



City of Madison

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

Meeting Minutes - Draft MADISON FOOD POLICY COUNCIL

*Consider: Who benefits? Who is burdened?
Who does not have a voice at the table?
How can policymakers mitigate unintended consequences?*

Monday, September 14, 2020

5:00 PM

Virtual Meeting

CALL TO ORDER / ROLL CALL

Convened by Chair Anderson at 5:06 PM.

Present: 17 - Rebecca Kemble; Max Prestigiacomo; Nicholas S. Leete; Erica C. Anderson; Olajumoke O. Falomo; Dustin K. Lundt; Christopher G. Brockel; Hedi L. Rudd; Jennifer N. Lam; Jamie R. Bugel; Lindsey Day Farnsworth; Claire Mance; Teal M. Staniforth; Devika J. Suri; Sarah M. Larson; Regina M. Vidaver and Benjamin E. Rush

Excused: 5 - Arvina Martin; Allison M. Dopf; Henry D. Aschauer; Aaron M. Kelly and Alma T. Horlock

Others Present: Bill Warner, Donale Richards, Michelle Ritt, Sheena Tesch, Dan Cornelius, George Reistad, Nick Heckman, Nan Fey, Jess Guffey Calkins, Kyle Lee, Cynthia Lee, Abha Thakkar, Martee Mikalson

APPROVAL OF MINUTES

A motion was made by Brockel, seconded by Day Farnsworth, to Approve the Minutes. The motion passed by voice vote/other.

PUBLIC COMMENT

None

DISCLOSURES AND RECUSALS

Brockel discloses that he is an employee of FEED Kitchens and Northside Planning Council, which would be acting as a fiscal agent for the Madison Oriental Market HRAP application.

NEW BUSINESS

None

ACTION ITEMS

- | | | |
|---|------------------------------|--|
| 1 | <u>62235</u> | Healthy Retail Access Work Group Funding Recommendations - Northside Planning Council (fiscal agent) c/o Madison Oriental Market |
|---|------------------------------|--|

Attachments: [MOM_HRAP_Application_Package_091020.pdf](#)
[Healthy_Retail_WG_Funding_Rec_-_NPC_Madison_Oriental_Market_091420.pdf](#)

Presentation by Thakkar follows the application that was submitted by Madison Oriental Market.

Brockel: How did the previously funded application generate the need for this work?

Cynthia Lee (MOM): The remodel created additional traffic and new spaces for inventory. It became clear that tracking inventory became increasingly difficult and we need these skills to support the business's growth.

Motion to approve the \$9,000 funding request made by Leete. Second by Rush. Motion approved with unanimous approval by the Madison Food Policy Council.

- 2 [62237](#) Healthy Retail Access Work Group Funding Recommendations - International Market

Attachments: [International_Market_HRAP_Application_Package_091420.pdf](#)
[Healthy_Retail_WG_Funding_Rec_-_International_Market_091420.pdf](#)

Presentation by Mikalson follows the attached application.

Reistad: This application includes 100 hours of technical assistance. Are you (Mikalson) able to support this technical assistance?

Mikalson: Yes. This will begin within the next week. I will re-merchandise the store and advise the owner on pricing and sales fundamentals.

Motion to approve the \$30,000 funding request made by Brockel. Second by Mance. Motion approved with unanimous approval by the Madison Food Policy Council.

SPECIAL PRESENTATION

- 3 [62182](#) FEED to Go: Overview and Impact -- Abha Thakkar and Chris Brockel (Northside Planning Council - FEED Kitchens)

Attachments: [FEED_To_Go_presentation_091420.pdf](#)

Brockel moves to refer the special presentation from FEED Kitchens and Northside Planning Council. Second by Day Farnsworth. Motion passes with unanimous approval.

STAFF REPORTS

- 4 [62183](#) Food Policy Director September 2020

- Staff have begun to brainstorm the creation of a “Healthy Community Food Systems Fund” using past year (FY18) Healthy Retail Access Program budget allocation. This is in-line with a directive from Mayor Rhodes-Conway to provide funding for community-based food systems efforts. The program outline, scope, funding mechanisms and amount are still being discussed. Staff would like to present a draft of the program to individual work groups for reaction/comment and then provide a proposal for program creation to the full MFPC-DCFC, most likely at the November 2020 meeting.
- Continuing to convene the MFPC-DCFC Steering Team weekly to discuss administrative and logistics issues related to the ongoing meetings of the MFPC-DCFC.
- Continuing to convene the Madison Terminal Market Local Team to continue seeking external funding for a pop-up terminal facility and/or a permanent terminal market facility as well as continuing to explore ways to decrease the inefficiencies of last mile distribution for local farmers, small retailers, and emergency food providers.
- Participating on an internal staff team – “Economy and Culture Recovery Team” that meets weekly and focuses on economic recovery ideas and solutions within the City.
- Participating as a member of the staff component of the Truman Olson Steering Team, which has started meeting again to discuss progress and issues related to the grocery store, affordable housing, and street reconstruction happening at the Truman Olson site on South Park Street. Keeping in contact with Mariam and her design team as she continues to work on and make decisions for the larger Park Street store. Steering Team is meeting tonight (9/14) @ 630PM.
- Reistad has engaged as the mayoral staffer for the “Mayors for a Guaranteed Income” coalition, which Madison – along with other cities like Stockton, CA; Atlanta; Los Angeles; Newark; and Pittsburgh – are a part of. We are looking at ways Madison can be supportive to the goals of the coalition, which are to promote and support programs and policies that establish a guaranteed minimum income.

5 [62184](#)

Public Health Madison & Dane County September 2020

There have been dramatic COVID-19 spikes in Madison following the UW reopening, with upwards of 60% of new cases being affiliated with the University. Average daily cases has more than doubled from the previous period. UW-Madison has now taken steps to quarantine student housing and certain off-campus housing areas. The increases in cases have led to longer wait times at test sites and test results.

Targets for reopening school grades 3-12 have not been met, however the Wisconsin Supreme Court issued a temporary injunction over PHMDC’s order to require virtual learning for grades 3-12.

PHMDC has hired over 100 temporary staff in recent months to meet demands of contact tracing and testing. Lag time in hiring new positions means that current and future case surges may be filled through contract staff.

6 [62185](#)

Extension Dane County - UW-Madison September 2020

Registration is live for the virtual 2020 Edible Startup Summit - Mon Nov 9 & Tues Nov 10. Language interpretation is available. More details will be added soon at <https://fyi.extension.wisc.edu/ediblestartup/>.

Free webinars and consulting on navigating your restaurant through covid-19 will be offered through the UW-Madison Extension Community Economic Development Program & the WI Small Business Development Center Network. The next webinar session is Tues, Sept 15, 9:30am. Registration and details are at <https://wisconsinsbdc.org/restaurants/>.

The newly created Governor's Blue Ribbon Commission on Rural Prosperity will seek to find solutions to the challenges facing rural communities in Wisconsin. The commission's last virtual public forums is on Sept. 16. Residents can submit online comments to the commission through Sept. 30 at <https://wedc.org/rural-prosperity/>. Commission members are available for virtual meetings with rural organizations, businesses and other stakeholders.

WORK GROUP REPORTS

- 7 [62186](#) Food Access, Relief, and Economic Support Work Group - September 2020

Work Group has established 3rd Mondays of the month at 3p as a standing meeting day and has not met since before the last MFPC-DCFC meeting on August 18th. The next meeting of the WG will be on Monday 9/21.

- 8 [62187](#) Food Systems Recovery and Resilience Work Group - September 2020

- An example of project: reallocation of HRAP funds to workgroups and determine process to distribute funds in equitable way
- Long-term funding mechanisms from the City and County - this may be a potential sub-work group to explore how to influence municipal budgets with food systems projects
- Understanding the community needs:
 - o Work with other organizations to develop a comprehensive list of existing resources
 - o For food-grade, commercial facilities - we may want to have a brief presentation from FEED Kitchens to identify some issues and potential solutions

- 9 [62188](#) Regional Agriculture and Food Sovereignty Work Group - September 2020

The regional agriculture and food sovereignty work group met last Friday. We revisited proposed projects and shared our knowledge regarding existing work and resources for each project. We will use this list to guide our work and point us to the projects where we may have the most impact.

REGULAR BUSINESS REPORTS

- 10 [62189](#) Community Gardens September 2020

Community Gardens/Gardens Network (not sure who I'm reporting for): Rooted's garden network manager is at the beginning of fall meetings with community garden organizers to determine their feedback on plans for the gardens network system, along with priorities to work on for the following year. We are also working on getting cover crops to gardens to plant for the fall and working with the Latino Academy for Workforce Development to begin placing raised beds at community garden projects, beginning in South Madison.

- 11 [62190](#) Madison Metropolitan School District September 2020

On August 31, the USDA extended waivers through December 31, 2020 (or as long as funding lasts); the most impactful of these is that all meals are free for all children 18 and younger.

MMSD Food & Nutrition had a successful first week of meal service for the start of the school year. We are distributing boxes of food at 40 school sites in the District. Each box contains food items for 5 USDA breakfasts and 5 USDA lunches. For the first week, we distributed 3396 boxes of food to families. This equates to 33,960 USDA meals.

More information can be found at
<https://www.madison.k12.wi.us/mmsd-covid-19-neighborhood-food-sites>

- 12 [62191](#) Public Market Development Committee September 2020

No report. Executive Capital Budget was released on Sept 1 and funding for the Madison Public Market was reauthorized. The PMDC is meeting 9/14 at 5PM.

ANNOUNCEMENTS

None

ADJOURNMENT

Motion to adjourn made by Day Farnsworth. Second by Rush. Motion approved by unanimous approval at 6:30PM.