



City of Madison

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

Tuesday, November 24, 2015

5:00 PM

215 Martin Luther King, Jr. Blvd.
Room 313 (Madison Municipal Building)

~ PUBLIC MARKET DISTRICT SUBCOMMITTEE MEETING ~

CALL TO ORDER / ROLL CALL

Present: Kyle Richmond, Alder Marsha Rummel, Lindsey Day Farnsworth

Also present: Dan Kennelly, Office of Business Resources; Peggy Yessa,
Office of Business Resources

Alder Rummel called the meeting to order at 5:10 pm.

1 PUBLIC COMMENT

Registered speakers available to speak and answer questions:

- Michelle Miller, UW -Madison Center for Integrated Agricultural Systems
- Sarah Lloyd, Wisconsin Food Hub Cooperative
- Jerusha Daniels

2 DISCLOSURES AND RECUSALS

None

3 [40357](#)

Election of Chairperson and Vice Chairperson

Alder Rummel nominated Mr. Richmond for Chairperson and Ms. Day Farnsworth for Vice Chairperson. The nominations were accepted. A motion was made by Alder Rummel, seconded by Mr. Richmond, to elect Mr. Richmond as Chairperson and Ms. Day Farnsworth as Vice Chairperson. The motion passed by voice vote.

4 [40857](#)

Public Market District Discussion

Mr. Kennelly explained the Local Food Committee will report back to the Common Council in June of 2016. He asked what the subcommittee means by "district". Is it a geographic area or a larger area of the food assets in the City and the region?

Chairperson Richmond asked if the subcommittee needs to define the purpose of the district.

Alder Rummel suggested reviewing a map by Mr. Kennelly that had identifiers shown. There could be opportunities on the Oscar Mayer site. What about TIF opportunities?

Ms. Day Farnsworth noted the district must be in the City boundaries and many hot spots and clusters of food related businesses already exist. A district would reinforce the synergy of co-location and placemaking instead of having a stand-alone public market.

Chairperson Richmond noted planning and funding prioritization is important. The benefit of a district is having a focused group of resources.

Alder Rummel suggested a district is an economic development area to grow jobs and opportunities as well as having social benefits.

Mr. Kennelly asked how we communicate that larger vision.

Alder Rummel asked what property owners and businesses need. Can there be outreach to organizations in the area?

Michelle Miller, suggested looking at models elsewhere. Ontario Canada has built their local food economy. They have a 40 acre site with an 80,000 square foot cold storage area in an extremely large warehouse for business to business transactions. Two billion tons of food passes through this facility each year.

Ms. Lloyd said transportation is important. There is a cost to moving produce from farms to the users. She noted realistic business models are needed with pro formas. Entrepreneurial training is also needed.

Chairperson Richmond asked what other information is needed. What are the assets and connections?

Mr. Kennelly said there are many existing plans for the Public Market area: the Comprehensive Plan, neighborhood plans, Urban Design Districts, and TID plans.

Ms. Yessa will send out possible dates for the next meeting to the subcommittee members. A meeting starting time of 5 PM is fine with the subcommittee members.

5 ADJOURNMENT

A motion was made by Chairperson Richmond, seconded by Ms. Day Farnsworth, to adjourn the meeting.

The motion passed by voice vote.

Meeting adjourned at 6:37 pm.

