



# City of Madison

City of Madison  
Madison, WI 53703  
[www.cityofmadison.com](http://www.cityofmadison.com)

## Meeting Minutes - Draft MADISON FOOD POLICY COUNCIL

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Wednesday, November 1, 2017

5:30 PM

201 W Mifflin St Rm. 301 Central Library

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### CALL TO ORDER / ROLL CALL

Convened by Chair Fey at 5:35PM.

**Present:** 14 - Rebecca Kemble; Ledell Zellers; Nan Fey; Kellie A. Strinz; Alexia M. Kulwiec; Steve Youngbauer; Christopher G. Brockel; Henry D. Aschauer; Martin H. Bailkey; Carrie M. Edgar; Teal M. Staniforth; Satya V. Rhodes-Conway; Anne Reynolds and Erica C. Anderson

**Absent:** 6 - Arvina Martin; Nathan S. Clarke; Elisabeth C. Reynolds; Lindsey Day Farnsworth; Devika J. Suri and Kyle Richmond

### OTHERS PRESENT

Nick Heckman (Public Health Food Policy Analyst); George Reistad (Madison Food Policy Coordinator); Claire Mance (UW-Dane County Extension Representative); Bill Warner (Dane County Food Council Chair).

### APPROVAL OF MINUTES

Motion to approve the November 1, 2017 minutes with corrections made by Kemble. Second by Zellers. Approved with a voice vote.

### PUBLIC COMMENT

None.

### DISCLOSURES AND RECUSALS

**NEW BUSINESS**[49219](#)

Authorizing the City of Madison to become a signatory of the Milan Urban Food Policy Pact.

**Attachments:** [Milan Urban Food Policy Pact and Framework for Action.pdf](#)

This is a nonbinding pact that authorizes and encourages member cities to move forward on recommended actions (37) in food systems clusters (6); also creates eligibility for Milan Pact Awards. Suggestions included integration and comparison to the local Healthy Food for All Plan and other guiding documents created by community organizations and the City of Madison, also questions on how this list of priorities might inform what the Food Policy Council works on going forward. Strategic alignment could be a future effort of the Comprehensive Plan Work Group after that process winds down.

A motion was made by Zellers, seconded by Rhodes-Conway, to RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER. The motion passed by voice vote/other.

**WORK GROUP REPORTS**[49362](#)

Community Engagement November 2017

No report.

[49363](#)

Comprehensive Plan November 2017

Word Group met on 10/12/17 to discuss Imagine Madison revised strategy language and create group assignments to provide implementation/action ideas at the next meeting on November 9; group ideas will be provided to the Imagine Madison staff team by November 17th. Marcia Caton Campbell and Martin Bailkey attended community meetings to back up efforts of the Work Group. Fey encouraged members to provide input and feedback through the Imagine Madison web interface. [www.imaginemadisonwi.com](http://www.imaginemadisonwi.com)

[49364](#)

Food Waste Task Force November 2017

Food Waste Task Force met on October 11 to begin the on-boarding process of food waste and recovery resource project with interns (4). One intern, Mouna Algahaihi, was able to attend the meeting and the group discussed food waste recovery project work plan and next steps for interns and members. Staff has started discussions with LaFollette High School Key Club advisor and will hear back on collaborating with their students in a week. La Follette HS key club will also be contributing toward finding a list of food pantries, recovery organizations, etc. Next meeting tentatively scheduled for November 16.

[49350](#)

## Healthy Retail November 2017

Work Group met on 9/28/17 and discussed program structure (potentially having grant app deadlines, etc.). Received a brief update from American Heart Association staff on the evaluation of the program, which The Food Trust is currently conducting. Group is currently reviewing an HRAP application received and will have feedback and recommendations for the council in a future meeting. Next scheduled meeting falls on Thanksgiving; will be looking for an alternative meeting time/date for November.

[49351](#)

## Healthy Marketing and Procurement November 2017

The Work Group met on October 18, 2018. The group had a fairly lengthy discussion about the Resolution for the Madison Good Food Policy, which was previously approved by the Madison Food Policy Council. This was sparked somewhat by results from the Goodman Pool Survey. The Work Group decided that it wishes to continue to push for the resolution (minus a potential typo in the legistar version) The group envisions the policy as a starting point, and one more about principles and values than strict requirements. The group wishes to contact and work with the Parks Division, and potentially the Goodman Pool, about how to move forward, and the possibility of a potential pilot program. The work group may also still work on a one-page document discussing the merits of the resolution. In addition to moving forward with the Good Food Purchasing Policy Resolution, the Work Group will be turning its attention to healthy vending options. The group will be starting to gather more data and meet with stakeholders with an eye towards making recommendations about increasing healthy choices in vending at City facilities.

New Work Group members will be Ben Van Pelt (American Heart Association) and Amy Brunner Zimmerman (REAP Food Group). Steve Youngbauer will also join the group as an advisor on healthy vending.

[49353](#)

## Pollinator Protection November 2017

The Pollinator Protection Work Group is working on a Resolution to create a staff group to review the Integrated Pest Management Policy. Next meeting is Nov. 10th.

[49349](#)

## SEED Grant Funding November 2017

The SEED Grant work group met on Friday, October 27th to further discuss revisions to existing materials. We went through the RESJ Comprehensive tool and identified questions to use in the SEED application. We also decided to scrap the current Application Evaluation tool in favor of assigning a point value to each application question and scoring it like an exam (out of 100 points). For our next meeting, we are going to finalize drafts of the application and cover letter, as well as discuss an overhaul of the Follow-Up Evaluation that we will send out to the 2017 awardees this winter, in addition to using it in 2018. Questions on how long the application will be and if/how we can use the Food Access Improvement Map to inform the process and applications.

**REGULAR BUSINESS REPORTS**[49361](#)**Community Gardens Update November 2017**

Following the Food Policy Council's approval on October 4th, on October 17th, the Common Council accepted the staff report and its recommendations on Potential Sites for additional garden space in the Hill Farms Neighborhood and nearby areas. On October 25th, George Reistad met with Toriana Pettaway, Nancy Saiz, Jule Stroick and Karen von Huene to discuss next steps – structure and dates for community input and stakeholder meetings, publicity and outreach, materials to be presented at meetings. The staff team will meet again soon to finalize the approach. The goal is to have completed the RESJ analysis process by the end of the year.

[49358](#)**Dane County Food Council Update November 2017**

The Dane County Food Council met on Oct 25, 2017. The meeting included a presentation by Laurel Burleson, owner of the Ugly Apple Food Cart, on her business and food waste reduction and recovery efforts. She sources seconds and surplus from local farms to use in her food cart business. A budget amendment to start an Innovation, Access and Equity Grant program was discussed. And work team reports were given along with reports from the Madison Food Policy Council and Dane County UW-Extension. Supervisors Ritt and Chenoweth on DCFC have proposed Innovation Access and Equity grant program. Designated for spending in Dane County outside of City of Madison. Claire Mance will be joining the MFPC in the Extension seat.

[49357](#)**Food Policy Director Update November 2017**

Double Dollars program started on October 24, at Willy St. Co-op. Bag credit campaign has raised over \$34,000 for the program at Co-op and Farmers' Market locations.

The Urban Agriculture planning group has developed scoping and definitions documents. Goal is to launch urban agriculture work group to take on community gardens policy work where Community Gardens Committee left off, work as partner with the Gardens Network, and work on broader urban agriculture issues like market gardening, zoning, etc., while exploring options for joint collaboration with the Dane County Food Council.

Motion to create Urban Agriculture Work Group was made by Rhodes-Conway, second by Reynolds. Motion passed with a voice vote. Will be added to future Agendas.

[49359](#)

## Madison Metropolitan School District Update November 2017

Partnering with REAP to utilize a food truck it received as a donation this year to serve reimbursable meals to students made with local ingredients. The truck visited three high schools in October to offer sample foods and gather input from students to guide future efforts of the project. Other uses include summer meal feeding and catering events within the district, supporting school events and wellness fairs, etc. Menus will be compliant with federal guidelines. Goal is to use truck again when the weather improves in spring 2018. Other districts using this concept include Minneapolis and Boulder, CO.

Recently finished annual campaign to help families apply for Free/Reduced meals for the school year; 46% of students qualify, down from 2016.

[49352](#)

## Oscar Mayer Strategic Assessment Committee November 2017

First meeting will be held at the end of November. City has control of zoning (currently heavy industrial) on the property, so the committee will be involved in land use decision-making process if there are recommendations to alter zoning. The group will be discussing the surrounding area that influences and is influenced by the facility such as transportation and infrastructure needs, etc. Potential buyers or renters may also draw on this group's expertise. RESJ tool will be used to support the work, and it may align with Milan Food Policy pact language.

[49360](#)

## Public Health of Madison and Dane County Update November 2017

HungerCare Coalition continues to move forward with work in Dane County, most recently conducting a Ripple Effect Map. State is considering pilot programs around food incentives and food restrictions for SNAP users.

[49365](#)

## Public Market Development Committee November 2017

**Attachments:** [Madison Public Market\\_Q3 2017 Quarterly Update.pdf](#)

Third quarter summary of Madison Public Market project was provided. Market Ready Program announced the 30 members of the 80 applicants. Taste of the Madison Public Market event (Oct. 11) was very successful with over 600 attendees.

**ANNOUNCEMENTS**

Women Food and Agriculture national conference is in Madison this week.  
Northside and Southside tours will be conducted.

[49270](#)

The City is seeking nominations for the 2017 Jeffrey Clay Erlanger Civility in Public Discourse Award

**Attachments:** [ErlangerAwardInformation2017.pdf](#)

Jeffery Clay Erlanger Civility in Public Discourse Award is seeking nominations.

**ADJOURNMENT**

Motion to adjourn made by Edgar. Second by Brockel. Motion passed with a voice vote at 6:48 PM.