



# City of Madison

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

## Meeting Minutes - Draft MADISON FOOD POLICY COUNCIL

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Wednesday, March 7, 2018

5:30 PM

Madison Public Library-Central Branch  
201 W. Mifflin St. Rm. 302  
Madison WI 53703

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### CALL TO ORDER / ROLL CALL

Convened by Chair Fey at 5:36 PM.

**Present:** 15 - Rebecca Kemble; Ledell Zellers; Arvina Martin; Nan Fey; Kellie A. Strinz; Alexia M. Kulwicz; Elisabeth C. Reynolds; Steve Youngbauer; Christopher G. Brockel; Henry D. Aschauer; Lindsey Day Farnsworth; Claire Mance; Teal M. Staniforth; Kyle Richmond and Erica C. Anderson

**Absent:** 4 - Nathan S. Clarke; Martin H. Bailkey; Devika J. Suri and Satya V. Rhodes-Conway

### OTHERS PRESENT

George Reistad (Food Policy Coordinator), Nick Heckman (Public Health Staff), Ben Van Pelt (American Heart Association, member of Healthy Retail Work Group), Ruth Rohlich (Economic Development), Alder Matt Phair, Mariam and Joe Maldonado (Luna's Groceries) .

**Present:** 15 - Rebecca Kemble; Ledell Zellers; Arvina Martin; Nan Fey; Kellie A. Strinz; Alexia M. Kulwicz; Elisabeth C. Reynolds; Steve Youngbauer; Christopher G. Brockel; Henry D. Aschauer; Lindsey Day Farnsworth; Claire Mance; Teal M. Staniforth; Kyle Richmond and Erica C. Anderson

**Absent:** 4 - Nathan S. Clarke; Martin H. Bailkey; Devika J. Suri and Satya V. Rhodes-Conway

### APPROVAL OF MINUTES

A motion was made by Day Farnsworth, seconded by Youngbauer, to approve the minutes from the February 7, 2018 Madison Food Policy Council meeting. The motion passed by voice vote/other.

### PUBLIC COMMENT

Ben Van Pelt, American Heart Association registered in support of the Luna's Groceries HRAP application.

### DISCLOSURES AND RECUSALS

None.

### ACTION ITEMS

50759

Healthy Retail Access Program Application: Luna's Groceries

Attachments:

[Lunas Groceries\\_HRAP App\\_FINAL 030118.pdf](#)

[Healthy Retail WG - Lunas Groceries Funding Recommendation Memo 0306](#)

50759 Healthy Retail Access Work Group Funding Recommendation: Luna's Groceries.

**ACTION ITEM** Attach PowerPoint, application for Healthy Retail Access Program, and letter of support from Alder Maurice Cheeks (D-11)

Mariam and Joe Maldonado were present to represent Luna's Grocery, along with Ruth Rohlich from the City's department of Economic Development and Alder Matt Phair (a former member of the MFPC and current member of the Healthy Retail Work Group) to support the project. Questions explored the size and features of the store, comparisons to other businesses when gauging its potential success, cost of improvements to the building, the process for alcohol and tobacco licensing, and desire to include produce from local growers.

There was some concern about whether this project might undermine the efforts of the Allied Community Cooperative that's been working in the area for several years and has also been a recipient of City funding. Staff responded that Luna's Groceries has spoken with the co-op and addressed their concerns; the store will be community-owned, employ neighborhood members and seek feedback on inventory. Its owners have a strong relationship with the ACC and with the Allied-Dunn's Marsh Neighborhood Association. ACC has been turning its focus to workforce development and is supportive of the project. Although the request for Luna's Groceries exceeds the cap initially proposed for projects applying for the HRAP program, that limit has been exceeded in the past for good projects and there is adequate funding in the program to cover this proposal.

Motion to approve the recommendation of the Healthy Retail Access Work Group for this funding proposal to the Healthy Retail Access Program was made by Alder Zellers, seconded by Alder Kemble. Alder Phair spoke in support of the project, pointing out that it is aligned with the intent and design of the HRAP, and will provide a small local grocer for a neighborhood in need; that the building will be owned by a community member and add value is exceptional. Motion passes with a voice vote.

## WORK GROUP REPORTS

50742

Community Engagement March 2018

The Community Engagement WG has not met for ~6 months. Staff is pulling together work group members to explore a relaunch of the work group. We will convene in early April and explore ideas provided to the work group from MFPC members at the May and Aug 2017 meetings, as well as approaches to incorporating Racial Equity and Social Justice Initiative (RESJI) elements into the work of the various other work groups of the MFPC. Invited any new members interested to contact Reistad to be added to the list

[50743](#)

## Comprehensive Plan March 2018

At the February 8 Comp. Plan Work Group meeting, members discussed Kyle Richmond's notes from a January 22nd joint meeting of the City of Madison's Sustainable Madison Committee and Committee on the Environment with Brian Grady of City Planning staff. Members decided to ask George to contact Brian Grady about where Work Group members' suggested Actions were to be "plugged in" to the Imagine Madison process; Imagine Madison team will also be asked to make a presentation of the "draft Comprehensive Plan" document, which will be available in April, at the MFPC meeting on May 2nd. Nan volunteered to create a Progress Report to recount the Work Group's efforts to ensure food policy is reflected in the City Comprehensive Plan. Kyle volunteered to create a draft memo to City officials regarding the MFPC's budgetary priorities related to food policy for the 2019 budget process. Both are to be presented to the full MFPC in April for review. Discussion focused on concerns with the process to date; the workgroup is going to consider how it plans to proceed, perhaps suggesting the city participate in a regional food plan.

[50744](#)

## Food Waste Work Group March 2018

The Food Waste Reduction Task Force held a meeting on Wednesday, February 27th. The interns working on the Food Recovery Guide were unable to attend the meeting so we discussed the process for continuing to get edits of the draft Guide to the group and the timeline for finishing. We also discussed the planning for a business/donor centered food waste convocation in partnership with WasteCap in Milwaukee. We discussed possible attendees, dates, location, and the agenda. George and Chris have an upcoming conference call with WasteCap to discuss the event. Finally, we followed up on Steve Youngbauer's school waste presentation from our previous meeting and began very early stages of planning to support a demonstration-sharing table at a Dane County School. Our first step will be to reach out to the Department of Public Instruction to discuss their guidelines on creating and supporting a sharing table. This work group could use another member from the Madison Food Policy Council to balance the county members.

[50745](#)

## Healthy Retail March 2018

The Healthy Retail Access WG met on Tuesday, March 6th and provided a funding recommendation for Luna's Groceries Healthy Retail Access Program Proposal. Work Group members will also be teleconferencing with Brian Lang at Food Trust on 3/22 to discuss evaluation of Healthy Retail Access Program and next steps towards implementing Food Trusts recommendations. See also Item #50759 above.

[50746](#)

## Healthy Marketing and Procurement March 2018

The Healthy Marketing and Procurement WG met on Thursday, February 21st. Substitute amendment for Good Food Purchasing Policy still in process. Work Group members are reviewing vending infrastructure for city, with a goal of establishing a more unified vending approach within City facilities that offer

healthier options for employees and members of the public. There have been some concerns with the resolution written by this workgroup that MPFC has approved; language may be revised.

[50747](#)

## Pollinator Protection March 2018

The Pollinator Protection Work Group met on February 14th to discuss the IPM review process and draft resolution. Final edits were made to the Resolution for circulation among affected departments but have not yet been introduced to the Common Council. The goal is to complete this review by the end of the year. Official signs announcing Madison's participation in the Bee City USA program are being prepared for posting this spring on major roadway entrances to the city; additional, smaller, signs may also be available to label projects in parks and other locations.

State statute (LRB-0818 sponsors: Hebl/Miller) would restrict the sale and use of neonicotinoid pesticides, and require warning for seeds coated in neonicotinoid pesticides. Reistad will follow its progress through the Legislature.

[50748](#)

## SEED Grant Funding March 2018

The SEED Grant applications were due on February 26th. 23 applications were received this year, with a mix of new and returning applicants. The total amount requested was \$179,062. The committee met on Thursday, March 1st to review the applications and chose 13 finalists to continue; the finalists meeting was postponed because of inclement weather. On March 19th, the committee will ask questions of applicants and then decide on final grantees. The recommendations from the work group will go to the FPC on April 4th and to the Common Council for approval on April 10. Reistad has plans to streamline the contracting process so that funds can be allocated as quickly as possible.

[50749](#)

## Urban Agriculture March 2018

The joint city/county Urban Agriculture Work Group met on February 7th, just before the regular MFPC meeting. The work group is focusing its early 2018 meetings on each of the four broad interest areas identified in late 2017. The first was land access and tenure, with Jim Welsh and Greg Rosenberg giving their perspectives on the state of urban land tenure for farming across both city and county. The March, April and May meetings will focus on waste, urban agriculture businesses and infrastructure on a schedule to be determined. The next meeting will be Tuesday, March 20th.

**REGULAR BUSINESS REPORTS****50750****Community Gardens Update March 2018**

The public engagement process inviting input on additional garden space in the Hill Farms area results have been analyzed; the clear preference over 150 responses at meetings and in surveys was to expand the garden area in Rennebohm Park. A public meeting will be held on March 8th to discuss the details and consider changes to the park's master plan. Next steps are for the Parks Division staff to recommend a location to the Parks Commission for approval and preparation this spring in time for the growing season. Alder Kemble, Reistad and Fey, along with former MFPC member Carrie Edgar, appeared on a panel at the Gardens Network Summit on February 24th fielding questions about how to work with governments on community gardens.

**50751****Dane County Food Council Update March 2018**

Mance reported that the annual report of the Council was approved at its meeting on February 28; when final edits are complete, it will be shared with MFPC. Karen Von Huene provided an update and overview on Community Groundworks. Equity and Access workgroup met to discuss Partners in Equity grant. Next meeting will be March 28.

**50752****Food Policy Director Update March 2018**

Attended debrief meeting for Summer Meals Program 2018 – REAP and MMSD expanding adult meal sites from Elver Park and Southdale Park to Leopold Park and Centro Hispano. Fruit and Vegetable Prescription Program voucher distribution has been handed off to Center for Patient Partnerships. They are working with their Student Navigators and Patient Navigators Program to disburse the remaining \$5,000 from the Wholesome Wave Grant that the City received. Fundraising efforts to sustain the program are ongoing.

**50753****Madison Metropolitan School District Update March 2018**

Received \$7,000 Bell grant from No Kid Hungry and Hunger Task Force to provide breakfast at Memorial High School starting in April.

REAP and MMSD are launching a food truck partnership in April to serve reimbursable meals at high schools featuring local foods. The truck was donated by Roth Cheese.

WI School Nutrition Association held a legislative advocacy session on 3/7. The school district is requesting an additional \$0.02 per meal for breakfast to be reimbursed by the State for a total of \$0.10/meal; its current commitment calls for \$0.15/meal. \$880,000 per year is being requested from State Legislature.

[50754](#)

Oscar Mayer Strategic Assessment Committee March 2018

Next meeting, which will be held on March 13, 5:30 at Goodman Community Center, will focus on the role of food infrastructure and equitable economic development. Presentations will be made by staff and Day-Farnsworth about the potential for the site to remain in food system development. The meeting is expected to be covered by City Channel and available in its archives. Richmond requested to have similar presentation for MFPC, other members agreed.

[50755](#)

Public Health of Madison and Dane County Update March 2018

Heckman attended The National Anti-Hunger Policy Conference February 24-26. Notes that this is a Farm Bill year in addition to delayed Child Nutrition Reauthorization and Federal Budget that could all provide substantial changes to federal nutrition programs such as SNAP and SNAP-Ed.

[50756](#)

Public Market Development March 2018

The project didn't receive as many New Market Tax Credits as expected, so there are fewer well-funded local allies and a need to find additional funds. The next Taste of the Public Market event will be held on Saturday, April 21 11-12, at the Downtown Madison College Campus; help setting up will be needed, announce again at MFPC April meeting.

## DISCUSSION ITEMS

None.

## ANNOUNCEMENTS

- Saturday, March 17 – Living Books: Food Stories – Madison Central Library
- Saturday, April 21 – Taste of the Public Market – downtown MATC
- Monday, June 18 Summer Food Kickoff for MMSD

## ADJOURNMENT

A motion was made by Kemble, seconded by Richmond, to adjourn. The motion passed by voice vote/other. Meeting adjourned at 7:15 pm.