



# City of Madison

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

## Meeting Minutes MADISON FOOD POLICY COUNCIL

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Wednesday, May 4, 2016

5:30 PM

Madison Central Library  
201 W. Mifflin Street  
Madison, WI 53703  
Madison Foundation Community Room  
Rooms 301 and 302

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### CALL TO ORDER / ROLL CALL

The meeting was called to order by the chair at 5:39 pm.

- Present:** 15 - Rebecca Kemble; Ledell Zellers; Amanda Hall; Nan Fey; Nathan S. Clarke; Alexia M. Kulwicz; Taiya R. Bach Streiffer; Steve Youngbauer; Christopher G. Brockel; Martin H. Bailkey; Lindsey Day Farnsworth; Jenna Collins; Satya V. Rhodes-Conway; Kyle Richmond and Topf Wells
- Absent:** 5 - Kathy E. Utley; Michael M. Bell; Carrie M. Edgar; Anne Reynolds and Erica C. Anderson

### APPROVAL OF MINUTES

Wells made a motion to approve the minutes of April 6, 2016. Rhodes-Conway seconded the motion. Motion passed by a voice vote.

### PUBLIC COMMENT

None.

### DISCLOSURES AND RECUSALS

None.

### NEW BUSINESS

[42791](#)

Consideration of Healthy Retail Access Program proposal: Northside Planning Council

**Attachments:** [StaffMemo-NPC-HRAPapp5-4-16.pdf](#)

Wells made a motion to approve the funds for the Healthy Retail Access Program application from Northside Planning Council as outlined in the staff memo with the addition of up to 10% if needed as a contingency fund. Rhodes-Conway seconded the motion.

The FPC receive a report from staff, the Healthy Retail Access Work Group, and the Northside Planning Council. The latter applied to the Healthy Retail Access Program for \$6,050 to coordinate and establish a shuttle program within the Northside of Madison for residents to access grocery stores during the period

between the Pierce's closing and the Willy North opening. Willy Street, Woodman's, and Kennedy Heights Neighborhood Center are all program partners.

Staff reported that they and the work group are recommending the funding of this proposal (specifics in the staff memo). Staff raised some concern about the precedent set for considering a proposal under such a short timeline. Although the underlying proposal is solid and meets the goals of the Healthy Retail Access Program, the application did not go through a traditional "review" process. The concerns should be noted for the future, but staff recommended funding the application due to the pressing need on the Northside.

Committee approved funding unanimously by a voice vote.

#### 42079

SECOND SUBSTITUTE - Directing city staff to explore land options in the University Hill Farms Neighborhood and nearby areas for potential gardening space lost in the Hill Farms state redevelopment on Sheboygan Avenue.

**Attachments:** [2007 Hill Farms GDP Condition of Approval and Garden Locations Reviewed 2007-2015 City Letters of Support for Sheboygan Avenue Community Garder](#)  
[2015 Hill Farms Neighborhood Plan References to Community Gardens.pdf](#)  
[2016 Locations Proposed by Ald. Schmidt.pdf](#)  
[2016 Locations Proposed by Gardeners in Rennebohm Park.pdf](#)  
[42079 v. 1.pdf](#)  
[BPW 4/6/16 Mtg / Item 5\\_public registration form.pdf](#)  
[42079 v. 2.pdf](#)  
[Committeeactions-HillFarmsGardens.pdf](#)

Several changes were made at the meeting and committee directed staff to work with sponsors to create a Second Substitute Resolution.

A motion was made by Topf Wells, seconded by Ald. Rebecca Kemble, to RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER - 2nd SUBSTITUTE RESOLUTION. The motion passed by voice vote/other.

## WORK GROUP REPORTS

#### 42755

Community Engagement Work Group May 2016

**Attachments:** [COMMUNITY ENGAGEMENT WORK GROUP REPORT 5-4-16.pdf](#)

The work group met on April 28th with Tariq Saqqaf, Neighborhood Resource Coordinator for the City of Madison, to discuss ways of engaging the community in the work of the Food Policy Council. Neighborhood Resource Team leadership meetings may be a good start to educate staff on the FPC, its programs and structure, but it's important to figure out ways to interact with the community to learn what they're already doing. The work group needs to clarify the question that's being asked before engaging those who can be trusted connectors and capacity builders in the community. The RESJ comprehensive form is nearly complete, after final input from all work group members, it will be presented to the Food Policy Council for review.

**42756** Grant Funding May 2016

The majority of SEED Grants have been issued to awardees.

**42757** Edible Landscapes and Terrace Plantings May 2016

**Attachments:** [EDIBLE LANDSCAPES WORK GROUP REPORT 5-4-16.pdf](#)

1) Process improvements: The group discussed issues raised by two individuals trying to get 2 permits each who have run into problems with the process.

The group decided to draft edited website text, FAQ's, and a process checklist and will send the items to Satya by May 4th. Mark will work on scheduling a meeting with the lead staff in about a month.

2) Communications materials: Satya shared edits to Martin's outline. The group will take this up at a future meeting.

**42758** Healthy Retail May 2016

See Agenda item 42791.

The work group met with City Staff to review and revise the food access improvement area profiles based on FPC feedback in March. Holly Gamblin worked with Planning and Public Health staff to revise the data and refine the map. Woulf reported that the data is being finalized but that staff was able to identify the underlying issue that was causing some confusion with the data. The work group will need to meet again to make a decision on which direction to go with the data, which may impact the exact boundaries of the map.

The work group also provided guidance on the profile "recommendations" section. Based on those comments, staff reformulated into "program priorities" that are grouped by category to be clear on the goals and audience for the profiles.

**42759** Healthy Marketing and Procurement May 2016

On March 14, 2016, the Committee met with Stakeholders from Monona Terrace regarding the draft Good Food Procurement Policy. Stakeholders shared with the committee that they try to meet some of the proposed standards in a voluntary manner, such as using locally grown food when possible. Monona Terrace adheres to the Monterey Bay Aquarium's Seafood Watch Guide. Yet Monona Terrace serves clients unrelated to the City, and is concerned about committing to guidelines that will affect the price point for their clients.

The Committee has discussed recommending a much more simple recommendation to the Common Council than initially envisioned, and is working on this recommendation.

The Committee is also in the process of scheduling a meeting with UW Health to discuss their procurement policy, and is the process of scheduling a meeting

with the Center for Good Food Purchasing.

**42761**

Pollinator Protection Task Force May 2016

The work group met on March 17 with city staff from three departments to discuss implementation of Pollinator Protection Task Force recommendations. Carissa Wegner, a landscape architect in the Engineering Department, reported on mowing policies for greenways and pond areas, many of which are being transitioned to prairie plantings and mowed much less frequently than in previous years. She is also doing an inventory and mapping the locations of invasive species in these areas. Charlie Romines reported on the conversion of park lands to no-mow and managed meadow areas, and expects over 30,000 native plants will be added in 2016. George Hank discussed the “noxious weeds” and “natural lawn” ordinances. The work group will also be exploring the “volunteers in parks” and “adopt-a-median” programs this spring.

**42762**

Food Waste Reduction Task Force May 2016

The Task Force met with Bryan Johnson, the new Recycling Coordinator for Madison Streets. They had a good conversation about the need for better data. The work group suggested the hiring of an intern to assist Streets going forward. Task Force members indicated a desire to get on a regular meeting schedule.

**REGULAR BUSINESS REPORTS****42763**

Food and Alcohol Policy Director Update May 2016

My notes indicate that Mark reported on the summer meals program, Allied project phase 1, Mercado Marimar project, new public market site being explored (First Street shopping center), the City’s participation in the ICIC Food Resilience Study, and an Oscar Mayer update. Ask Mark to provide the level of detail he thinks appropriate.

**42764**

Local Food Committee on the Public Market May 2016

**Attachments:** [LOCAL FOOD COMMITTEE REPORT 5-4-16.pdf](#)

At its April meeting, the Local Food Committee reviewed and approved draft two RFPs: to engage Financial and Fundraising Consultants and complete design/development architecture. The Committee also discussed the qualifications and skills needed for the future Public Market Operating non-profit.

At the next meeting, on May 5, the Committee will review a resolution to authorize City staff to work with the owners of the Washington Plaza to explore the potential of building the public market on the site of the old shopping center, which is adjacent to the Fleet Building. We will also look at a draft RFP for the “Market Ready Program”, which will offer assistance to potential vendors as they consider locating at the Market.

[42765](#)

Community Gardens Committee Update May 2016

**Attachments:** [COMMUNITY GARDENS REPORT 5-4-16.pdf](#)

The committee meeting of April 26th was devoted primarily to a discussion with representatives of the Gardens Network about what garden related entities could take responsibility for certain “ongoing issues” identified in the past year. The Sheboygan garden reported that 55 small plots have been designed for the triangle of land in Rennebohm Park, compost has been delivered, and registration is under way for this season. The cost of installing a water system has been estimated at \$10,500, which the Parks Division has declined to share with the gardeners; this means the cost of installing this garden will be about \$400/plot even when most of the labor has been donated. The committee is concerned that this response to the sudden loss of an existing garden not become a precedent for establishing community gardens on city-owned lands in general.

[42766](#)

Dane County Food Council May 2016

**Attachments:** [DANE COUNTY FOOD COUNCIL REPORT 5-4-16.pdf](#)

Miriam Grunes presented on the current work of REAP Food Group and responded to questions. Work teams provided reports and information was shared on the 21 Day Equity Habit Building Challenge. There was no meeting in April.

[42770](#)

Dane County Food Coalition Update May 2016

**Attachments:** [DANE COUNTY FOOD COALITION REPORT 5-4-16.pdf](#)

The Food Coalition Leaders group met last week and discussed several items including developing a coordinated and strategic approach to connect with more departments at UW-Madison and improve communication with professors and students. The leadership group hopes to build capacity for organizations to develop and coordinate internships and student projects. The members also shared information on upcoming projects and funding opportunities.

[42767](#)

Madison Metropolitan School District Update May 2016

**Attachments:** [MMSD WORKGROUP REPORT 5-4-16.pdf](#)

Eight local farms within 150 miles of Madison will be supplying fresh produce to MMSD with the potential to provide thousands of pounds of fresh local produce to its child nutrition programs starting as early as this July.

Three more water refilling stations have been installed at MMSD Elementary schools this month in celebration of “National Drinking Water Week”. Allis, Lindberg and Lake View Schools were chosen by the Healthy Kids Collaborative of Dane County to receive the stations, which were funded by Madison Water Utility and installed by the Madison Metropolitan School District. The collaborative and its community partners American Family

Children's Hospital, YMCA of Dane County and Madison Water Utility also make sure each and every child and staff member can use the stations by handing out more than 1,200 new water bottles. "Got Water" celebrations are being held at each site to educate students on the benefits of drinking fresh water.

[42768](#)

Public Health of Madison and Dane County Update May 2016

No report.

[42769](#)

Healthy Food For All Update May 2016

No report.

### ANNOUNCEMENTS

May 10, all day, there will be opportunities to learn from representatives from Dubuque about their approach to community engagement. REAP Family Food Fest on May 15th at Lincoln School. Healthy Community Kitchen is preparing meals for patients who receive a doctor's prescription regarding their diets, for a period of 12 weeks. Dane County's Silverwood Park will be installing a labyrinth on May 7th, and hosting a barn dance on June 25th. Many plant sales taking place around town on May 7th. Thanks for delivering compost to community gardens.

### ADJOURNMENT

Clarke made a motion to adjourn at 7:46 pm. Richmond seconded the motion. Motion passed by a voice vote.