



# City of Madison

City of Madison  
Madison, WI 53703  
[www.cityofmadison.com](http://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?*

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Wednesday, January 15, 2025

5:30 PM

Virtual

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The City of Madison is holding the Madison Food Policy Council meeting virtually to help protect our community from the Coronavirus (COVID-19) pandemic.

1. **Written Comments:** You can send comments on agenda items to [mfpc@cityofmadison.com](mailto:mfpc@cityofmadison.com)

2. **Register for Public Comment:**

- Register to speak at the meeting.
- Register to answer questions.
- Register in support or opposition of an agenda item (without speaking).

If you want to speak at this meeting you must register. You can register at <https://www.cityofmadison.com/MeetingRegistration>. When you register to speak, you will be sent an email with the information you will need to join the virtual meeting.

3. **Watch the Meeting:** If you would like to join the meeting as an observer, please visit <https://www.cityofmadison.com/watchmeetings>.

4. **Listen by Phone:**

(877) 853-5257 (Toll Free)

Webinar ID: 894 9014 4979

**CALL TO ORDER / ROLL CALL**

**Others Present:** Nicholas Heckman, George Reistad, Joe Voell, Bell Voell, Michelle Miller, Jocelyn Perot

**Madison Food Policy Council Meeting called to order at by Chair Leete at 5:30PM.**

**Present:** 15 - Regina M. Vidaver; Tag Evers; Nicholas S. Leete; Rebecca Kemble; Hedi L. Rudd; Dustin K. Lundt; Noah R. Bloedorn; Christopher G. Brockel; Devika J. Suri; Lindsey Day Farnsworth; Teal M. Evans; Kelsey Abad; Katie L. Strader; David D. Leeper and Nan Fey

**Excused:** 2 - Dadit G. Hidayat and Sarah M. Larson

**APPROVAL OF MINUTES**

**Motion to approve minutes from December made by Fey. Second by Leeper. Motion passed with unanimous approval.**

**PUBLIC COMMENT**

[86674](#) Public Comment: MFPC 1/15/2025

None.

**DISCLOSURES AND RECUSALS**

None

**NEW BUSINESS**

[86740](#) Statements of Interest

**This Discussion Item was Discuss and Finalize**

**Action Items**

1. [86675](#) Paleo Mama Bakery - HRAP Funding Recommendation

**Attachments:** [HRAP WG - Paleo Mama Bakery Funding Recs Memo 010825 FINAL.pdf](#)  
[HRAP Paleo Mama Bakery Slides\\_FINAL 010825.pdf](#)

**Reistad and Joe & Bell Voell presented from the attached materials.**

**Discussion:**

- Evers: encourages outreach to individuals in the Triangle housing development, Bayview neighborhood, other CDA housing nearby, the new grocery store in development on Park Street.
- Day Farnsworth: What do you do with product that goes unsold?
  - o Bell Voell: Most products are sold frozen, so there is not much waste. But the new store may have other opportunities for fresh food and grab-and-go

items may create more opportunities for new

- Rudd: Sharing info about Gluten Free Fest at Badger Rock.
- Brockel: All people deserve access to affordable foods, commends group for a novel application. Making sure we have local production of specialty products is very important.
- Fey: Hospitals nearby could be a great opportunity for partnership

Motion to approve the application made by Evers. Second by Brockel. Motion approved by unanimous approval.

## Presentation

2. [86676](#) Presentation on French Terminal Markets

Presentation on French Terminal Markets – Michelle Miller, UW-Madison Center for Integrated Agricultural Studies

Miller presented based on the attached slides.

Discussion:

- Leete: Clarifying funding mechanism of public versus private. Who are the buyers?
  - o Miller: Many are public, but some are private organizations. Clarifying Institutions, grocery stores, and restaurants are the primary buyers.
- Perot: Introducing himself, Urgencia International, and his research project which has brought him to Madison.
- Bloedorn: Mentions connections to REAP's involvement with a market project alongside Community Action Coalition.
- Perot: Does common price information exist in this area?
  - o Bloedorn: Farmers in this area frequently mention not having access or support to pricing models as a major concern.

## Report from the Chair

3. [72741](#) Madison Food Policy Council Chair

Discussion of updates on Council progress since 2023 retreat and goal-setting activity.

Fey moves to suspend rules for discussion of priorities. Leete seconds. Motion passes with unanimous approval.

Members are asked to look at 2023 priorities and express interest in the following topics for continued discussion:

1. Food Security
2. Enhancing the Local Food Economy
3. Food System Infrastructure
4. Urban Agriculture
5. Food System Assessment and Coordination

- Brockel: Food economy and infrastructure are closely tied
- Day Farnsworth: These can be separate because it will be an easier entry point for conversations.

**Regular Business Reports**

4.     [72192](#)           Regional Food System Planning  
  
Food Plan is soft launching community engagement phase of plan process. Consumer survey is finished and website/communications are now live. Hard launch in February will take place at the end of February.
5.     [72193](#)           Regional Agriculture and Food Sovereignty  
  
Members are looking for a new meeting time. Leete is coordinating.
6.     [77772](#)           Dane Food Access Network  
  
No report
7.     [75103](#)           Farmland Preservation Task Force  
  
Fey continues to communicate with city staff about agriculture lease updates.
8.     [72198](#)           Madison Metropolitan School District  
  
No report
9.     [72199](#)           Double Dollars Program  
  
No report
10.    [72197](#)           Community Gardens  
  
No report
11.    [77773](#)           Food System Assessment  
  
No report

**Staff Reports**

12.    [72194](#)           Business Development Specialist  
  
Written update provided by Reistad
13.    [72195](#)           Public Health Madison & Dane County  
  
No report.
14.    [72196](#)           Extension Dane County, UW-Madison  
  
No report.

**ADJOURNMENT**

Motion to adjourn the MFPC made by Evers. Second by Rudd. Motion approved by unanimous approval at 7:21PM.