel; Lindsey Day Farnsworth; Kyle Richmond; Barry M. Orton; Topf Wells and Anne Reynolds

Absent: 1 - Larry Palm

Excused: 1 - Amanda Hall

3 DISCLOSURES AND RECUSALS

None

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

Excused: 1 - Amanda Hall

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Investing in Manufacturing Communities Partnership (IMCP)

Michael Gay, Senior Vice President of Economic Development of MadRep explained the Investing in Manufacturing Communities Partnership (IMCP) designation is the result of an application written by MadRep, encompassing 14 counties, to the Federal government. The application is available on MadREP's website at:

<http://madisonregion.org/about/research-and-reports/>. He explained there is a two year period for project funding request submittals. Funding for planning, construction and operation of the Public Market can be applied for. Nationwide there were only five applications submitted that had a food component. There is a software available for \$10,000 that will research grants that could be applied for specific projects.

Chairperson Reynolds reminded the Committee that the Mayor has charged this Committee to have a shovel ready plan by 2017. The USDA liaisons can help find grants for the public market.

Mr. Wells said purchasing the software would be well worth its cost to potentially find millions in funding.

5 [27499](#)

Public Market Discussion

Chairperson Reynolds said the resolution to accept the Public Market Business Plan is at the Council for approval next week, October 6.

Mr. Kennelly said David O'Neal from Project for Public Spaces will be in Madison for a question and answer session for the Council members before their regular Council meeting.

Mr. Wells asked how long the term is for the Local Food Committee members.

Ms. Yessa said it is indefinite except for the Alders whose term expires when their term as Alders is over. It is an ad hoc committee.

Mr. Woulf said the Mayor has scheduled the Public Market in the Capital Budget for 2020-2021. The Public Market construction is tied to the Fleet Services move in 2018-19. There are multiple pots of money involved. There is \$700,000 in the budget now. City staff are looking at alternative sites that may be available sooner.

Mr. Wells reviewed the State's Local Exposition Authority definition and thinks it could be a possible way to collect funds for the Public Market.

Mr. Kennelly said the statute was written to fund large exposition centers. Can the Public Market be linked to an existing exposition center? This is a task for the City Attorney to research. It can be on the agenda in November.

Chairperson Reynolds suggested forming a subcommittee of the Local Food Committee to meet on the Public Market's organizational structure.

A motion was made by Mr. Wells, seconded by Alder Rummel, to create a 3 member subcommittee to determine organizational structure for the Public Market and report back to the Local Food Committee.

The motion passed by voice vote.

Alder Palm, Chairperson Reynolds and Mr. Wells agreed to serve on this subcommittee.

Chairperson Reynolds said the Local Food Committee also needs to look at the Public Market District.

A motion was made by Ms. Day Farnsworth, seconded by Mr. Wells, to create a 3 member subcommittee to determine the scope of the Public Market District and report back to the Local Food Committee by December 2015.

The motion passed by voice vote.

Alder Rummel, Ms. Day Farnsworth and Mr. Richmond agreed to serve on this subcommittee.

Ms. Day Farnsworth asked the Local Food Committee to discuss to the letter from Joe Mingle and Megan Blake Horst that was submitted to the Local Food Committee in August. How can the Local Food Committee support their efforts and continue to grow the momentum of the Public Market?

Mr. Woulf reminded the committee of the \$700,000 allocated in the budget for the Public Market if the business plan is approved. The budget language needs to be reviewed for the potential uses of the money.

Mr. Wells suggested setting up a grant program for projects to assist in developing businesses for the Public Market.

Mr. Woulf said to be sensitive to the activity but do not include funding for a temporary space. The Local Food Committee could set up grants similar to the seed grants the Food Policy Council has.

Chairperson Reynolds asked for more discussion on this at the November meeting.

Mr. Orton likes the grant idea to keep the momentum going. He suggested \$50,000-\$100,000 for one year.

Mr. Woulf said Mayra Medrano is going to the Council for appointment to the Local Food Committee on October 6th.

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| 6 | <u>34935</u> | Introduction of New Items from the Floor |
| | | None |
| 7 | <u>34936</u> | Next Meeting |
| | | November 5, 2015 |

8 ADJOURNMENT

A motion was made by Wells, seconded by Orton, to Adjourn the meeting at 6:20 p.m. The motion passed by voice vote.