

TLNA Council Special Meeting Minutes
20 August 2014 7:40-9:00pm
Location: The Constellation, 10 N. Livingston St

Draft submitted 31 August 2014, Revised 2 September 2014
 by Patrick Heck, TLNA Secretary

Chair Person: Joe Lusson

Council members Present: Joe Lusson, Patty Prime, Patrick Heck, Jessi Mulhall, Richard Linster, Keith Wessel, Michael Ryanjoy, Richard Entenmann, Kevin Luecke, David Panofsky, David Waugh

Council members Absent (Excused, advance notification): Tyler Lark, Emily Reynolds

Council members Absent (Unexcused, no notification): Bryan Post, James Tye

Guests: Bob Klebba, Christopher Gosch, Art Hackett, Sharon Bogert, Lonnie Richardson, Krys Wachowiak, Joey Hoey, Rick Gonnering, Gerrit Conger

Next Scheduled Meeting: 11 September 2014

Agenda:	Actions/Discussion
1. Call to order	1. Convened at 7:40pm with President Joe Lusson chairing.
2. Welcome	1. Joe Lusson clarified that the meeting is a Special TLNA Council Meeting to discuss the proposed Public Market location at 1st St. and E. Washington Ave. 2. Introduction of TLNA Council members.
3. Introduction of guests.	1. Bob Klebba, Tenney-Lapham resident 2. Christopher Gosch, Bark Design 3. Art Hackett, Eken Park resident 4. Sharon Bogert, Eken Park resident 5. Lonnie Richardson, Tenney-Lapham resident 6. Krys Wachowiak, Tenney-Lapham resident 7. Joey Hoey, Tenney-Lapham resident 8. Rick Gonnering, Tenney-Lapham resident 9. Gerrit Conger, Tenney-Lapham resident
4. New Business	
a. Consideration of the Local Food Committee's recommendation for a public	1. Kevin Luecke summarized the three public market location possibilities that were considered by the Local Food Committee and their recommendation to site the market at the Eastside location, 1 st Street and E. Washington Ave. He also listed the concerns that have been raised about the recommendation. Rated second by the committee was the

**market at 1st
Street and E.
Washington.**

Southside location on Park St. at the former Thorstad Chevrolet location, followed by the Northside location at Northport and N. Sherman. Many concerns have been raised and a vibrant discussion occurred on the Marquette Neighborhood Association (MNA) listserv. Many of the concerns are related to the nearby Eastside area having recently been the focus of a lot of development and closer to moderate to higher income neighborhoods, whereas the Southside area is closer to low-income areas that have not seen a lot of development.

2. It was noted that the neighborhoods on the Southside are looking for Common Council to reconsider the recommendation of the Local Food Committee. The MNA is potentially submitting a letter recommending the Southside site, but no one was sure where that effort stands.
3. Kevin L.'s inclination is that they should go with the site that is most likely to be successful. Access to vendors and economical viability were all part of the lengthy process that the consultant and the Committee went through and he trusts their recommendation.
4. Joe L. asked if there was any more background information about the issue. Joe reported that Alder Ledell Zellers had said earlier that on 2 Sept. the Committee's recommendation will go before the Common Council. He also noted that Ledell has a conflicting meeting, so was unable to attend this meeting.
5. Richard Linster said that at the last TLNA Council meeting he had wanted to make a motion for call a Special TLNA meeting on the public market issue. Dirk Entenmann sent an email on the subject and they conversed. Given that Alder Zellers said TLNA's position was important and that the recommended location was not necessarily a slam-dunk, he wants TLNA to make a recommendation to City Council. Since the TLNA Council meeting he has also talked with David Waugh who wrote an eloquent email about why he supports the Eastside location.
6. Patty Prime said that in the newspaper, the article indicated that the chief criteria for the Committee's choice was its potential for success.
7. Joe L. reiterated that the Marquette listserv lit up after the announcement, but that the MNA president may have since decided not to submit a letter due to the variety of opinions on their listserv. The Cap Times did a story on the issue anyway. As a reminder, Joe L. said that reporters do read our listserv.
8. David Waugh said that as a 20-year vendor at Dane County Farmers Markets, he feels that the food community, who are primarily farmers, is the backbone of the local food movement. Farmers have many variables in running their businesses – if it rains too much or too little, they might have 25% fewer sales. Vending location is one thing they can control, unlike most of the other variables. Food producers can make a sound business decision there. Politicizing a location has nothing to do with the economics of the location and is not good business. David added that food equity is increased through increased production, not necessarily by location. Markets are fragile – the Westside Community Market at Hill

Farms tried to open another market at East Towne Mall in the past and it failed. There was no customer base - customers are here on the eastside with a proven record of supporting markets and local food, e.g., Willy St. Co-op, etc.

9. David W. added that petitions to site the market on the Southside are well meaning, but if the petitions are successful the market will fail. He thinks TLNA should send a message to the Common Council and decision-makers. This neighborhood also wants economic equity, so the decision is tough, but it must be on near eastside to succeed. This where the income is, where the people to support it are and they will support it even in the winter.
10. Keith Wessell asked for clarification on the differences in revenue expected from the locations. It was agreed that the difference between the Eastside and Southside locations was about \$0.5million. Patty P asked David W. what he thought about the financial predictions. David W. answered that they vend at the Northside market, right across the street from a large low income housing area, but those residents don't come. As a result, they don't make money at the Northside market, but do feel it is important to be there for the community. Most vendors, however, won't go to markets that don't make money. David thinks the current Southside farmers market is not successful and asked if it is even still in business. He added that any public market location is a crapshoot, but we have to go with the best option.
11. David Panofsky asked if and how the annual budget from the mayor is going to be used for the public market project. Bob Klebba said that the Local Food Committee has been working for 3 years on this and last year they hired a consultant to evaluate locations. The consultant chose 3 candidate locations and made a recommendation. Beyond that process, there has been no funding. Going forward it is up in the air so far. Joe L. indicated that the mayor's budget will likely include some sort of funds for the public market. David P. said he thought he heard \$8million might be included.
12. Joe L. said that public markets often fail and become a food court with entertainment, so we want this to succeed as designed.
13. Dirk E. said he supports the Eastside location, both selfishly and as a taxpayer/resident; he wants a commercially viable market.
14. Rick Gonnering said that we need to have "anchoring" if a train station should ever come to the same eastside location. He noted that the newspaper article that came out last week said the Southside would benefit the most from the market being there. He doesn't understand that because Park St. is developed - it has the hospitals. Development is just starting here - E. Washington has barely gotten started - we need to continue our plan. The Eastside location is an entrance and exit to downtown and should succeed. He agrees with David W. and has many questions: if the market is located on the Southside are those who support that location going to go there? Will it create jobs there? How will that

neighborhood benefit?

15. Joey Hoey stated that southsiders live on the margin. He's lived on the near eastside for 20 years, yet he doesn't want the TLNA Council to put a knife in the back of those who live in the margins. We have a proposed music venue, new buildings and all the new buildings closer to the Capitol. With all due respect to David W., he thinks the economics of the two locations are close and we should say, "yes" to those on the Southside rather than always saying, "us, us, us". We'd be thumbing our noses at them. He wants TLNA to stay out of the debate and reminded all that there are others in the neighborhood who think it is an economic injustice to place the market here.
16. Bob K. reiterated what David W. had previously said. Bob was on the board of the Westside Market for 4-5 years - they were charter members there and at the Northside Farmers Market. He started a wildly unsuccessful farmers market in an underserved neighborhood, the far Eastside. You need a nexus to make a market successful; if there are no customers, the vendors drop out. Vendors have limited resources to vend. If no traffic, then no vendors as with the Middleton and East Towne tries. For the Westside Community Market, they had a nexus and an organized board, yet it took 3 years to get a diversity of vendors in order to maintain the customer base. That market also refused vendors to avoid duplication. That is all an argument to have it where the customer base exists. Concerning Joey Hoey's points about economic opportunity, Bob said that the market is an entrée for distribution for small-scale producers. Bob and David rent to two immigrant farmers on their land. They are excellent farmers, but distribution is their problem – they don't speak English and have a hard time connecting. Public markets are structured differently and can allow non-senior vendors to get in. He wants his renters to distribute at a public market, but they won't be able to if there is no customer base and they can't meet their revenue goals. He advocates for a customer base.
17. Sharon Bogert, who has lived for 34 years on the Northeast side, just off E. Washington beyond the proposed Eastside location, feels we need to be pragmatic. 2.5 miles north of the Eastside location is a very underserved community. Their neighbors feel lucky if they have a GED and jobs are scarce. The Northeast side is very underserved. She also questioned those who think E. Washington is a rich part of town - the area west of 1st St. is very underserved. The city garage at 1st St and Packers Ave. is moving out to the old Cub Foods, so in the Eastside location is a garage that already exists and is ready to use for the public market. Union Corners is only 5 blocks away from their home and that is dragging again, so their area on E. Washington is not booming. She thinks another recession is likely so the city should move fast.
18. Art Hackett said that Alder Rummel has circulated some documents about the eastside location, including cost estimates related to the conversion of the city garage. A neighborhood planning group in which

they have participated indicates that the Fiore Center will be a redevelopment target 10 years in the future. He also feels that since the 3rd choice was near Sherman Plaza, we should recognize that the 1st St. location is a lot closer to that underserved neighborhood than the Park St. location. Sherman/Fordem ties together the Northside and 1st St., providing a nearer access to a community in a tough economic situation.

19. Patty P. said that they've visited several public markets in several places, but 9 times out of 10 she thinks out-of-towners are frequent visitors to them. Closer to Capitol would be better for tourists, but she thinks the near eastside location is good also because it attracts attention and customers.
20. David W. said that a whole population of people who make not a lot of money will be asked to invest in this with their tax dollars; it is not rich developers. The city has set aside money and it will benefit low income families who are looking for ways to produce and distribute. Currently, they don't have a market and they can't afford for their produce to go to waste. If Madison wants to be on the food map, it isn't just about technology; we need to go back to our roots – farming. This market could provide distribution and also social equity by investing in farming infrastructure. The public market could even be in the TIF district. We shouldn't put at risk all these struggling farmers. The public market shouldn't be politicized; we are putting at risk all the farmers who need this production facility to succeed.
21. **Richard L. moved that TLNA endorse the position of the site committee on the public market. Dirk E. seconded.**
22. Discussion – Jessi Mulhall asked if TLNA would be providing a letter of support. Joe L. said yes, if the motion passed he would write a letter. Joe asked if should include our reasoning in the letter. Patrick Heck said we should reference the good intentions of those who care about the Southside. David P. agreed and added that it would be good to know how much money has been invest already and how much will be invested in the future. He said we aren't going to solve the issues in a certain demographic area. In other words, it isn't going to be instant equity.
23. Kevin L. advised that we reiterate that we are empathetic with those interested in Southside and understand their concern, but also that a committee has been working for 3 years and they recommended E. Washington and 1st St. We should support that recommendation since they have worked on it far longer that we have. He thinks that if the Marquette listserv hadn't blown up, TLNA might have said nothing.
24. Patty P. said that this is not a matter of looking to place the market in our neighborhood. Instead, we want to support the committee's recommendation because it is best for the City and even the region. We can become a center of excellence for food production and this market could become a cornerstone of that. She reiterated that Tenney-Lapham doesn't want this because of our needs.
25. Keith W. asked if we get this infrastructure on the Eastside, does it create

	<p>potential for a second market location in the future? David W. said that would likely be many years down the road. It is a huge risk for anyone who vends at a first public market and the City is not going to buy their leftover products. It will be a catalyst for a food supply chain that will get local food into Copp’s on the Southside and make those products more affordable. If the public market fails, it sets all the people back years. It isn’t an equity issue – it is about site selection, not equity. He thinks the TLNA letter shouldn’t include politicization.</p> <p>26. Chris Gosch showed an example of and talked about the FDA website that shows maps of food deserts. The North and South sides are about equal in terms of food desertification, particularly if you ignore the large space taken up by the Arboretum. He added that there are tax incentives to locate new groceries in food deserts and those are available not just on the Southside.</p> <p>27. Rick G. said that the letter shouldn’t be self-serving. If there could be other public market locations in the future, that would be great. He asked how the new grocery at the Galaxie development feels about the public market being on the Eastside. Chris G. said that he has not addressed this with Festival Foods, but they have committed to local sourcing, implying they will be supportive. They are already exploring local milk and cheese sources. Bob K. noted that Tim Metcalfe is a huge supporter of the Westside Community Market.</p> <p>28. Patrick H. reiterated that the public market is not just a farmers market. David W. agreed – it will provide opportunities for producers to store food, for example, and the infrastructure will be there – it creates a larger, centralized food supply chain. Right now, small farmers can’t go to the Willy Street Co-op and say they want to supply something – there just isn’t a large and consistent enough supply. The public market will facilitate this.</p> <p>29. Krys Wachowiak, who is a partner at Sujeo, often asks restaurateurs to source locally. He is also the president of Madison Originals and he looks forward to a place where all restaurants can go to buy local food. Restaurants want to do this. They can imagine expanding buying groups for beef and fish to produce with a common point for collection. Downtown chefs would be very pleased with the nearby location on the Eastside.</p> <p>30. The motion passes unanimously on a voice vote.</p> <p>31. Joe L. will draft a letter, respecting and acknowledging those who are concerned about the Southside communities.</p>
<p>5. Miscellaneous Announcements</p>	<p>Chris Gosh invited all to the 16 Sept. ground-breaking ceremony for the Galaxie. Star Bar and Cargo Coffee will be providing food and drink.</p>
<p>6. Adjournment</p>	