



# City of Madison

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

## Meeting Minutes - Approved MADISON LOCAL FOOD COMMITTEE

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Thursday, December 3, 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:** Matthew Mikolajewski, Director of Economic Development Division; Peggy Yessa, Economic Development Division; Dan Kennelly, Economic Development Division; Mark Woulf, Alcohol and Food Policy Coordinator

Meeting called to order at 4:32 pm

**Present:** 6 - Marsha A. Rummel; Larry Palm; Lindsey Day Farnsworth; Topf Wells; Anne Reynolds and Mayra Medrano

**Excused:** 3 - Amanda Hall; Kyle Richmond and Barry M. Orton

### 1 APPROVAL OF MINUTES: October 1, 2015

A motion was made by Wells, seconded by Day Farnsworth, to Approve the Minutes of the meeting of October 1, 2015. The motion passed by voice vote.

### 2 PUBLIC COMMENT

None

### 3 DISCLOSURES AND RECUSALS

None

Chairperson Reynolds introduced the newest member of the Local Food Committee, Mayra Medrano. Ms. Medrano is employed at MGE and is the President of the Latino Chamber of Commerce of Dane County.

Mr. Orton arrived at 6:36 p.m.

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

**Excused:** 2 - Amanda Hall and Kyle Richmond

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#### Public Market District Discussion

Chairperson Reynolds reported the Public Market Organizational Subcommittee met twice. They discussed the options of public authorities and non-profits operating the market. No decision was made. They also are working on how to transition to a private organization.

Mr. Woulf said the City Attorney is researching options. By the next subcommittee meeting there will be more information to share.

Ms. Day Farnsworth, Vice Chairperson of the Public Market District Subcommittee, reported one meeting of the subcommittee was held. They are in the scoping phase and have asked staff for existing plans in the area. Chairperson Reynolds said the Public Market Business Plan was adopted by the Common Council and \$4.24m is in the Capital Budget for the Public Market. A Budget amendment was made to accelerate the move of Fleet Services. The capital costs of the Public Market are \$14m. It is hoped there will be \$3m in grants, possibly using the IMCP designation. Use of New Market Tax Credits may also be possible. Donations from a foundation will also be used.

Alder Rummel congratulated staff on all the work to accomplish this.

Mr. Kennelly clarified the IMCP is a designation for preference with Federal grant applications not a grant. The task now is to inventory possible grants from the DOA and EDA, as well as the State of Wisconsin.

Chairperson Reynolds said the Council resolution called for the Local Food Committee to have a funding strategy by March 31, 2016.

Mr. Kennelly will have a list of grants at the next meeting. Alder Rummel suggested Judy Olson, the grant writer in the Mayor's Office, be invited to attend the next meeting.

Alder Palm asked who the grant money goes to. The City? A non-profit?

Mr. Orton suggested staff work on grants and this committee work on obtaining private donations from a public market friends group.

Alder Rummel asked if the closing of Oscar Mayer plant will influence the geography of the Public Market District.

Alder Palm said neighborhood conversations will begin in early 2016 regarding the plant.

Chairperson Reynolds said people interested in forming a Public Market Friends group/organization had met on Dec. 15th. It is a network not a formal organization.

Mr. Mikolajewski suggested approaching the Madison Community Foundation to set up a fund for the Public Market.

Alder Palm said the Madison Community Fund only forwards the interest on the donations not the donation.

Mr. Orton suggested moving on the creation of a non-profit. The Federal review turn-around time for approval is lengthy.

Ms. Medrano said it is approximately a 15 month wait.

Mr. Mikolajewski said a Council resolution is needed to approve any operating agreement with a non-profit organization. The Common Council has policy questions to decide, such as, how much control the City wants regarding operations and capital.

Mr. Woulf said the full concept would be brought to the next meeting .

Mr. Kennelly said staff will get operating agreements from other public markets.

Mr. Mikolajewski said the Board can initially work with other public markets to identify what things are needed in their bylaws and operating budget.

Alder Rummel suggested looking at the Olbrich model. The Olbrich Director works for both the Olbrich Botanical Society and the City of Madison.

Mr. Wells said the Board needs to be empowered to hire an executive director and staff for the Public Market.

Chairperson Reynolds said this discussion can continue at the next meeting.

Mr. Kennelly reviewed the draft timeline and costs handouts.

Mr. Wells noted a Public Market Friends group could do some of these tasks .

Mr. Woulf said staff can spend funds for capital development .

Mr. Mikolajewski said the Economic Development Division could print some brochures but not fund a vendor booth for marketing at public events.

Mr. Orton said the Local Food Committee is the transition team noted in item #5. The State helped build Monona Terrace parking ramp . Where will Public Market customers park?

Chairperson Reynolds said the Local Food Committee has identified the entire site not just the Fleet Services Building for Public Market use.

Mr. Kennelly said the Public Market Business Plan focused on operating a Public Market and fiscal items not the site

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| 5 | <a href="#"><u>34935</u></a> | Introduction of New Items from the Floor |
|   |                              | None                                     |
| 6 | <a href="#"><u>34936</u></a> | Next Meeting                             |

**7      ADJOURNMENT**

A motion was made by Wells, seconded by Rummel, to Adjourn the meeting at 5:56 p.m. The motion passed by voice vote.