



City of Madison

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

Meeting Minutes - Draft MADISON FOOD POLICY COUNCIL

Wednesday, May 3, 2017

5:30 PM

201 W Mifflin St Rm. 302 Central Library

CALL TO ORDER / ROLL CALL

Convened by Nan Fey at 5:40PM

Present: 13 - Rebecca Kemble; Nan Fey; Nathan S. Clarke; Elisabeth C. Reynolds; Steve Youngbauer; Christopher G. Brockel; Lindsey Day Farnsworth; Daniel Y.P. Syverson; Devika J. Suri; Satya V. Rhodes-Conway; Anne Reynolds; Kyle Richmond and Erica C. Anderson

Absent: 8 - Ledell Zellers; Arvina Martin; Lorraine M. Brathwaite; Alexia M. Kulwicz; Michael M. Bell; Martin H. Bailkey; Carrie M. Edgar and Topf Wells

OTHERS PRESENT

Nick Heckman, George Reistad

APPROVAL OF MINUTES

Rhodes-Conway moves approval. Second Kemble. Approval passes with a voice vote.

PUBLIC COMMENT

None.

DISCLOSURES AND RECUSALS

None.

NEW BUSINESS

Add ongoing update for Oscar Mayer.

WORK GROUP REPORTS**47081****Comprehensive Plan Work Group May 2017**

Has met 6 times since January, will now meet Monthly on 2nd Mondays; next meeting Monday 5/8 at 4:30 Still working with city staff to identify issues as work group. Hope MFPC priorities get included by city staff in final comprehensive plan. Public input process is ongoing at <https://imaginemadisonwi.com> .

47083**Community Engagement May 2017**

Discussion of draft RESJ recommendations in light of Special Presentation at the last meeting.

Nick Heckman offered a review of the progress to date on using the City's RESJ tool to examine how the MFPC can expand the reach of its work and achieve progress on areas of importance that reflect the priorities of all residents of Madison. Background was given and an overview of the Community Engagement Workgroup's recommendations was provided.

The conversation generated through this discussion posed a number of questions for further exploration:

- How can workgroups be used to engage with individuals who may not be able to historically be involved in MFPC? How can we work within city constraints to expand leadership and engagement opportunities?
- How can the MFPC collaborate with other policy groups and municipalities like it does with the Dane County Food Council? (Fitchburg, Middleton, UW Madison, etc)
- What are the pros and cons of City of Madison Neighborhood Resource Teams as a vehicle for engagement?
- What do we have to offer for people who don't have a strong personal or professional connection to this council?
 - o Food policy councils accelerate, incubate, and facilitate connections. Opens frames to help people see their work in a larger context.
- What is our process for advancing community concerns?
 - o We need to know how we can meet the personal interest of engaged citizens.
 - o If community priorities differ from our own, would we be willing to restructure workgroups to support a different plan of work?
- What are other models of engagement and feedback aside from altering MFPC membership?
 - o Can we hold listening sessions?
 - o Can we meet people where they are?
 - o Can we relocate our meeting times?
 - o Can we ask people what they get out of engagement with the MFPC?

Council members discuss the importance of improved evaluation and data collection on funding opportunities such HRAP and SEED. What can we learn

from the projects we have funded that could inform how we spend future money? How are equity analysis tools built into evaluation? Who are we reaching, what are the demographics and how will they change as the population of Madison changes in the future? Can MFPC make a budget request around evaluation support?

A final area of discussion was how to tackle the circular issue of public relations and community engagement. How can the MFPC improve awareness of its work in order to generate public feedback and support?

[47084](#)

Edible Landscapes and Terrace Plantings May 2017

George is working with IT staff to update the webpage with sample applications, FAQ, updated graphic, etc. City Doc Services is laying out our outreach materials. We met on 4/25 to discuss the standard operating procedure for edible landscapes and the annual reporting process. One permit has been approved since our last meeting. Our next meeting is 5/11.

[47087](#)

Healthy Retail May 2017

Discussion revolved around reforming program to better support small businesses that may want to apply. Jessica Cavazos from Latino Chamber of Commerce came to discuss her experience with the program. Looking at ways to make the program work better for small business owners and help with technical assistance.

Next steps: look at resolution for potential areas for further change.

[47088](#)

Healthy Marketing and Procurement May 2017

The work group met on April 19, 2017. We discussed having a bit of a reset in where this group is going from here. We have new members who were not present at the April 19 meeting, who will more involved in setting our new goals and priorities.

The work group will still work on putting together a one-page document supporting the need for and in support of the Resolution. We will need to assemble stakeholders and partners in developing good food purchasing standards.

This group is still working on how to conduct a pilot purchasing program - we may be late for the current season, but intend to meet with at least one agency to potentially influence the purchasing of foods that would meet the proposed Resolution for a Good Food Purchasing Policy.

Resolution passed Board of Health unchanged. American Heart Association testified in support at the Board of Health. This aligns with AHA priorities around healthy eating.

Staffer from Purchasing Dept. staff has attended meetings, Parks Dept. staff will begin to attend.

[47089](#)

Pollinator Protection May 2017

The Work Group was not able to meet during April, but since the last report, both the Bee City (Legistar #46806) and Monarch Pledge (Legistar 46809) have been approved by the Common Council. National Pollinator Week is 3rd week in June. Aiming to have materials in Libraries and other sites by that point.

At its next meeting, the Work Group expects a presentation on a project mapping pollinator habitat in Madison, and discussion with IT staff about how to implement the application on the City's website.

Still looking for a couple of new members from MFPC.

[47090](#)

Food Waste Reduction Task Force May 2017

The Food Waste Reduction Task Force met on Wednesday, April 26 to continue reviewing notes from the Food Recovery Convocation held in February. After organizing the notes into major themes we were able to begin identifying and prioritizing issues and actions we should be working on as a Task Force, which ones we should encourage other entities to take, and which ones should be put in a parking lot to discuss with donors/potential donors. For the latter category we began discussion on a second convocation to talk with food establishments that donate, or could potentially donate, to talk about their views on food recovery and food waste.

One action we discussed for ourselves was the creation of a Food Recovery Guide that could include very specific information on where different types of excess food can best be donated, how to make that donation, and more general information on liability protection and incentives for donating. This guide could be handed out by Public Health Environmental Services as they inspect and monitor food establishments. This action would have a budgetary impact for printing costs.

REGULAR BUSINESS REPORTS

[47092](#)

Food Policy Director Update May 2017

- Double Dollars fund campaign was launched in April at Willy St. Co-op. FINI grant was extended through the summer at farmers' markets sites. Farmers' market portion starts on June 3.
- Fruit and Vegetable Rx is in the process of restarting in June for another set of voucher distribution. Adding programming this year.
- Structural update: Jasmine in Mayor's office has been establishing recurring meeting times for all workgroups of MPFC.

[47093](#)

Public Market Development Committee Update May 2017

Consultants are bringing design work to next meeting on 5/4.

[47094](#)

Dane County Food Council Update May 2017

The Dane County Food Council work groups (Equity & Access, Land Access and Food Waste Task Force) continue to meet and are working on a variety of projects. The Council has reviewed a draft food access brief for the village of Marshall that was developed by Dane County UW-Extension interns and staff and Nick Heckman with Public Health Madison/Dane County. The brief is currently being reviewed by the Marshall key informants.

[47095](#)

Madison Metropolitan School District Update May 2017

Received grant \$17,552 for food storage equipment at two middle schools in the district. Lincoln elementary will be hosting Family Fun Night on May 21, 11am-2pm.

Summer food service begins on June 19, at approximately 50 sites.

[47096](#)

Public Health of Madison and Dane County Update May 2017

No update.

[47097](#)

Community Gardens Update May 2017

Fey attended the Gardens Network Advisory Team meeting on April 18. Members provided suggestions for stakeholders to be included in discussion of focus areas for the Urban Agriculture Work Group to be considered by the MFPC in the coming months .

A meeting was held on March 28 to discuss progress on finding additional garden space in the Hill Farms neighborhood; eight sites are currently being evaluated according to the criteria specified in Council Resolution #42079. The group suggested formats for staff's final recommendations, and the need to consult the City's RESJ team about the next step which involves evaluating the recommended sites using those criteria as well. The group's goal of meeting again in 2 weeks wasn't met, but meeting in May will allow the new Alder, Arvina Martin, to learn about this important project in her district.

ANNOUNCEMENTS

Feeding Wisconsin's Health and Hunger Conference will be held at the Hotel Mead in Wisconsin Rapids on May 9-10.

ADJOURNMENT

Motion to adjourn made by Richmond. Second by Brockel. Motion passed with a voice vote at 7:31PM.