



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, November 17, 2021

5:30 PM

Virtual Meeting

CALL TO ORDER / ROLL CALL

Meeting called to order by Chair Anderson at 5:33PM.

Present: 15 - Yannette Figueroa Cole; Regina M. Vidaver; Nicholas S. Leete; Jamie R. Bugel; Dustin K. Lundt; Christopher G. Brockel; Kirsten E. Moore; Dadit G. Hidayat; Taylar E. Foster; Devika J. Suri; Lindsey Day Farnsworth; Teal M. Staniforth; Sarah M. Larson; Erica C. Anderson and Jennifer S. Conroy

Excused: 5 - Arvina Martin; Rebecca Kemble; Hedi L. Rudd; Laura G. Scandurra and Alma T. Horlock

APPROVAL OF MINUTES

Motion to approve previous MFPC minutes made by Figueroa Cole. Second by Moore. Vote passed with unanimous approval.

PUBLIC COMMENT

1 [67957](#) Public Comment

None

DISCLOSURES AND RECUSALS

None

ANNOUNCEMENTS

Johns Hopkins Community of Practice has now met twice. First discussion centered on the importance of racial equity work. Next meeting in January.

NEW BUSINESS

None

ADMINISTRATIVE ACTION ITEM

2 [68402](#) Discussion and Motion on How to Hold MFPC Meetings for 2022: Virtual or In-Person

Motion by Vidaver to virtual meetings the default mode of operation for 2022.

Second by Brockel. Discussion as follows:

- Moore: In-person meetings are beneficial. Is Zoom more or less accessible for community participation?
- Conroy: Suggests Zoom is more accessible.
- Figueroa Cole: Impact of Common Council is far broader in a virtual space. Makes our lives and citizens lives easier.
- Larson: Social activity outside of councils is valuable.

Motion passed with unanimous approval.

WORK GROUP REPORTS

- 3 [68403](#) Food Access, Relief, and Economic Support - November 2021

Group has been doing a deep dive on examining SEED & PIE grant processes. Drafting formal recommendations to four main areas of the grant process – general, application process, reviewers and grading, and evaluation. There are some ideas that could be adopted in this year's grant cycle; others that would need a longer timeline to implement. Next meeting 11/29.

- 4 [68404](#) Food Plan - November 2021

A \$40K covid look back study amendment was included in the 2022 budget that the County Board passed. The budget has gone to the County Executive. When the budget is finalized, the Food Plan work group will work on developing the RFP. The USDA Regional Food System Partnership (RFSP) awards have not yet been announced. Next Food Plan work group meeting is Wednesday, Dec 1, 3-4pm, zoom

- 5 [68405](#) Regional Agriculture and Food Sovereignty - November 2021

The group has been primarily focused on looking at City of Madison ag leases, and preparing a policy memo regarding ag lease recommendations and language recommendations. Preparing a document for DCFC and MFPC to review at the 12/15 joint food council meeting.

STAFF REPORTS

- 6 [68406](#) Business Development Specialist - November 2021

Madison Public Market

- EDA grant -- we are still waiting for a decision as the grant winds its way through their construction, environmental, and legal teams for review

- o We are working closely with admin and construction lead staff to address Q's as they come up on the application
- Submitted a \$4m State of WI DOA Neighborhood Investment Fund grant for the public market; Wed 11/10

HRAP Eval Project

- Continuing to meet as a core team weekly and conduct data analyses as a group
- Research assistant conducted in store surveys at both Lunas and Madison Oriental

Market Mayors for a Guaranteed Income

- City Staff Core Team continues to meet weekly; Project is progressing and we are on the cusp of hiring a program manager and local research fellow through UW IRP; Foundational agreements required to move forward with hire are almost finalized
 - Task Force Core team also meets weekly; Advisory Task Force continues to meet monthly and provide input on research domains, hiring preferences/reqts, and program implementation strategies
- Truman Olson (S Park Street)
- Continuing to work on securing a grocery for the space; negotiations are progressing and looking positive but no public announcement at this point
 - Submitted a \$3m State of WI DOA Neighborhood Investment Fund grant for the Truman Olson grocery store; Thurs 11/11

7 [68407](#) Public Health Madison & Dane Co - November 2021

COVID-19 situational update provided.

8 [68408](#) Extension Dane County, UW-Madison - November 2021

Extension is accepting applications for a Regional Dairy Educator position that covers Dane, Dodge, Jefferson, and Rock counties and across the state. Please spread the word: application information is here:

<https://jobs.hr.wisc.edu/en-us/job/511155/regional-dairy-educator-dane-dodge-jefferson-and-rock-counties>. Registration is open for the 2022 Organic Vegetable Production Conference, organized by UW-Madison Extension Dane County and FairShare CSA Coalition:

<https://fyi.extension.wisc.edu/danecountyag/2022-organic-vegetable-production-conference/>. It will be online on February 3, 4, 7, and 8, 2022. This producer-initiated conference is designed for advanced growers and attracts participants from throughout the Midwest and beyond.

REGULAR BUSINESS REPORTS

9 [68409](#) Community Gardens - November 2021

Community Gardens: Hmong gardeners in McFarland, after losing 3 acres of land to the new community park in McFarland, will be able to continue growing for at least 5 years, on land leased by Rooted WI, Inc. from the

McFarland school district starting in 2022. It is a 9 acre plot, so the land will also provide additional growing space for other vegetable growers beyond those displaced from their former location. Rooted continues to explore other options on the county scale for mid-scale vegetable gardeners. Within Madison, Rooted community garden staff are also looking at options for gardeners from two gardens being disrupted by neighborhood development near the capitol - Crowley Station Community Garden and Triangle community garden. Beyond this, community gardens are tying up loose ends of garden cleanup, water system winterization, and final crop harvests.

10 [68410](#)

Madison Metropolitan School District - November 2021

Continuing to offer virtual box meals to students learning virtually. 2-4 at Memorial and La Follette High Schools. Continuing to see manufacturing shortages, but it is not impacting quality of meals or nutritional requirements.

11 [68411](#)

Double Dollars Program - November 2021

Community Action Coalition of South Central Wisconsin (CACSCW) – Double Dollars program performance numbers for June 1 – Oct 31 2021 at farmers' markets, excluding redemption totals as final redemptions run through December. Program history supports a rate of redemption above 95% year-over-year. Anyone who would like to receive the 2021 year-end report can email Alma at almah@cacscw.org.

- 2,075 – total customers (980 new customers; 754 returning; 341 unidentified/anonymous)
- 4,317 – total transactions.
- EBT (Electronic Benefit Transfer) distributed - \$113, 365
- Double Dollars distributed - \$90, 838

Willy Street Co-op –

- In the first month of Double Dollars at the Co-op, both issuance and distribution was up over 70% from past averages. Part of this can be accounted for due to three Tuesdays of issuance in that fiscal period instead of two as has happened in the past. That said, average weekly issuance has been up 55% over past averages, so the numbers are still high right out the gate. We suspect this is due to the continued increase in SNAP benefits usage since the beginning of the coronavirus pandemic.
- During the Co-op's Fiscal Quarter 1 (July-September), contributions to the Double Dollars Fund from the Co-op were up overall 10% over past averages.

Dane County Farmers Market

\$42,000 in Double Dollars and \$65,000 in EBT sales this season.

ADJOURNMENT

Motion to adjourn the MFPC made by Vidaver. Second by Foster. Motion approved by unanimous approval at 6:17PM.