



City of Madison

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

Thursday, April 30, 2015

4:30 PM

215 Martin Luther King, Jr. Blvd.
Room 260 (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; Mark Stevens, PPS consultant; Bert Stitt, PPS consultant

The meeting was called to order at 4:34 by Chairperson Reynolds

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

Absent: 2 - Larry Palm and Kyle Richmond

1 APPROVAL OF MINUTES: March 5, 2015

A motion was made by Wells, seconded by Orton, to Approve the Minutes of the meeting of March 5, 2015. The motion passed by voice vote.

2 PUBLIC COMMENT

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

Kyle Richmond arrived at 4:37 p.m.

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

Absent: 1 - Larry Palm

3 DISCLOSURES AND RECUSALS

None

4 Introduction of New Committee Members

Alder Rummel is reappointed to the LFC and has been involved in working on a public market in Madison since 2007.

Alder Hall is newly appointed to the LFC. She represents District 3 and is also the Executive Director of the non-profit organization, Fitchburg Fields.

Alder Palm arrived at 4:40 p.m.

All committee and staff introduced themselves. Mark Stevens local consultant for Project for Public Spaces and Bert Stitt, local consultant for Project for Public Spaces were also introduced.

Alder Palm represents District 12 and the site for the Public Market.

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

5 [27499](#)

Public Market Discussion

Mr. Kennelly reviewed past meetings and the upcoming meeting schedule. He anticipated Council review and acceptance of the Business Plan in July or August.

Alder Rummel asked who acts on implementing the Business Plan once it is adopted.

Mr. Kennelly said there needs to be discussion of the future role of the LFC.

Chairperson Reynolds wants to discuss this at the June 4th meeting.

Alder Hall asked how many LFC members attend the public meetings.

Chairperson Reynolds noted in the past most committee members have attended and often act as facilitators.

Mr. Richmond suggested Mr. Kennelly present the Business Plan at the Dane County Food Coalition's monthly meeting.

Alder Palm explained the other committees to review the Business Plan will be noted on the resolution to accept the Business Plan along with any future actions.

Chairperson Reynolds suggested discussing the referral committees and working on the resolution at the June 4th meeting.

Mr. Wells asked if anyone sees a substantial problem or deficiency with the Draft Business Plan. If so, he would like to discuss this first.

Mr. Orton praised Mr. Kennelly for his six-page document explaining the Public Market District. He would like it as the preface to all future documents.

Mr. Stevens agreed with Mr. Orton's comments and asked when PPS is coming back to Madison.

Mr. Richmond suggested adding a page to the document to show the connections to the entire County. Ms. Day Farnsworth would also like this document to go to the Local Food Policy Council.

Mr. Wells agreed that the County needs to buy into the Public Market.

Chairperson Reynolds asked for the committee members overall reactions to the Draft Business Plan.

Alder Hall said there is a lot of discussion about the Public Market as an economic engine. This could be a driver for equity, see page 70. Is this a selling point to the stakeholders?

Mr. Woulf asked if this is the report that the LFC asked for from PPS.

Alder Palm said it is an overall fairly comprehensive report. Residents are gearing up for traffic issues. If equity is an issue then this goal needs to be spelled out in the plan.

Mr. Wells suggested including a few short case studies on public markets that created jobs and addressed the food access issue.

Mr. Richmond said there is confusion with the Garver project. It needs to be clear what the Public Market is intended to do and not to do.

Mr. Orton said the Public Market is the nucleus of what is to come. We need to assemble a bigger package. What are the recommendations that will go to Council? Create a 501 (c) (3) corporation? Layer this with equity, the district concept and the County to make a complete package. This business plan is the middle of all the other items.

Alder Palm suggested adding more on non-profits in Wisconsin. Is what was suggested on page 45 legal in Wisconsin?

Mr. Wells suggested on pages 5-10 to include:

1. Mention of the area as being prime for redevelopment
2. Address at grade or bridging of the railroad tracks for pedestrians

Ms. Day Farnsworth suggested access and circulation be mentioned. Think about grocery buses accessing the site and how transit to other parts of the City is addressed.

Alder Palm asked for clarification on the often used word "will" in the draft. Mr. Orton said "will" is the same as "may." He said on page 10 more than one paragraph is needed about parking. Parking is a fundamental problem and twice as much parking is needed as specified.

Ms. Blake-Horst noted the draft refers to "Washington Plaza" and the correct name is "Washington Square"

Mr. Orton said on pages 19-40 the big issue is the graphics. A 3D view is needed. The graphics are flat.

Alder Palm asked if the Committee members had toured the Fleet Services

Building.

Many of the Committee members have toured the building already.

Ms. Day Farnsworth said the acoustics at the Eastern Market are terrible for meetings and music performances. The lecture hall needs good acoustics.

Mr. Wells asked if the rooftop area should be constructed. Will the views of Downtown eventually be blocked?

Mr. Stevens said the plan calls the views spectacular and does not promise views of the Downtown.

Alder Palm asked if there are any photos from the rooftop.

Mr. Kennelly said there are not.

Mr. Wells asked about the fountain as a focal point. Has this been decided?

Mr. Kennelly said there is some inconsistency with the draft plan. Page 32 refers to a parking lot on East Johnson Street and page 38 has no parking and adds the fountain.

Alder Palm asked about future parking lot expansion in the back.

Chairperson Reynolds said the fountain is not a good use. As Madisonians we know this.

Alder Palm noted the east side of the building has undulations; the other sides have no movement. What is proposed for along First Street?

Mr. Kennelly said the First Street façade has a main street appearance.

Mr. Orton said the fountain at Midvale Boulevard and University Avenue is a waste.

Mr. Richmond referred to ownership on page 49. If this report is accepted does this mean the suggested ownership will be as the plan suggests?

Alder Palm explained the Common Council will accept or reject the Business Plan, not alter it.

The resolution will specifically say what the City should do.

Mr. Woulf said the resolution could also be worded to say "as suggested in the business plan," authorize spending and following other recommendations.

Alder Rummel would like to discuss two items:

1. Governance
2. The pro-forma

Mr. Wells had the following comments on pages 41-53:

- Page 51-the Transition Committee would create a mission statement for what group?
- It is not clear if the Local Food Committee is still in existence when the Transition Committee is created.
- When is the Executive Director hired? The sooner the better.

Mr. Orton would like to revisit this at the next meeting. Does the Local Food Committee look at regional issues? Or does the non-profit do this?

Ms. Day Farnsworth would like the LFC to be ongoing.

Alder Palm asked if the authority that is suggested is legal. A non-profit would have private meetings and a public authority would have open meetings.

Mr. Orton would like this answered before the next LFC meeting.

Chairperson Reynolds said the governance issue needs to be researched.

Mr. Wells said if the Public Market is City-owned there needs to be a better description of what the Authority can do.

Chairperson Reynolds has questions about the roles of the:

- Transition Committee
- The Local Food Committee
- The Non-profit

Should there be a subcommittee formed to look at this?

Mr. Stevens commented on page 40; hazardous materials in the building are not mentioned. This could be a costly item to deal with.

Mr. Kennelly said the City Engineer has given a clean bill of health to the site.

Mr. Orton noted on page 56 the expense pro forma is static for five years. Will this happen?

Alder Palm asked if the salaries in the pro forma are correct for the City of Madison.

Mr. Kennelly said the goal is to get a set of comments to give to PPS on what and how to change the draft plan.

Mr. Orton said the executive director's salary is low. What percentage of the total salary is for fringe benefits?

Alder Palm said maintenance cost will grow over time. The focus should be on when the balance money runs out.

Alder Rummel said in 10-15 years replacements of items may be needed.

This is a pro forma of profits and losses, not a balanced operating budget.

Alder Palm asked what is the scenario for the programming; is it to be done by the entity and the maintenance by the City?

Mr. Orton pointed to the footnote on page 56.

Alder Palm wants to know more.

Mr. Orton said there would be no garbage fee at a City owned facility.

Mr. Stevens asked if PPS should add this as an option.

Chairperson Reynolds said it is an internal item for the City.

Mr. Wells questioned the \$740,000 pre-opening expenses. Once this is gone who provides the money?

Mr. Orton referred to the top of page 63 for capitalization by the City.

Chairperson Reynolds said private fundraising is assumed.

Alder Palm noted the short reference on page 54 about the City providing ongoing subsidies. There needs to be a stronger section on:

1. Financial planning and funding
2. Fund raising
3. City subsidies

Mr. Kennelly said the report is written from the perspective:

1. Money will be lost on getting started and this is built into the fundraising
2. The Public Market should not be subject to political whims

Chairperson Reynolds said public support is needed for employment, equity, and entrepreneurs. This is for a targeted public good.

Ms. Day Farnsworth suggested making this clear in the report. The vendor selection process is a concerted effort to engage people.

Alder Palm suggested another document with information on how different groups could coordinate this effort should be created. The fund raising expectation should be increased in the pro forma.

Alder Rummel suggested the Olbrich Botanical Society as a model of a non-profit with City programming partnership. Programming and event they create make money for Olbrich Gardens.

ROLL CALL @ 6:18 PM.

Mr. Richmond leaves, a quorum is present.

Attending: Anne Reynolds, Lindsey Day Farnsworth, Topf Wells, Alder Rummel, Barry Orton, Kyle Richmond @ 4:37 pm until 6:18 pm, Alder Hall, Alder Palm @ 4:40 pm.

Alder Rummel would like the business plan to be conservative and more realistic.

Mr. Woulf said the operating subsidy is important. The City does not want to fund this for 25 years. Matching fund raising is a reasonable goal. The LFC should look at and suggest subsidies and time frames.

Alder Palm said to look at the Overture and its relationship with the City. It gets a blanket subsidy. It is better to delineate what we want to achieve with the Public Market.

Alder Hall asked if we can say to the non-profit when we want the Public Market to be solvent.

Mr. Woulf said there is a difference between setting expectations and being realistic. The City will have more of a role on the Oversight Board.

Alder Rummel said profitability is not the only measurement of success. The diversity of vendors could be a goal.

Chairperson Reynolds said the City's role will be part of the governance discussion.

Ms. Day-Farnsworth said the vendors and governance relationship needs to be in the plan.

Mr. Orton noted on page 65 the opening date is in 2-3 years and on page 50 the possibility of moving Fleet Services is sooner.

Mr. Woulf said the Nakoosa Trail Fleet Services Building needs to be built. The move could happen in 2017. The Public Market will be in the 2016 budget. The building could be rehabbed in 2018/19.

Chairperson Reynolds said the plan needs to be accurate and consistent.

Alder Rummel suggested adding a timeline calendar to the plan.

Chairperson Reynolds said being realistic is important. The Public Market could open a temporary space for vending and activities.

Mr. Orton said it is critical for the vendors to know this information.

Alder Palm referred to page 53 and asked if a staff position to help vendors is included.

Mr. Wells noted tenant management was mentioned on page 77. On page 79 what does "exclusions are illegal" mean?

Ms. Day Farnsworth referred to the bottom of page 54 and said examples of outreach and programming examples are needed.

Mr. Kennelly said existing non-profits, already doing business assistance could be brought in.

Mr. Woulf said we need to make sure the gaps are filled.

Mr. Stevens asked if the Public Libraries have been included in the conversations.

Mr. Kennelly said they are included on the list of non-profit partners.

Chairperson Reynolds summarized items for discussion at the next meeting:

- When will PPS come to Madison?
- More on public meetings
- Discussion of map from Food Policy Council; under served areas

Mr. Kennelly had the following comments:

- The Garver Project will focus on food processing not selling.
- Dane Buy Local is very interested in the Public Market and has invited him to speak at their meeting.
- The Fiore Center owners are exploring concepts to redevelop their site and have it complement the Public Market.
- The LFC has a vacancy.

6 [34935](#) Introduction of New Items from the Floor

None

7 [34936](#) Next Meeting

May 7, 2015

8 **ADJOURNMENT**

A motion was made by Wells, seconded by Day Farnsworth, to Adjourn. The motion passed by voice vote. The meeting adjourned at 7:00 p.m.