



City of Madison

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

Meeting Minutes - Draft MADISON LOCAL FOOD COMMITTEE

Thursday, June 2, 2016

4:30 PM

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

CALL TO ORDER / ROLL CALL

Also Present: Mark Woulf, Food and Alcohol Policy Coordinator, Matt Mikolajewski, Economic Development Director, Brian Pitelli, Buyer 2

Call to Order at 4:35

Present: 9 - Marsha A. Rummel; Amanda Hall; Larry Palm; Lindsey Day Farnsworth; Kyle Richmond; Barry M. Orton; Topf Wells; Anne Reynolds and Mayra Medrano

1 APPROVAL OF MINUTES: April 7, 2016

A motion was made by Wells, seconded by Day Farnsworth, to Approve the April 7, 2016 Minutes. The motion passed by voice vote.

2 PUBLIC COMMENT

Visitors to the meeting introduced themselves.

3 DISCLOSURES AND RECUSALS

Wells served on a Board that hired Amanda White. Alder Rummel was a reference for Amanda White's proposals.

4 [43151](#)

Interview, discussion, and action on City Staff recommendation to engage Amanda White, LLC and Hope Community Capital, LLC to provide financial and fund raising services for the Madison Public Market Project.

Amanda White presented her proposal. 0

Brian Pittelli provided more background on next steps.

Carrie Vanderford Sanders (via phone) and Zandra Hayberg presented their proposal.

Local Food Committee discussed both proposals.

A motion was made by Wells, seconded by Palm, that the Local Food Committee approve staff recommendation to engage Hope Community Investments, LLC and Amanda White, LLC for financial and fundraising services to support the Madison Public Market. The motion passed by voice vote.

- 5 [43152](#) Discuss selection process for the Madison Public Market Design Request for Proposals, and potentially identify members and form subcommittee to review and evaluate proposals

Mikolajewski outlines options for selection process for design RFP (staff review or subcommittee review).

A motion was made by Wells, seconded by Richmond to create a selection process for the Public Market Design RFP that relies on a staff team with one Local Food Committee member. That review team will evaluate proposals and recommend two or more finalists to the entire Local Food Committee, who will then interview the finalist and make a recommendation to the Common Council on which firm to engage. The motion passed by voice vote.

Alder Hall volunteers to be the Committee's appointment to the review panel.

- 6 [43153](#) Discuss selection process for the MarketReady Program RFP, and potentially identify members and form subcommittee to review and evaluate proposals

A motion was made by Wells, seconded by Richmond, that the MarketReady Program proposal review be conducted by a subcommittee of the Local Food Committee consisting of three members appointed by the Chair, with final decision by the full Local Food Committee.

Medrano, Richmond, and Reynolds volunteer to be the subcommittee to evaluate proposals.

- 7 [27499](#) **Public Market Discussion**

Mikolajewski provides update on the Public Market Operating Agreement and Operating Organization Board.

Reynolds provides updates on activities of Friends of the Market

- 8 [34935](#) Introduction of New Items from the Floor

Mr. Orton expressed appreciation for Mark Woulf's hard work.

- 9 [34936](#) Next Meeting

July 7, 2016

- 10 **ADJOURNMENT**

A motion was made by Wells, seconded by Hall, to Adjourn at 6:30 pm. The motion passed by voice vote.