



City of Madison

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

Meeting Minutes - Approved 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, April 20, 2022

5:30 PM

Virtual Meeting

CALL TO ORDER / ROLL CALL

MFPC called to order by Chair Anderson at 5:33PM

Present: 13 - Yannette Figueroa Cole; Regina M. Vidaver; Jamie R. Bugel; Rebecca Kemble; Hedi L. Rudd; Christopher G. Brockel; Kirsten E. Moore; Taylor E. Foster; Devika J. Suri; Lindsey Day Farnsworth; Laura G. Scandurra; Erica C. Anderson and Jennifer S. Conroy

Excused: 5 - Arvina Martin; Dadit G. Hidayat; Teal M. Evans; Sarah M. Larson and Alma T. Horlock

OTHERS PRESENT

Others Present: Nick Heckman, Nan Fey, George Reistad, Cathryn Herlihey, Sheena Tesch

APPROVAL OF MINUTES

Motion to approve previous MFPC minutes made by Brockel. Second by Bugel.

Brockel offered clarification on the March minutes. Disclosure referenced a "relationship" with Healthy Food For All. Brockel wanted to clarify that he was an employee of Healthy Food For All, which was a SEED Applicant.

Fey mentioned that the Regional Agriculture and Food Sovereignty report was incomplete.

Motion passed with unanimous approval.

PUBLIC COMMENT

1. [67957](#) Public Comment
None

DISCLOSURES AND RECUSALS

None

NEW BUSINESS

None

ACTION ITEM

2. [71060](#) MFPC 2022 Elections (Chair and Vice Chair)
- MFPC 2022 Elections (Chair and Vice Chair)**
- Rudd nominates Nicholas Leete as Chair and Rebecca Kemble as Vice Chair.**
- Rudd makes a motion to make Leete Chair and Kemble Vice Chair of the Madison Food Policy Council. Second by Day Farnsworth. Chair Anderson requested a roll call vote.**
- Motion passes with 13 votes in favor, zero opposed.**
- Ayes:** 13 - Yannette Figueroa Cole; Regina M. Vidaver; Jamie R. Bugel; Rebecca Kemble; Hedi L. Rudd; Christopher G. Brockel; Kirsten E. Moore; Taylor E. Foster; Devika J. Suri; Lindsey Day Farnsworth; Laura G. Scandurra; Erica C. Anderson and Jennifer S. Conroy
- Excused:** 5 - Arvina Martin; Dadit G. Hidayat; Teal M. Evans; Sarah M. Larson and Alma T. Horlock

WORK GROUP REPORTS

3. [71061](#) Food Access, Relief, and Econ Support - April 2022
- No report**
4. [71062](#) Food Plan - April 2022
- Workgroup met last week and will meet again in April in order to decide if they will re-submit a 2021 application to the USDA for potential funding. Match requirements have increased, which may lead to complications.**
5. [71063](#) Regional Agriculture and Food Sovereignty - April 2022
- The workgroup is waiting for REAP Food Group's new director to begin work with these efforts**

STAFF REPORTS

6. [71064](#) Business Development Specialist - April 2022
- Business Development Specialist**
- MADISON PUBLIC MARKET**
- The Madison Public Market project has passed a couple of key funding milestones in the last year and is closing in on the final funding elements to ensure the construction of a market that meets the vision of the community, complete with a food innovation center, event space, market kitchen, solar panels, etc.**
- In the last year, Staff and MPM Foundation members have secured \$7m in TIF funding, \$4m in WI DOA Neighborhood Investment Fund grant funding, and we**

are closing in on a multi-million dollar award from the Economic Development Administration. Additionally, the MPM Foundation is on the cusp of achieving their \$3m fundraising goal. Staff and Foundation members are now working on completing internal processes related to construction bidding and legislative approvals related to operational elements of the market.

The proposed market construction start is November 2022, with construction expected to finish in late 2023 coinciding with Market open shortly after, most likely in early 2024. The 2024 open date is related to additional time needed after general construction on adaptive reuse of the building to accommodate and complete tenant/vendor improvements and build-out.

GROCERY ACCESS

The Truman Olson project (S Park/Cedar St) is proceeding with construction on the site. The site will host 150 units of affordable housing, covered parking and a grocery store. In mid-2021, the City purchased the 24,000sf ground floor condo slotted to be a grocery store. Luna's Groceries and the City of Madison came to a mutual decision in 2021 to go in a different direction re: the grocery store development at that site. Luna's Mariam Maldonado clarified that the size and scale of this store was a deviation from her preferred scale of store and might hinder her ability to take on future operations in other parts of the City that struggle with food access issues. City staff and the development team are in conversations with a grocer and all parties are working together to ensure that the grocer has what they need at the site. Office of Real Estate Services staffer Dan Rolfs is lead on this project.

The Go-oh Groceries project (E Washington Av) continues to move forward. There were some infrastructural issues with the building that slowed down progress on the project and the City has worked with the applicants to address this. Currently the project is applying for additional grants at the state level and is finalizing private lending. City staff is meeting with the applicants every few weeks to assess progress and communicate/collaborate on any issues or questions that come up.

Patricia's Market (Sherman Av) was running into bureaucratic difficulties with USDA re: getting approvals for SNAP-EBT acceptance at the store. Because of a connection made by Mariam Maldonado, City staff was able to work with the owner, Patricia Sanchez, and pull together a group of staffers from Sen. Melissa Agard's Office and Rep. Mark Pocan's Office. Together, they were able to apply some pressure to USDA FNS leadership and clear up the documentation issues that USDA was citing. Patricia's Market now accepts EBT benefits and it has made a difference in the business re: sales as she was having to turn away patrons who wanted to use their FoodShare benefits at the store.

MADISON FORWARD FUND, GUARANTEED INCOME PILOT

The Madison Forward Fund continues to progress and there have been major developments in the last few weeks. In conjunction with City staff input/review, UW Madison Inst for Research on Poverty has hired a Program Manager for the Madison Forward Fund, Blake Roberts Crall, who started the week of 4/11. There has been quite a bit of on-boarding work and discussions around outreach and comms related to the impending launch of the application for the Madison Forward Fund. At this point, the Mayor and staff have helped to raise over \$600,000 from community-based donors to complement the \$600,000

donated by Mayors for a Guaranteed Income.

Additionally, all application and benefits counseling materials have been submitted to UW's Institutional Review Board for (hopeful) approval, the City's Advisory Task Force continues to meet monthly (met earlier today), a logo for the Madison Forward Fund has been designed, and a program website is in development by UW IRP Comms staffers. City staff and partners are looking to launch the program in Late May.

2022 SEED GRANTS

Received 33 applications requesting >\$267,000. Grants awards to 7 organizations:

- The River
- Darbo Pantry Project
- Aldo Leopold School Parent-Faculty Organization
- Neighborhood House Community Center
- Wild Bearies
- Bayview Foundation
- Kennedy Heights Community Center

7. [71065](#) Public Health Madison & Dane County - April 2022

Updates on data related to COVID-19 in Dane County

8. [71066](#) Extension Dane County, UW-Madison - April 2022

2022 Dane County Partners in Equity (PIE) Food Project Grants: \$20K is available for disbursement. 23 applications were received, requesting over \$70K. 10 Grant recipients have been announced: Aldo Leopold Foundation, Cambridge Farm to School, Cambridge School District, Mission Nutrition, Youth Empowerment Initiatives, Boys and Girls Club of Dane County, Connecting the Dots, Groundswell Conservancy, Extended Hands Pantry Restorative Garden, and The River Food Pantry. More details on projects funded: <https://www.countyofdane.com/PressDetail/11041>

Farm to Foodbank: Dane County has allotted additional funding to Second Harvest's Farm to Foodbank program to support the program through December 2022. <https://www.countyofdane.com/PressDetail/11039>

Community Composting grant: Dane County Department of Waste & Renewables is launching a new grant that seeks to provide funding for community composting projects that help reduce the amount of organics (food scraps, yard waste) being sent to landfills. All Dane County businesses, institutions, municipalities, Native American tribal governments and organizations, community groups and nonprofit organizations are eligible to apply. Applications will be considered on a first-come, first-served basis until all funds are disbursed (\$10K for FY22) or until September 1, 2022. Details at <https://landfill.countyofdane.com/resources/compost>.

Upcoming food systems educational events on the UW-Madison Extension Dane County website (<https://dane.extension.wisc.edu/>) include Green Thumb Gardening – Spring Series (Wednesdays 9-11am, March 9th-May 25), Webinars for WI Gardeners (May 10, 18, 31; 12pm), and Green Thumb Gardening – Summer Series (Mondays 6-8pm, June 6th-Aug 22). The 2022 Dane County

Master Gardener Plant Sale will be held Sunday, May 22nd, 11a,-3pm. A list of plants for sale and more info will be updated at <https://dane.extension.wisc.edu/horticulture/plant-sale/>

REGULAR BUSINESS REPORTS

9. [71067](#) Community Gardens - April 2022
- No report.
10. [71068](#) Madison Metropolitan School District - April 2022
- No report.
11. [71069](#) Double Dollars Program - April 2022
- No report.
12. [71070](#) Johns Hopkins Center for a Livable Future - Community of Learning Practice - April 2022
- Moore reported that in the April COLP Meeting, members were treated to a presentation on storytelling and how to use storytelling practices as a means to build relationships. In particular, we discussed:
- Paying attention to who is given agency to tell their stories in our communities
 - Recognizing who stories belong to, and what lenses stories are filtered through when they are told
 - Whether we can create opportunities for more people to share their stories in their words
- They were then able to complete a story circle mini-exercise where we were prompted to tell stories to each other and then discuss what we heard from them.

ANNOUNCEMENTS

Members held a discussion around meeting in-person at some point in 2022.

ADJOURNMENT

Motion to adjourn the MFPC made by Moore. Second by Anderson. Motion approved by unanimous approval at 6:28 PM.