



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?*

Wednesday, July 21, 2021

5:30 PM

Virtual Meeting

CALL TO ORDER / ROLL CALL

Motion for Chris Brockel to serve as acting chair made by Rudd. Second by Evans. Motion passed with a voice vote.

MFPC called to order by acting chair Brockel at 5:43

Present: 13 - Yannette Figueroa Cole; Regina M. Vidaver; Nicholas S. Leete; Jamie R. Bugel; Rebecca Kemble; Hedi L. Rudd; Dustin K. Lundt; Christopher G. Brockel; Devika J. Suri; Teal M. Staniforth; Sarah M. Larson; Erica C. Anderson and Jennifer S. Conroy

Excused: 7 - Arvina Martin; Kirsten E. Moore; Jennifer N. Lam; Lindsey Day Farnsworth; Laura G. Scandurra; Benjamin E. Rush and Alma T. Horlock

Others Present: DCFC Chair Bill Warner, Marcia Caton Campbell, Daniel Cornelius, Shirley Nennig, Donale Richards, County Sup. Michelle Ritt, Sheena Tesch, Abha Thakkar, Jess Guffey Calkins, George Reistad, Nick Heckman, Stacie Reece, Bryan Johnson, Nan Fey

APPROVAL OF MINUTES

A motion was made by Conroy, seconded by Leete, to Approve the Minutes. The motion passed by voice vote/other.

PUBLIC COMMENT

None

DISCLOSURES AND RECUSALS

Brockel discloses that his work at Healthy Food For All overlaps with content of Reece's presentation/action item

NEW BUSINESS

None

ANNOUNCEMENTS

• Swipe Out Hunger will be coming to UW-Madison in 2021 to address student food insecurity.

- MFPC and DCFC applied for and were accepted to a Johns Hopkins "Community of Practice" on racial equity and power dynamics within the food system for the upcoming two years. Abha Thakkar (DCFC) and Kirsten Moore (MFPC) will be representing the joint food councils.
- Dan Cornelius is organizing a field day at Silverwood Park.

ACTION ITEM -- SPECIAL PRESENTATION

- 1 [66505](#) Special Presentation - Overview of the City's Involvement with the Food Matters Great Lakes Cohort and Feedback Process for the City's Food Waste Diversion Resolution (Stacie Reece - Sustainability Coordinator)

Attachments: [MFPC DCFC 7.21.2021 Reece Pres.pdf](#)

Presentation followed the attached slides.

Motion to support the resolution with recommended changes made by Figueroa Cole. Second by Rudd. Motion passed with unanimous consent.

WORK GROUP REPORTS

- 2 [66506](#) Food Access, Relief, and Econ Support Work Group - July 2021

FARES has had two working meetings where we have summarized the grant information for SEED and PIE grants (thanks George and Jess for that information!). Last week we identified the organizations that have received grant funds and their geographical locations. Nick will share this information with GIS folks at the City to see if we can get a visual map, for internal purposes, to help us identify spatial patterns in grant awards.

- 3 [66507](#) Food Plan Work Group July 2021

Submitted USDA regional partnership grant on July 6. If funded, the plan will take place over 24 months.

- 4 [66508](#) Regional Ag and Food Sovereignty Work Group July 2021

RAFS workgroup has been holding presentations over the summer to educate on certain issues. Jeff Lafferty from PHMDC met with the group in July to discuss PFAS in Madison-area waterways and the dangers for subsistence fishing. Wade Thompson from Fitchburg will meet with the group in August.

STAFF REPORTS

- 5 [66509](#) Business Development Specialist, Food Systems

Madison Public Market -- City staff and MPMF members continue to put the final touches on changes requested by EDA to our environmental narrative and preliminary engineering report, which touches on design elements and delineations related to the Food Innovation Center, which is the focus of our EDA grant.

HRAP Eval Project -- Continuing to meet as a core team weekly. Starting the recruitment/outreach process for retailer interviews next month

**Mayors for a Guaranteed Income -- In addition to the \$600k received from MGI, the City of Madison has received over \$450k in pledges from local donors to support the work of the Madison Guaranteed Income Pilot
Our staff team is continuing to fundraise and Reistad and Nancy Saiz (City CDD) convened the first meeting of the Task Force on 6/1 and second meeting on 7/2. Task force will advise on implementation details of the program**

ARPA funds and assistance to small businesses -- ARPA funding reso passed by common council on July 6. ~\$3.9m for Neighborhood and Small Biz Development including \$400k for the MPM Foundation

6 [66510](#) Public Health Madison & Dane County

COVID-19 cases have begun to rise across the country, including in Dane County. Cases are increasing a lower rate in Dane County than in Wisconsin and the US. Hospitalizations have not yet increased significantly.

7 [66511](#) Extension Dane County, UW-Madison

\$5 million Dane County Covid-19 Relief Grant Program - will provide relief to local, human service focused non-profit organizations to bolster their service delivery efforts. Only Dane County non-profit agencies providing service to underserved communities are eligible. This initiative will support emerging organizations doing community-based work during the pandemic that has been unreimbursed by existing state and local funding to this point. Allowable grant activities include food security activities, basic needs allocations, resource linkage or navigation, and more. After County Board approval in July, grant applications will be posted online and due by August 13; administered by Dane County Department of Human Services. Minimum grant awards will be \$50,000 with no maximum. Awardees will be announced by August 31, with recipients able to use the funds through December 2022.

Save the dates for the virtual, statewide Edible Startup Summit 2021 for food business entrepreneurs: Wednesday mornings, October 27 – November 17, from 8:30am-12:30pm. This year, each session will focus in on a separate topic: Oct. 27: Under the Food Biz Hood (nuts & bolts of starting a food business), Nov. 3: Marketing & Branding, Nov. 10: Employee & Customer Relations; Nov. 17: Regional Networking (favorite hacks for uncertain times). ESS is organized by statewide UW-Madison Extension staff.

REGULAR BUSINESS REPORTS

- 8 [66512](#) Community Gardens - July 2021

No updates.

- 9 [66513](#) Madison Metropolitan School District - July 2021

Summer program has been in effect since June 21. 88,000 meals served to date. Will continue to offer 7-day food boxes and curbside pickup through August 13. More information can be found at the MMSD website.

- 10 [66514](#) Double Dollars Program - July 2021

We are distributing more EBT and Double Dollars at market than pre-pandemic in 2019, which was expected.

So far in June we've distributed over \$12,000 in DD to over 400 households. Additionally, it's been anecdotally observed by market staff at multiple markets that people using foodshare's shopping habits post pandemic seemed to have changed – the most noticeable way is that they are hanging onto EBT and DD they withdrawal, and more conservatively metering how they spend them. This can also be seen in the collections vs distributions logged for each market.

This has meant that market staff have had to increase collections from vendors significantly to keep up with distribution of both their own market's EBT scrip and DD scrip, and are still scrambling to keep up with distribution, even after adding additional scrip and increasing collection frequency.

It's likely that the fear of scarcity that comes with long-term economic hardship and the back and forth at federal and state levels on increasing and decreasing benefits over the last year and a half is causing people to hang onto their withdrawals longer than they would have under normal circumstances, and spend them more sparingly and more spread out.

ADJOURNMENT

A motion was made by Rudd, seconded by Leete, to Adjourn at 7:21 PM. The motion passed by voice vote/other.