



City of Madison

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

Meeting Minutes - Draft MADISON FOOD POLICY COUNCIL

Wednesday, March 8, 2017

5:30 PM

210 Martin Luther King Jr. Blvd
Rm. 103A-City County Bldg.
Madison WI 53703

CALL TO ORDER / ROLL CALL

Present: 15 - Amanda Hall; Nan Fey; Alexia M. Kulwiec; Elisabeth C. Reynolds; Steve Youngbauer; Christopher G. Brockel; Michael M. Bell; Carrie M. Edgar; Daniel Y.P. Syverson; Devika J. Suri; Satya V. Rhodes-Conway; Anne Reynolds; Kyle Richmond; Topf Wells and Erica C. Anderson

Absent: 6 - Rebecca Kemble; Ledell Zellers; Nathan S. Clarke; Lorraine M. Brathwaite; Martin H. Bailkey and Lindsey Day Farnsworth

OTHERS PRESENT

Nick Heckman (Public Health staff), George Reistad (Madison Food Policy Director), Sue Marshall (WIC program)

APPROVAL OF MINUTES

Motion to approve minutes made by Wells. Second by Rhodes-Conway.
Approval passed with a voice vote.

PUBLIC COMMENT

None

DISCLOSURES AND RECUSALS

Youngbauer and Brockel recused themselves from voting on SEED grant action item

NEW BUSINESS[46381](#)**SEED Grant Funding Recommendations - ACTION ITEM**

Action Item: Approval of 2017 SEED grants. Applications were reviewed by grant funding workgroup. Motion to approve SEED grants to all of the recommended proposals listed below was made by Wells, second by Rhodes-Conway. Motion passed with a voice vote; Youngbauer and Brockel recused.

- **The Madison Urban Nutritional Children's Hotspot (MUNCH) Program, River Food Pantry. Up to \$7,000 for a reach-in refrigerator to deliver nutritious, packed lunches directly to low-income neighborhoods on the Northside for children and teens on weekends and non-school days**
- **Organizing Access to Food and Health at the Lussier Food Pantry, Lussier Community Education Center. Up to \$3,000 for staffing and pantry food to increase access to, and selection of, healthy food options for children, adults, and seniors at the Lussier Food Pantry**
- **Elver Park Farmers Market, Prairie Hills and Madison West Neighborhood Associations. Up to \$4,400 for staffing supplies, and fees to expand the availability of fresh, healthy, locally-grown fruits and vegetables in Southwest Madison by launching the Elver Park Farmers Market.**
- **Year-Round Educational Greenhouse and Pantry Support, Sandburg Elementary School. Up to \$7,700 for equipment to increase food access, provide year-round produce, and support student, family, and community health and nutrition education programs through the construction of a greenhouse at Sandburg Elementary School.**
- **Neighborhood Covenant Alliance, Mellowood Foundation. Up to \$8,000 to provide wages to 16 youth in the Meadowood and Hammersley Neighborhoods to participate in an academic achievement program and plant, maintain, and harvest fresh vegetables for neighborhood residents.**
- **Off The Block Pizza Project, Mentoring Positives, Inc. Up to \$5,000 to provide staffing, intern stipends, and contracted services to develop, create, and launch a frozen pizza product for Mentoring Positive interns in the Darbo-Worthington Neighborhood**
- **Healthful Access Program, Goodman Community Center. Up to \$2,700 for staffing and supplies for teen employment through community brunches (Working Class Catering Company) and a healthy snacks program (TEENworks Program).**
- **Healthy Food For All Farm Surplus Gleaning, Northside Planning Council, Inc. Up to \$3,000 for staffing and supplies for Healthy Food For All Gleaning Interns and volunteers to glean and recover surplus farm produce that otherwise would remain unharvested.**

- Giving Garden and Teen Summer Camp and Employment Program, Bayview Foundation. Up to \$3,300 for staffing and stipends for 13 teenagers to participate in a summer gardening and employment program at Bayview Townhouses in The Triangle
- Healing Meals Program, Healthy Community Kitchen. Up to \$5,000 for food and supplies to provide free, nutritious, organic meals to people experiencing a health crisis throughout the City of Madison.
- Community Compost Partners, UW Medical Foundation Union Corners –Green Team. Up to \$900 for equipment and supplies to launch a neighborhood-level community compost partnership at the UW Health Union Corners Clinic to deal with food waste while increasing access to fresh and locally-grown food.

Grant funding work group plans to review membership, SEED grant process, and intent of the program over the first half of 2017.

WORK GROUP REPORTS

[46382](#)

Comprehensive Plan Work Group March 2017

Richmond led a discussion to generate ideas for areas of focus related to food in the upcoming Madison Comprehensive Plan. This included a review of the proposed draft goal and language for “Agricultural Resources” from the City of Madison Comp Plan team, which was shared to the Food Policy Council in January 2017. Additionally, Richmond shared the food-related goals in the 2006 Madison Comprehensive Plan. Questions were raised around anticipated use of the current Comp Plan and the immediacy of the request from the city planning team.

Ideas generated for further discussion by the Work Group attempted to include community feedback, MFPC workgroup focus areas, and food system categories. Areas for further inclusion: institutional food, emergency food and nutrition programs, hunting/fishing, procurement, open space/environment, and food system labor.

Comp plan work group will be meeting again soon to organize this feedback and share it with the City’s comp plan team.

[46383](#)

Community Engagement March 2017

Heckman described the Work Group’s ongoing progress in a number of areas that have developed as recommendations from the Racial Equity and Social Justice tool yet pertain to the larger question of how to strengthen outreach and engagement from the council to the community. Updates include: explorations of MFPC structure to make for easier appointments from a variety of stakeholders; improving on-boarding process for new members with a focus on equity principles; improving collaboration with Dane County Food Council;

exploring ways to provide equity training for all council members; and work more closely with the Neighborhood Resource Teams to share information about progress and work of MFPC.

Heckman will be meeting with Jordan Bingham of the Racial Equity and Social Justice team to plan for the Food Policy Council's discussion at the meeting on April 4th.

[46385](#)

Edible Landscapes and Terrace Plantings March 2017

We have close to final outreach materials on the terrace policy, and will be distributing them as soon as they are finalized via a number of venues, including FPC members. We are also drafting an FAQ for the edible landscapes website. We also hope to make a few final improvements to the website. Next up, we hope to work with staff to produce a standard operating procedure for the edible landscapes process, and to create a process for the FPC to do an annual check on edible landscapes before we disband.

[46386](#)

Healthy Retail March 2017

No Report. Will convene in late March to revise the application process.

[46387](#)

Healthy Marketing and Procurement March 2017

At the February 1, 2017 Food Policy Council meeting, the Work Group introduced its Good Food Purchasing Resolution that will be introduced to appropriate committees of the Common Council. This group was scheduled to meet in early February, but had to reschedule due to priorities of the Food Policy Council. At its next meeting, likely in March 2017, the Work Group intends to work on a document explaining the need for a Good Food Purchasing Policy, a pilot program, and expanding its planning to include various stakeholders and other partners in drafting the details of a Good Food Purchasing Program.

[46388](#)

Pollinator Protection March 2017

The Pollinator Protection Work Group met on February 17 to review its 2017 Workplan with an eye to projects that could be supported by Beichen Tian's GIS mapping of pollinator habitat potential in the City of Madison this year. Also discussed were resolutions to become a Bee City USA and participate in the National Wildlife Federation's Monarch Pledge; the goal is to have completed this process in time for National Pollinator Week, June 19-25, 2017. Wells has resigned from this particular work group, but still serves on Grant Funding and Solid Waste; if members of the Food Policy Council are interested in joining, Clarke, Zellers and Fey would welcome their support.

[46389](#)

Food Waste Reduction Task Force March 2017

The long awaited Food Recovery Convocation took place on February 20 at Olbrich Gardens. Put on by the Food Waste Reduction Task Force, the convocation was attended by 30 plus representatives of localized and county-wide food recovery programs including Community Action Coalition, Second Harvest Food Bank, Healthy Food for All, Madison Area Food Pantry Gardens/Geezer Gleaners, multiple food pantries, UW Extension Dane County, Buckets for Hunger (a funding entity), PinPoint Software (expiration date tracking for grocers), and a few interested citizens. Mayor Soglin and County Executive Parisi helped kick off the event with some opening remarks

A lively, guided, three hour discussion occurred around strengths and weaknesses in the current food recovery system. The objective for the day was to come up with ideas for ways that the City and County can help support efforts both with budget and budget neutral initiatives. Notes were kept by members of the task force and they are being assembled for us to begin discussing at our next meeting in March. The City and County each pitched in \$50 for a \$100 door prize at the event. The prize was taken home by the Grace Episcopal Church Food Pantry.

REGULAR BUSINESS REPORTS[46390](#)

Food Policy Director Update March 2017

- Fruit and Vegetable Prescription program is on hiatus at Northeast Family Medical after vastly exceeding expectations in February. Evaluation is underway
- Double Dollars Program funding will be kicking off April 3rd with partner Willy Street Co-op, in collaboration with Community Action Coalition of South Central Wisconsin. This campaign will rely on the reusable bag credit and acceptance of tax-deductible cash donations from patrons

[46391](#)

Public Market Development Committee March 2017

The PMDC welcomed two new committee members and three non-voting “technical advisors” at the last meeting, March 1. Graham Baba, the architects who will design the market structure, presented a very interesting analysis of building design through an equity lens. They intend to reference this analysis as they prepare potential designs over the next few months. The Committee also discussed the formation of a new non-profit, the Public Market Foundation, which will support fundraising and outreach activities for the market.

[46392](#)

Dane County Food Council Update March 2017

Dane County Food Council – The Dane County Food Council has published their annual report for 2016 and it can be viewed at:

<https://www.countyofdane.com/foodcouncil/about.aspx>

The food waste and recovery resolution developed by the Dane County Food Council was adopted by the County Board and signed by the County Executive on March 1st. The work groups continue to meet and are working on a variety of projects.

[46394](#)

Madison Metropolitan School District Update March 2017

Steve Youngbauer reported that the RFI Process for “Farm to School Produce” has been completed for the next school year. Local products that will be purchased through this process include: Peppers, broccoli, romaine, apples, carrots, kohlrabi, summer squash, cucumbers, cauliflower, tomatoes, sweet potatoes and sugar snap peas. This marks the second year that MMSD has utilized the RFI process to procure local produce for our nutrition programs. Dinner service was started at Allis elementary on January 22, 2017 to support after school programming efforts.

[46396](#)

Public Health of Madison and Dane County Update March 2017

Governor’s budget has several provisions related to food that need to be monitored, including:

- Removal of Farm to School funding
- Addition of mandatory employment and training and time limitations for adults with dependents on FoodShare
- Drug testing for FoodShare participants
- Asset testing for FoodShare

[46400](#)

Community Gardens Update March 2017

Fey attended the Gardens Network Advisory Team meeting on February 21, to provide updates on the activities of the Madison Food Policy Council. In addition to describing the existing work groups, she reported that discussions were under way to create a new one that would specifically address the responsibilities the MFPC agreed to take over from the Community Gardens Committee in 2016; this group is also likely to take on other “urban agriculture” issues. Stakeholders, including the Gardens Network, will be invited to share their interests in the coming months, with a goal of having the new work group formally constituted in the spring of 2017. The MFPC will also be asking for monthly updates on the process for locating additional garden space in the Hill Farms neighborhood to supplement the small space that was found for Sheboygan Community Garden when it was forced to move in 2015.

ANNOUNCEMENTS

Food Sovereignty Symposium and Festival will be taking place on the UW campus from March 8-12. More information at www.food-sovereignty.com

ADJOURNMENT

Motion to adjourn made by Wells. Second by Brockel. Motion passed with a voice vote at 6:58 PM.