



City of Madison

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

Thursday, February 4, 2016

4:30 PM

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

CALL TO ORDER / ROLL CALL

Absent: Kyle Richmond, Alder, Topf Wells

Attending: Anne Reynolds, Lindsey Day Farnsworth, Topf Wells left @ 5:12 pm, Alder Rummel, Kyle Richmond, Alder Palm arrives @ 5:03pm, Alder Hall from 4:45 until 5:00 pm, Mayra Medrano

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 4:31 pm by Chairperson Reynolds.

Chairperson Reynolds announced this as the last meeting to be staffed by Ms. Yessa. Ms. Yessa was profusely praised for her committee organization skills and the divine quality of the meeting minutes she took.

1 APPROVAL OF MINUTES: January 7, 2016

A motion was made by Mr. Wells, seconded by Mr. Orton, to approve the minutes of the January 7, 2016 meeting.
The motion passed by voice vote.

2 PUBLIC COMMENT

Registered speaker Megan Blake-Horst updated the Local Food Committee (LFC) on the Friends of the Market group meeting on January 22, 2016 and the progress of Mad City Bazaar in securing locations for 2016. The next meeting of the Friends group is at 6 pm March 22, 2016 at MGE on Blair Street.

3 DISCLOSURES AND RECUSALS

None

4

[27499](#)

Public Market Discussion

Attachments:

[IMP SUMMARY.pdf](#)
[Public Market operator role from Anne_2_14_16.pdf](#)
[Financial and Fundraising Consultant.pdf](#)
[Public Market RFP for schematic design, DD, and management 2_1_16.pdf](#)
[Market Ready Program 1 page summary.pdf](#)
[UPDATED Public Market Implementation Strategy LFC 2_4_16 DRAFT \(2\).p](#)
[Public Mrkt Implementation Timeline Feb 4 2016.pdf](#)
[UPDATED Public Market Implementation Strategy LFC 2_4_16 DRAFT.pdf](#)
[Food Innovation Districts An Economic Gardening Tool.pdf](#)
[Public Market Implementation Strategy 12_28_15.pdf](#)
[Public Market Operating options 11172015.pdf](#)
[Implementation Discussion Questions for LFC at 10_1_15 meeting.pdf](#)
[2015_IMCP_Projects.pdf](#)
[IMCP-2-Pager-Handout-Madison.pdf](#)
[Public Market District Completed Equity Tool DRAFT 7_27_15.pdf](#)
[Public Market meeting schedule_july 2.pdf](#)
[DRAFT Resolution June 4 2015.pdf](#)
[Pre-Opening Expenses Income Projection Operating Pro Forma June 4 2015](#)
[April 30 2015 Public Market Business Plan Roll.pdf](#)
[Draft Public Market Timeline 5_6_15.pdf](#)
[Fleet building photos.pdf](#)
[Notes from April 30 Madison Local Food Committee.pdf](#)
[Madison Public Market BUSINESS PLAN DRAFT_4.24.15 No Appendices.p](#)
[Market Timeline Updated March 5 2015.pdf](#)
[Richmond Handout March 5 2015.pdf](#)
[Take Me to Willy Wash March 5 2015.pdf](#)
[Willy Wash Fact Sheet March 5 2015.pdf](#)
[Public Market District Timeline Feb 5 2015.pdf](#)
[Public Market Equity Survey Draft 1_12_15.pdf](#)
[1 Madison Public Market Governance - LFC mtg - Copy.pdf](#)
[Fleet Building - examples of other markets.pdf](#)
[MPM_Management Implementation + Goals_DRAFT.pdf](#)
[MPM_Management Organizational Options_DRAFT.pdf](#)
[Madison WI PlaceGame 2014.pdf](#)
[map with all sections.pdf](#)
[Workshop Agenda.pdf](#)
[Madison Public Market District_FactSheet.pdf](#)
[PhaseIII Proposal.pdf.pdf](#)
[Catalog of all uses and ideas diagram.pdf](#)
[Madison Site Presentation Gravity Model Final.pdf](#)
[Next Steps July 29 2014 draft.pdf](#)
[PPS Letter July 29 2014.pdf](#)
[Letters from Community July 29 2014.pdf](#)
[DRAFT Phase 2: Site Analysis Report.pdf](#)
[Madison Public Market Site Analysis \(2\).pdf](#)
[Site Matrix.pdf](#)
[Key_Site Matrix.pdf](#)
[Presentation for June 23 LFC.pdf](#)
[PPS MPM Phase 1 Report PPT.pdf](#)
[March 31 2014 PPS MPM Phase 1 Report FINAL DRAFT w Appendix.pdf](#)
[Progress Report_2_6_2014.pdf](#)
[Interested Vendors 12_18_13.pdf](#)
[Madison Food Business Survey Results PPT.pdf](#)

[Focus Group Participants.pdf](#)
[Open House Summary Oct 29 2013.pdf](#)
[Wells Asset Categories Handout Nov 21 2013.pdf](#)
[Food Committee handouts by M. Mkolajewski March 13 2013.pdf](#)
[survey summary.pdf](#)
[Approved vendor survey report.pdf](#)
[S WIS Food Hub Handout 11 26 12.pdf](#)
[Food Committee - Public Market Revised Timeline 11-15-12.pdf](#)
[Intro and Survey Oct 23 DRAFT.pdf](#)
[Types of Public Markets Oct 10 2012.pdf](#)
[Madison Local Food Committee - Public Market Timeline Memo.pdf](#)
[Mayor Soglin Public Market memo July 23 2012.pdf](#)
[Topf Wells email on Public Market July 23 2012.pdf](#)
[Food Committee - Public Market Next Steps 8-6-12.pdf](#)
[Potential Goals for a Madison Public Market-Olver.pdf](#)
[Draft Community Outreach Plan May 22 2013.pdf](#)
[Analysis of Previous Work on the Public Market.pdf](#)
[Madison Public Market Documents.pdf](#)
[DRAFT Public Market Draft Outreach Plan 6 26 13.pdf](#)
[Stakeholder List and Contact Info1 June 20.pdf](#)
[Public Market RFP and Outreach Timeline June 20.pdf](#)
[PPS trip schedule.pdf](#)
[Stakeholder List and Contact Info Updated 10 2 13.pdf](#)

Chairperson Reynolds called for discussion of the latest draft of the implementation strategy and the new approval timeline.

Mr. Kennelly explained there are now 5 elements in the implementation strategy and changes are highlighted in yellow. The Equity analysis has been woven into each work element instead of standing alone. The chart on page 6 is new.

Roll call at 4:45pm

Alder Hall arrives

Absent: Alder Palm, Kyle Richmond

Attending: Anne Reynolds, Lindsey Day Farnsworth, Topf Wells, Alder Rummel, Barry Orton, Kyle Richmond, Alder Hall @ 4:45 pm, Mayra Medrano

Mr. Kennelly reviewed the new timeline for approval of the Implementation Strategy.

Chairperson Reynolds noted the role of the Local Food Committee on the page 6 chart.

Roll call at 4:54 pm

Kyle Richmond arrives

Absent: Alder Palm

Attending: Anne Reynolds, Lindsey Day Farnsworth, Topf Wells, Alder Rummel, Barry Orton, Kyle Richmond @ 4:54 pm, Alder Hall @ 4:45 pm, Mayra Medrano

Mr. Wells suggested the paragraph on page 5 be broken up into at least 3 paragraphs to better explain items on the page 6 chart.

Alder Rummel asked for more detail in the goals of the Local Food Policy Council and on the Friends of the Public Market group.

Roll call at 5:00 pm

Alder Hall leaves

Absent: Alder Palm, Alder Hall

Attending: Anne Reynolds, Lindsey Day Farnsworth, Topf Wells, Alder Rummel, Barry Orton, Kyle Richmond @ 4:54 pm, Mayra Medrano

Mr. Richmond asked more information on the Friends group be included.

Roll call at 5:03 pm

Alder Palm arrives

Absent: Alder Hall

Attending: Anne Reynolds, Lindsey Day Farnsworth, Topf Wells, Alder Rummel, Barry Orton, Kyle Richmond @ 4:54 pm, Alder Palm @ 5:03 pm, Mayra Medrano, Alder Palm

Mr. Wells would like to send his comments on the draft document to Mr. Kennelly.

Ms. Day Farnsworth likes the inclusion of the equity recommendations in each work element.

Mr. Kennelly reviewed the budget chart on page 8, noting the City lead on obtaining grants with the hiring of a consultant and the private fundraising which the Public Market Organization (PMO) will lead.

Mr. Wells questioned the delay of fundraising if the PMO is not created sooner.

Mr. Woulf said hiring a consultant to package New Market Tax Credits is more urgent.

Alder Rummel asked for clarification in who is doing the grant writing if 2 requests for proposals are written.

She noted New Market Tax Credit application writing is a very specific skill and that consultant may not have the skills to do public fundraising.

Roll call at 5:12 pm

Mr. Wells leaves @ 5:12 pm

Absent: Mr. Wells @ 5:12, Alder Hall

Attending: Anne Reynolds, Lindsey Day Farnsworth, Alder Rummel, Barry Orton, Kyle Richmond @ 4:54 pm, Mayra Medrano, Alder Palm

Chairperson Reynolds said the consultant in Element #2 will be expensive and to not hire for a full 2 year period, maybe an 18 month contract would be better.

Ms. Medrano asked for the list of potential partners who were spoken with. Who isn't at the table? These conversations are needed to build momentum.

Chairperson Reynolds said an appendix list will document the ongoing outreach efforts.

Mr. Orton noted the executive director might change after the initial first years. Hiring the development director before the executive director may make more sense.

Mr. Kennelly said once the PMO is up and running they will have oversight of fundraising.

Alder Palm said more clarity is needed on the PMO as an operating entity.

Mr. Woulf said the initial board of directors will be appointed by the Common Council.

Mr. Kennelly said the board of directors initial work will be to flesh out the bylaws, and processes on the PMO.

Mr. Orton suggested fleshing out the text on page 5 and the chart on page 6. He added once the PMO is created it is its own entity not the City's.

Alder Rummel asked the big chart have breakout showing the City's and the PMO's roles.

Chairperson Reynolds said it is important to get the PMO articles of incorporation filed soon in order to obtain 501(c) 3 status to accept funds.

Alder Palm is fine with the City creating the documents for the MPO; his concern is the filing of the documents and the PMO moving forward. The Director of the PMO must have the capacity and skill set to run the organization.

Mr. Orton asked if the LFC could see the changes discussed at this meeting before it goes to Council for approval.

Mr. Kennelly explained to shorten the approval timeframe the LFC can make a motion at this meeting to revise the implementation plan as discussed at this meeting and submit a resolution to the Council for its approval. The Council will refer it back to the LFC for a final review and recommendation for Council to approve it.

A motion was made by Mr. Orton, seconded by Alder Rummel to accept the document as edited and discussed at this meeting and for staff to submit the

document to Council for approval.

The motion was approved by voice vote.

Chairperson Reynolds asked for a report from the Public Market District Subcommittee.

Ms. Day Farnsworth reviewed the subcommittee's discussion about defining a Public Market District and its relationship to the Food Innovation Corridor. The benefits of locating a food related business in a district or a corridor need to be discussed.

Mr. Richmond said a district could be defined by geography or program availability.

Ms. Day Farnsworth called for integrating the maps of low income areas and low food access areas with the mapped areas shown at the subcommittee meeting.

Chairperson Reynolds asked the LFC to think back to the presentation by Dan Carmody from the Detroit Public Market. This presentation showed the huge impact of that public market on its urban food system.

Mr. Richmond asked for a full explanation of the Detroit Market District's relationship at upcoming subcommittee meetings this summer.

Alder Rummel asked to schedule the next subcommittee meeting.

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

None

6 [34936](#) Next Meeting

March 3, 2016

7 **ADJOURNMENT**

Mr. Orton again congratulated Ms. Yessa on her retirement.

A motion was made by Mr. Orton, seconded by Alder Rummel, to adjourn the meeting.

The motion passed by voice vote.

The meeting adjourned at 6:08 pm.