



# City of Madison

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

## Meeting Minutes - Approved MADISON FOOD POLICY COUNCIL

---

Wednesday, October 3, 2018

5:30 PM

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

---

### CALL TO ORDER / ROLL CALL

**Present:** 15 - Ledell Zellers; Arvina Martin; Nan Fey; Garrett P. Peterson; Erica C. Anderson; Allison E. Martinson; Elisabeth C. Reynolds; Jennifer N. Lam; Martin H. Bailkey; Lindsey Day Farnsworth; Claire Mance; Satya V. Rhodes-Conway; Regina M. Vidaver; Kyle Richmond and Rosaleen E. Joyce

**Excused:** 7 - Rebecca Kemble; Steve Youngbauer; Christopher G. Brockel; Henry D. Aschauer; Hedi L. Rudd; Teal M. Staniforth and Devika J. Suri

**Others Present:** George Reistad (Committee Staff), Abigail Sann (UW Madison), Tom Otto (City of Madison), Ben Rush (UW Madison), Maeraj Sheikh (Community Member)

Nan Fey, Chair, called the meeting to order at 5:40 PM

### APPROVAL OF MINUTES

A motion was made by Richmond, seconded by Rhodes-Conway, to approve the minutes of the September 5, 2018 Madison Food Policy Committee meeting. The motion passed by voice vote/other.

### PUBLIC COMMENT

There was no public comment.

### DISCLOSURES AND RECUSALS

There were no disclosures or recusals from the members present.

### SPECIAL PRESENTATION

[53334](#)

Oscar Mayer Strategic Assessment Committee Presentation - Satya Rhodes-Conway, Chair

**Attachments:** [OMSAC Presentation MFPC 100318.pdf](#)

The Oscar Mayer Strategic Assessment Committee was formed to address the impending closure of Oscar Mayer manufacturing facility on Packers Avenue, to provide input on site development, identify and scope potential uses, etc. During peak production, the plant provided around 4,000 jobs, contributed significantly to the city's tax base, and purchased large amounts of water and

electricity; it also has industrial sewer capacity and the company made significant philanthropic contributions to the community.

Key feature of the site include:

- Transportation infrastructure (rail, major roadways, airport, Madison College, North Transfer Point for Madison Metro) – potential for Bus Rapid Transit and intercity rail
- Existing infrastructure including electric, sewer/water etc.
- Large area (about 70 acres) for industrial/commercial uses, redevelopment and potential for in-fill; comparable area to Capital East area on E. Washington Ave.
- Hartmeyer Estate site (adjacent parcel of comparable size) features include a wetland area with conservation potential and Little League fields used by city teams. And the land leased by the City for Metro's North Transfer Point.
- Neighborhoods nearby are currently affordable, vulnerable to impacts of redevelopment

Opportunities on the Site – nine have been identified, several were highlighted:

- Potential for food innovation corridor (slide 17)
- Place-based workforce development (slide 18)
- Inclusive mixed-use district (slide 19)
- Linear and urban future (slide 20) looks at Madison differently
  - o Not just E and W thinking
  - o Pushing high-density residential and commercial/industrial growth to complement each other
- Social Equity and Economic Framework (Slide 21)
  - o How does all this happen without pushing/pricing people out or excluding people?
  - o Equitable development considerations/strategies

Next Steps for the Committee:

- Materials and consultant report are being finalized
- Draft Redevelopment Objectives (slides 23-24)
- OM Special Area Plan Boundary and Elements (slide 25 and 26)
- Next OMSAC meeting Oct 23rd @ 530p (Warner Park) will review draft report
- Expect Adoption of report in November

Presentation Q&A

How does the committee/City interact with owners of the site ? (Reich/Rabin)

The City can work with owners and developers to try and achieve community goals, and will be making decisions about specific land uses, but cannot compel any action. The consultant's report will provide input on what some of the best uses for the site will be; this will inform the owner's decision-making process

How large is the wetland and what restrictions on development exist?

The wetland is not on the Oscar Mayer site and, therefore, not technically within the planning area; it occupies approximately 1/6 of adjacent land owned by the Hartmeyer Estate.

**WORK GROUP REPORTS****53335** Community Engagement October 2018

Responses to the progress report request, distributed to all work groups, are due on October 31st; These responses will be discussion points for the Community Engagement Work Group November meeting to determine next steps.

**53336** Comprehensive Plan October 2018

**Attachments:** [Comp Plan WG Sunset Memo 092818 FINAL.pdf](#)

Chair Richmond reviewed the Work Group's Sunset Memo (attached in agenda and minutes), which provides an overview of the work of the group, what transpired, recommendations and outcomes. One correction was made; the Comp Plan was adopted by the Common Council on 8/7/18. Richmond made a point to push heavily for the creation of a regional food system plan and finding balance between development and farmland preservation within City. General discussion followed about the value of scoping and sunset memos to serve as an examples good Work Group process.

Motion to adjourn/dissolve the Comp Plan Work Group made by Richmond. Second by Day Farnsworth. Passed by a voice vote.

**53337** Food Waste and Recovery 2018

The Food Waste and Recovery Work Group held a meeting on Wednesday, September 26. We reviewed another draft of the graphic layout of the Food Waste Reduction Guide. The guide is close to completion. George presented a quote for magnets that can be given away to alert and refer people to the guide. We discussed the size and design of the magnet and will work on getting a mock-up design. We also discussed breaking the guide into "topic specific" pamphlets that can be shared with specific stakeholder groups (farmers, restaurants, caterers...) and will continue the discussion on whether to move forward on this idea. Standard Operating Procedures (SOPs) continue to be drafted for the "No Thank You Table" project. We decided to hold the Food Waste Convocation with WasteCap on March 18 or 19. We came up with a short list of possible venues and will begin reaching out to determine which can meet our needs and reserve the space. Finally, we began outlining themes and potential speakers for the convocation.

**53338** Healthy Retail Access October 2018

The Healthy Retail Access Work Group met on Thursday, September 27 and finalized RFP language for a Food Terminal Cross-Dock Facility Feasibility Study, which was released on October 1. RFP bids are due on October 29. Additionally, two HRAP applications are in-process; they will go to the Work Group for comment, potential recommendation, and then the MFPC for final approval.

[53339](#)

## Healthy Marketing and Procurement October 2018

The Healthy Marketing and Procurement Work Group is in the process of finalizing a healthy vending policy and continuing to explore ways to advance a Good Food Purchasing Policy, while addressing the concerns outlined by the Parks Division. The Work Group will create a new resolution addressing those concerns for action by the MFPC and Common Council.

[53340](#)

## Pollinator Protection October 2018

The Pollinator Protection Work Group has handed off the Integrated Pest Management Policy Review Task Force. Following the Resolution's specifications, the task force will be co-chaired by representatives from the Madison Food Policy Council and Public Health; Pat Lasky from the Board of Public Health has agreed to serve as co-chairs with Fey. New MFPC member Allison Martinson will also be attending. Reports from the Task Force will be requested on future MFPC agendas and included in its Meeting Minutes.

The Work Group met on August 27th to continue its review of the 2015 report from the Pollinator Protection Task Force. A chart of the report's recommendations is being updated to show the status of each, and staff is requesting updates from various departments before choosing its next projects.

The Work Group discussed having a presence at the November 17th Mayor's Neighborhood Conference to promote opportunities for pollinator plantings. Staff is exploring options for participation in this annual event.

The Bee City signs have not been approved by the Board of Park Commissioners yet for installation in recommended sites in four locations: Goodman Pool, Warner Park, Owen Conservancy and the isthmus Period Garden this fall.

[53341](#)

## SEED Grants Funding October 2018

The Work Group will be meeting on 11/27 prior to 2019 grant launch. Reistad is working with City Channel to create a video of selected participants and is trying to integrate MFPC member attendance with city channel/grantee availability to capture those interactions. Working with a producer S. Precourt to book dates, which will likely be in late October/early November. It was suggested by Bailkey to explore using past year grantees in that video (2014-2017).

[53342](#)

## Urban Agriculture October 2018

The Urban Agriculture Work Group met on Tuesday, September 18th. The primary agenda item was a review of the September 5th presentation to the MFPC by city staff working on the Milwaukee Street Area Plan. The Work Group will develop a strategy for incorporating food production into the plan by the November 7 MFPC meeting. The Work Group also reviewed a land tax issue involving a community garden in Mazomanie, and discussed the future

member composition of the Work Group.

The next Work Group meeting will be Tuesday, October 16th. A special Milwaukee Avenue subgroup will meet on Monday, October 22nd.

## REGULAR BUSINESS REPORTS

[53343](#)

Community Gardens Update October 2018

Sheboygan Gardeners at Rennebohm Park report that:

- Perimeter fencing is nearly complete; materials and post-hold digging provided by the Parks Division, installation by garden volunteers.
- Water service has not been extended yet, but Parks and Community GroundWorks continue to assist. Installation is expected in Spring 2019
- Pavers for the ADA path have been provided by Parks; preparing the base and installation are pending and may not proceed until spring.
- The layout of the full garden will be modified to increase circulation. The original garden and addition will become seamless.
- Gardener leaders look forward to making a presentation to the MFPC in the coming months

The Urban Agriculture Work Group's discussion of water issues for community gardens will be on-going through the winter months.

[53344](#)

Dane County Food Council Update October 2018

This updated was provided by Mance, standing in for Bill Warner, chair of the DCFC. DCFC met on 9/26. There were two students in attendance from West High School who started a "Public Health and Advocacy Club", which seeks to promote health equity throughout the Metropolitan Madison School District. Currently the club is focusing on expanding the food pantry at West HS. DCFC shared a lot of resources and contacts and Mance will be meeting with the students. Mance is also working on developing "Guidelines for hosting healthy and sustainable meetings", which provide guidelines for providing healthier food options at public meetings. This is not a mandate but more of a pledge. The next steps for this initiative are to look at and consider sustainability solutions with regards to packaging, flatware, etc. Mance and Edgar are exploring publishing this through UW-Extension's Learning Store once completed.

[53345](#)

Food Policy Director Update October 2018

Dream Up Wisconsin proposal - "Cultivating Dane: A Multi-Faceted Approach to Increase Food System Opportunities and Financial Security in Dane County" - was chosen to advance to the next round of funding, providing \$10,000 to develop a full project proposal. "Cultivating Dane" was one of 11 proposals out of 46 were chosen to advance to the next round. Carrie Edgar, Nick Heckman, and Reistad are working on putting together a full proposal by 11/21 for consideration.

[53346](#)

Madison Metropolitan School District Update October 2018

There was no report.

[53347](#)

Oscar Mayer Strategic Assessment Committee Update October 2018

See Special Presentation. Next meeting will be on Tuesday, October 23 at 5PM at Warner Community Center.

[53348](#)

Public Health Madison and Dane County Update October 2018

There was no report.

[53349](#)

Public Market Development Committee Update October 2018

Because of recent member turnover, the committee re-visited the mission and vision of the group. The next meeting will be on Thursday, October 4 at 5:00 PM in CCB GR-27.

## ANNOUNCEMENTS

- REAP Farm to School Night Out – Wed Oct. 3, 2018
  - o Many participating restaurants
- West and East High Schools, Sandburg and Mendota Elementary, and Cherokee Middle School food pantries are accepting contributions for undocumented families
- Neighborhood Indicators Project – new website up and running
  - o Trainings are available – <https://madison.apl.wisc.edu/>
- Lussier Community Education Center (Gammon Rd) will be hosting a Community Harvest Dinner on October 11 from 6 pm - 8 pm. The event is free and open to the public.
- Fermentation Fest is taking place this weekend around Reedsburg – Oct 6-8
  - See website for details
  - o Farmers Markets outdoor seasons are closing, but there will be at least five indoor winter markets this winter
- Seeking new Vice Chair to take over for Kyle Richmond

## ADJOURNMENT

A motion was made by Rhodes-Conway, seconded by Day Farnsworth, to adjourn. The motion passed by voice vote. Meeting adjourned at 7:03 pm.