



# City of Madison

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

## Meeting Minutes - Draft MADISON FOOD POLICY COUNCIL

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Wednesday, May 1, 2019

5:30 PM

Central Library - Room 301  
201 W Mifflin Street  
Madison, WI 53703

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### CALL TO ORDER / ROLL CALL

Roll Call at 5:31pm, Nan Fey in the Chair.

**Present:** 18 - Rebecca Kemble; Avra Reddy; Nan Fey; Garrett P. Peterson; Erica C. Anderson; Allison E. Martinson; Allison M. Dopf; Dustin K. Lundt; Christopher G. Brockel; Jennifer N. Lam; Martin H. Bailkey; Lindsey Day Farnsworth; Claire Mance; Teal M. Staniforth; Regina M. Vidaver; Maeraj H. Sheikh; Benjamin E. Rush and Rosaleen E. Joyce

**Excused:** 4 - Arvina Martin; Henry D. Aschauer; Hedi L. Rudd and Devika J. Suri

**Others present:** George Reistad (staff), Nick Heckman (staff), Krystal Webb (American Heart Association), Rachel Goldberg (Public Health), Meg Kilkenny and Karin Conway (Milwaukee Food Council), Eli Wochie (Attorney for Madison Oriental Market), Abha Thakkar (Northside Planning Council), Cynthia Lee (Madison Oriental Market), Martee Mikalson (Consultant for Madison Oriental Market)

### APPROVAL OF MINUTES

A motion was made by Brockel, seconded by Lam, to refer the minutes of the April meeting of the Madison Food Policy Council for approval at the June meeting. The motion passed by voice vote/other.

### PUBLIC COMMENT

None

### DISCLOSURES AND RECUSALS

Brockel disclosed that HRAP application was supported by the Northside Planning Council. He works with FEED Kitchen but has no financial interest in the outcome.

### NEW BUSINESS

None

### ACTION ITEMS

- 1 [55435](#) Amending Resolution, Legislative File No. 38465 to authorize a one-time

increase in the maximum award amount from the Healthy Retail Access Program for the Madison Oriental Market, LLC approved by the Madison Food Policy Council.

**Sponsors:** Rebecca Kemble, Arvina Martin, Satya V. Rhodes-Conway, Syed Abbas and Avra Reddy

**Attachments:** [34565.pdf](#)  
[Healthy Retail WG Funding Rec - Madison Oriental Market 042919.pdf](#)  
[Madison Oriental Market\\_HRAP FINAL APP\\_April 2019.pdf](#)  
[55435 v1.pdf](#)  
[Madison Oriental Market\\_HRAP Pres MFPC 050119.pdf](#)

Cynthia Lee & Martee Michaelson presented PowerPoint presentation. Lee family has put in tremendous hours and effort to get the store to make money in the past 2 years. They are using more local produce but need more refrigeration capacity. Dane County Job Center is next door, customers need lunch. Delivery possibility is a recent idea, possible collaboration with Luna's Grocery. Want to make significant improvements to accommodate more fresh produce, foods to serve wider range of customers, e.g. African, Indian, Latinx, etc. Abha Thakkar provided insight on the history of the north side of Madison and issues with culturally relevant food access facing certain residents.

Northside Planning Council is hoping to help promote and partner with the upgraded market.

Discussion included the following questions:

Q: Is the store accessible for disabled customers?

A: Not currently, but in talks with the landlord on ADA accessibility.

Q: Will delivery be associated with online or over-the-phone system?

A: Hoping to start with phone system and move towards online in time.

Q: With upgrades, will you expect to employ more individuals?

A: Yes. Hoping to hire someone for pickups as well as a chef capable of cooking Hmong and African dishes. Possibly a cashier.

Q: Will you be trying to get more local produce?

A: Yes. Had to turn down some local produce last year.

Q: Is there a discrepancy between \$85,000 in memo and \$95,000 in budget?

A: Negotiating with landlord, but this will be a wash; given a month of free rent.

Bailkey: What is the precedent being set by the \$150,000 application relative to the future of the HRAP?

Reistad: Because the application is over \$100,000, the recommendation needs to be advanced to the Common Council.

Peterson: What is the current solvency of the HRAP? Are there other projects on the horizon?

Reistad: This application would bring fund balance to roughly \$270,000. There are other projects in the pipeline, but no applications have been developed at this time. The 2019 directive was to deplete the existing HRAP surplus, so the goal will be to continue to spend down funding.

Day Farnsworth: These applications are creating network and scaffolding of programs, and connections between applicants like Madison Oriental Market and Luna's Groceries

Kemble: The examples given by the Lee family driving to Chicago repeatedly to get product highlights the funding approved from HRAP dollars, for a feasibility study on a food terminal cross-docking facility.

Anderson; Does the store accept EBT or WIC?

A: Yes to EBT, not sure about WIC currently. WIC inventory requirements may prove difficult to include.

A motion was made by Day Farnsworth, seconded by Brockel, to RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER. The motion passed by voice vote/other.

2      [55210](#)

Authorizing the Mayor and City Clerk to execute a lease for farming purposes with Guy Dreger and Laura Dreger for approximately 7 acres of land recently acquired for park purposes in the Town of Verona. (1st AD)

Sponsors:            Barbara Harrington-McKinney

Attachments:        [11797\\_Exhibit\\_A.pdf](#)  
[11797\\_Exhibit\\_B\\_\(page\\_1\\_of\\_2\).pdf](#)  
[11797\\_Exhibit\\_B\\_\(page\\_2\\_of\\_2\).pdf](#)

Matt Wachter, City of Madison Office of Real Estate Services, described the situation with this small parcel surrounded by woodlands. The City intends to meet requirements for certifying these 7-acres as a conservation park in 2020, and develop the area to support the nearby Ice Age Trail. The original plan was for the Parks Department to take over its management in 2019, but the local farmer who has been working the land asked whether it could be planted this season.

Two initiatives of the Madison Food Policy Council are relevant to this situation.

The Urban Agriculture Work Group is reviewing land the City currently leases for agricultural purposes (ranging from 10-60+ acres) as potential locations for urban agriculture districts and market gardens.. Some of these lands have been purchased by departments like Parks and Water Utility for future uses that the City would continue to own; other areas are expected to be sold for private development. The question from the Urban Ag Work Group about this 7-acre parcel is whether the land should continue to be farmed with conventional agriculture practices or perhaps planted in perennial grasses or prairie to begin converting it to more ecosystem-based land management according to conservation park standards it's trying to meet next year.

The Integrated Pest Management Policy Review Task Force, proposed by the Pollinator Protection Work Group, is in the process of recommending revisions to the 2004 policy. These recommendations, due in the Spring of 2020, are likely to include discontinuing the use of more pesticides than Atrazine (the only chemical prohibited in the current leases) and providing incentives to transition lands the City intends to keep to more organic land management processes in the interest of public health and stewardship of healthy soils and ecosystems.

Discussion included questions about whether this situation could be used to establish food system priorities for undeveloped land use/access? Dane County Food Council has done some work in this area. This may also provide another opportunity for consideration of a regional food system plan, and a case study for transitioning land from chemical to healthier land management processes.

Discussion of whether there is or is not an opportunity to intervene in this situation, given the timing of this lease and planting season,. Consensus was reached that the Urban Agriculture Work Group will develop policy recommendations for priorities for these types of parcels that integrates with Integrated Pest Management Policy Review Task Force recommendations by spring 2020 when these annual leases are considered again.

A motion was made by Kemble, seconded by Reddy, to Return to Lead with the Recommendation for Approval with the expectation of future policy recommendations from the Food Policy Council and request that the Common Council review these Minutes at its meeting on May 14th.

### WORK GROUP REPORTS

- 3      [55609](#)      Community Engagement May 2019
- Work Group is compiling findings from the Equity Questions, and will provide a brief history of the process in June. Interested in researching Kate Clancy's observation that most food policy councils have a governance committee that might adopt some of the responsibilities of this Work Group.
- 4      [55611](#)      Food Waste and Recovery May 2019
- Hasn't met since the Summit event last month, but the City of Madison just received a \$39,000 grant from USDA to explore solid waste biodigestion. Madison is also beginning a new pilot for solid food waste recycling. City Streets staff will be presenting to the Food Waste group on the grant at next meeting on May 22.
- 5      [55612](#)      Healthy Retail Access May 2019
- In addition to Agenda Item #1, HRAP Staff team has been meeting monthly to address recommendations of the 2018 Food Trust Report.
- 6      [55613](#)      Healthy Marketing and Procurement May 2019
- We have looked at implementation guides from around the country for inspiration and are now pulling together a brief guide to help city staff and stakeholders understand the regulations. There are vendors that are already switching over to products that meet regulations. We have a phone call scheduled for May 2nd to discuss where we are in the process and our regular meeting is May 15th.
- 7      [55614](#)      Pollinator Protection May 2019
- The Work Group met on April 10th to review its work plan and how to move forward. Roberta Sladky, director of Olbrich Botanical Gardens, will be

gathering and evaluating planting lists used by city agencies. A group of UW students presented an online tool for residents of Dane County to evaluate their pollinator habitat. Programs that engage “friends groups” and neighborhood associations would benefit from the UW research, its tool and the pollinator habitat map project, so the Work Group may wait until these tools have been made available online to engage the public.

Sladky provided a list of classes being offered by Olbrich Gardens during National Pollinator Week, June 17-23, 2019. The Work Group still hopes the four small Bee City signs made in the winter of 2018 will be installed by then if they weren’t installed by Earth Day; Reistad will check on their status.

8 [55615](#) SEED Grants Funding May 2019

Recommendations were approved by the Common Council on April 16.

9 [55616](#) Urban Agriculture May 2019

The Urban Agriculture Work Group met on Tuesday, April 16th. The UW-Madison students researching the community gardens water rate issue submitted a progress report and are on track to present their final report by mid-May. The work group also reviewed the ongoing planning for food production at Anderson Farm County Park in Oregon, and the process by which Madison leases city-owned land for agricultural use. The next work group meeting will be Tuesday, May 21st.

#### REGULAR BUSINESS REPORTS

10 [55617](#) Community Gardens Update May 2019

UW students provided a preliminary report on their work analyzing issues around water access at community gardens to the Urban Ag Work Group on April 16th. They will be providing a final report at the group meeting in May.

11 [55618](#) Integrated Pest Management Policy Review Task Force May 2019

The Common Council approved the Resolution extending the work of the Task Force on April 16th, and new members have been invited. The Task Force will resume meeting on a monthly basis this month with a goal of completing its work by the spring of 2020.

12 [55619](#) Dane County Food Council May 2019

No report, did not meet in April.

13 [55621](#) Food Policy Director Update May 2019

Park Street Grocery/Truman Olson: SSM is exploring options on timeline and location for new south side clinic. This may help minimize a grocery gap in the event of closure of Pick ‘n Save near Truman Olson site. Staff team is meeting on an ongoing basis to discuss options/strategies. Terrace treatment policy recommendations from MFPC were accepted by Board of Public Works and will be advanced to the Common Council on May 14. Cross-docking facility

consulting group's feasibility study has been moving forward. Luna's Groceries is now SNAP approved. They are exceeding monthly sales numbers and attribute that to local foot traffic from within the neighborhood.

14 [55622](#)

Madison Metropolitan School District Update May 2019

**Food Waste Reduction and Donation Pilot Program: MMSD Food & Nutrition will be working with Leopold Elementary School on a food waste reduction and donation pilot program in the cafeteria. Food items that can safely be recovered and donated will be distributed in the Leopold School Food Pantry that is currently being run by "Selfless Ambition". The tentative start date is May 6, 2019. Results of the pilot will be evaluated at the end of the school year.**

15 [55623](#)

Public Health Madison and Dane County May 2019

**City and county partners are working together on the rapidly approaching 2019 Summer Meals Program. REAP Food Group's 2-year grant from the Wisconsin Partnership Program has now concluded, creating some challenges for serving meals at Elver Park. Looking for volunteers groups to assist.**

**Heckman will be meeting with Environmental Health sanitarians in June to go through the Food Waste and Recovery Guide.**

16 [55629](#)

Public Market Development Committee May 2019

**No update. Next meeting May 2nd.**

## ANNOUNCEMENTS

- Sneak peak of the Public Market May 8th from 5-7pm at Fleet Services building
- Pizza night at Sprouting Acres Farm, every first and third Thursday, May through October, 4:30-8:00pm.
- Center for Resilient Cities, CIAS, and Community GroundWorks have received a grant to develop training platforms in urban agriculture. At Badger Rock Neighborhood Center.
  - o First workshop: Building Community Equity - Saturday, June 8.
  - o Sunday, July 7: Container Farms
  - o Saturday, July 13: Growing in Urban Areas
  - o Sunday, July 21: Season Extension
- Young Professionals in Nutrition: Next meeting May 15.
- Dane County Extension has published "Hosting Healthy Meetings" document.

## ADJOURNMENT

**A motion was made by Day Farnsworth, seconded by Sheikh, to Adjourn. The motion passed by voice vote at 7:25pm.**