



City of Madison

City of Madison
Madison, WI 53703
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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, November 2, 2020

5:00 PM

Virtual Meeting

CALL TO ORDER / ROLL CALL

Convened by Chair Anderson at 5:04 PM.

Present: 12 - Rebecca Kemble; Nicholas S. Leete; Allison M. Dopf; Dustin K. Lundt; Christopher G. Brockel; Jennifer N. Lam; Jamie R. Bugel; Teal M. Staniforth; Devika J. Suri; Sarah M. Larson; Benjamin E. Rush and Alma T. Horlock

Absent: 2 - Max Prestigiacomo and Arvina Martin

Excused: 2 - Hedi L. Rudd and Lindsey Day Farnsworth

Others Present: MFPC Members w. lapsed terms (Anderson, Vidaver, Falomo, Mance); DFC Members: Bill Warner, Marcia Caton Campbell, Donale Richards, Sup. Michelle Ritt, Sup Julie Schwellenbach, Sheena Tesch; Staff: George Reistad, Nick Heckman, Nan Fey (advisor), Jess Guffey Calkins; Community member: Sabrina Belisle

APPROVAL OF MINUTES

This was Approve the Minutes

PUBLIC COMMENT

None

DISCLOSURES AND RECUSALS

None

NEW BUSINESS

None

ACTION ITEMS

- | | | |
|---|-----------------------|-----------------------------------------------------------------------------------------|
| 1 | 62848 | Group Discussion of "2021 Healthy Community Food Systems Fund - Grants" DRAFT Materials |
|---|-----------------------|-----------------------------------------------------------------------------------------|

Attachments: [2021 HCFSF-GP Background Letter_DRAFT 110220.pdf](#)
[2021 Healthy Community Food Systems Fund Application_DRAFT v.2_110220.pdf](#)
[MFPC-DCFC HCFSF Presentation 110220.pdf](#)

Presentation follows from attached slides. Reistad shared program materials and solicited feedback which was recorded on updated drafts.

Q: Will we be able to continue to support emergency food access?

Reistad: Yes, pantries and food banks would be more than welcome to apply.

Heckman: Emergency food providers are reporting that they currently have sufficient food, and would find value in more capacity grants at this point.

Q: Will the Food Access Improvement Map be used to target funds?

Heckman: the FAIM map will be updated when new data is available. There is reason to consider data beyond FAIM for this project, as COVID-19 has impacted the community widely

Q: Will the County PIE grants be involved?

Calkins: Yes, the PIE process will be released in tandem so that there are county opportunities for funding at the same time.

Q: What is the difference between the Healthy Community Food System Fund and potential funds for food entrepreneurs?

Reistad: Funds may be made available directly for food system entrepreneurs on a faster timeline while more general funds are available community-wide through the HCFSF

Q: What can be learned from the SEED grant process and business applications?

Reistad: We are hoping to see more partnership and community service goals, which hasn't always been present in business applications to SEED.

Discussion over the timeline suggests advancing this to the Common Council more rapidly to get grants in the hands of food system operator before growing season.

Motion: MFPC recommends that staff draft a resolution to be introduced at the 11/17/20 CC meeting for final passage at the 12/1/20 CC meeting to combine the remaining 2018/2020 HRAP funds with the 2021 Seed Grant funds to be divided into three programs:

- 1) \$150,000 for the Healthy Community Food Access Fund
- 2) \$100,000 for Rapid Food Access and Food Entrepreneur Support
- 3) \$18,000 for Regional Food System Planning

This would be a one year adjustment to conditions related to the COVID-19 pandemic and the Seed Grant program would return to its original funding and purpose in 2022.

Motion made by Kemble. Second by Brockel. Motion approved with unanimous consent.

Guffey Calkins led discussion of Food Systems Projects that can be prepared for future COVID-response funding. Discussion will be moved to the upcoming workgroup agendas.

STAFF REPORTS

- 3 [62850](#) Food Policy Director - November 2020
- No additional updates.
- 4 [62851](#) Public Health Madison & Dane County - November 2020
- The COVID-19 pandemic has reached crisis levels throughout Wisconsin. Within the last month, PHMDC has moved to crisis levels of contact tracing, where all positive cases are still notified, but contact tracing is not able to be conducted in all cases. Hospitalizations and ICU usage has increased following case surges in September and October, and those measures are at 82% and 81% of capacity.
- Heckman has been doing site visits to pantries to ensure they are prepared for safe outdoor food distribution this winter.
- 5 [62852](#) Extension Dane County - UW-Madison November 2020
- RFP Applications are now being accepted for Dane County's COVID-19 Community Development Block Grant program, totaling more than \$1.76 million. The funding will be spent on projects that prevent, prepare for, and respond to the COVID-19 pandemic, including projects that increase access to food, provide health services, and other areas. Application deadline is 2pm on Thursday, November 19th.
 - Edible Startup Summit 2020 is virtual and also statewide this year - Monday & Tuesday, Nov. 9-10, 2020. The summit is organized by UW-Madison Extension Dane County and UW-Madison Extension Food Systems Program, with support from the Entrepreneur group of Dane County Food Council, FEED Kitchens, UW Food Finance Institute, UW-Madison's Law & Entrepreneurship Clinic, Compeer Financial, and Tribe 9 Foods. This event is packed with information about business planning, product development, on-line sales, marketing and branding, and pivoting in the time of Covid-19, and includes keynote talks, workshops, and networking sessions. Info and registration is available at <https://fyi.extension.wisc.edu/ediblestartup/>; please spread the word to your networks.
 - Wisconsin Small Business Better Process Control School – UW-Madison Extension is holding a virtual training for small businesses involved in canning sauces, pickles, or dressings on November 10 and 11, 2020, from 7:30 am – 12 noon each day. Advance registration required; for more information and to register, visit: Wisconsin Small Business Better Process Control School. - Dane County Office of Energy & Climate Change has launched a Climate Champions program to recognize local folks leading on energy and water efficiency, clean fuel fleets, emissions and agricultural practices, and more. Please help us get the word out to farmers with strong environmental practices, and other local sustainability leaders. Application deadline is November 9.

- Extension Dane County's Fall 2020 Online Green Thumb Gardening series will be on Mondays 6-8pm from Nov 2 – Nov 30. Extension educators will provide in-depth and accessible information for everyone from the novice to the experienced gardener through these online classes. You can sign up for one class or receive a discount when you register for the entire series. Register here for the Fall Gardening Series. Visit the Green Thumb website for more details about additional Green Thumb Gardening series that will be offered in the winter, early spring, mid-summer and late summer.

- To assist farmers with choosing a software platform for their direct sales, Claire Strader, Extension Dane County Organic Vegetable Educator, worked with the CSA Innovation Network on a national survey of farmers to rate the software platforms to develop the Farmer to Farmer eCommerce Platforms Report. This report details farmer ratings for the most popular farm-specific or farm-friendly sales platforms. There will be a webinar on this report on November 17, and more farmer profiles and video tours are coming this fall.

WORK GROUP REPORTS

6 [62853](#) Food Access, Relief, & Economic Support Work Group November 2020

FARES sub-workgroups continue to move forward with project work.

7 [62854](#) Food Systems Recovery and Resilience Work Group November 2020

No report.

8 [62855](#) Regional Agriculture and Food Sovereignty Work Group November 2020

No report.

REGULAR BUSINESS REPORTS

9 [62856](#) Community Gardens November 2020

Rooted's Gardens Network Manager has continued meeting with garden organizers to get feedback on how the year went and determine priorities for 2021 and get feedback on plans for mitigating municipal fees in struggling gardens , using funds from general community garden plot fees, matched by the city of Madison. Working on preparing gardens in the town of Madison for their transition to the cities of Madison and Fitchburg. Rooted, UW-Madison Extension Dane County, as well as garden organizers in Green Bay and Milwaukee are also beginning the process of planning for a state-wide virtual community garden summit in early 2021.

10 [62857](#) Madison Metropolitan School District November 2020

We started the pilot neighborhood delivery of our food boxes, working with Badger Bus for families that have transportation issues that do not allow them to make it to one of our school sites. We have two buses that make four stops each along established school bus routes in neighborhoods that have been

identified with the highest need.

We also opened up another site for evening box pick up at our Food Production Center on Pflaum Rd. on Tuesdays from 4:00p – 6:00p to assist families that are unable to make it to our school sites during the day due to work schedules. We have been averaging about 120 boxes weekly.

11 [62858](#) Public Market Development Committee November 2020

Next meeting will be December 5.

DISCUSSION ITEMS

Announcements:

- Events at FEED Kitchens:
 - o Soup’s On! Dane Buy Local selling quarts of soup and distributed through FEED Kitchens beginning – November 17
 - o FEED Virtual Holiday Bazaar will run from Thanksgiving to Christmas.

ADJOURNMENT

Motion to adjourn the MFPC made by Vidaver. Second by Mance. Motion approved by unanimous approval at 6:59PM.