

County of Milwaukee
INTEROFFICE COMMUNICATION

DATE: October 3, 2012

TO: Sup. Marina Dimitrijevic, Chairwoman, Milwaukee County Board of Supervisors
Sup. Peggy West, Chairperson, Committee on Health and Human Needs

FROM: Stephanie Sue Stein, Director, Department on Aging

RE: Request for authorization to increase by \$25,000, from \$67,500 to \$92,500, the contract with SET Ministry, Inc., to provide 2012 Outreach in Public Housing as originally authorized under File No. 12-22

I respectfully request that the attached resolution be scheduled for consideration by the Committee on Health and Human Needs at its meeting on October 24, 2012.

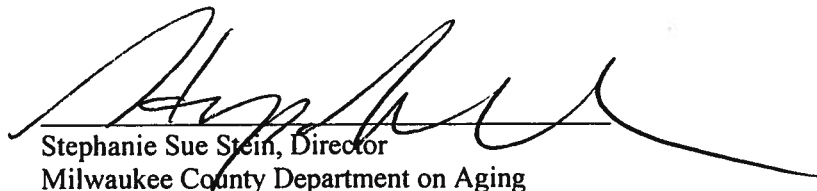
The attached resolution authorizes the Director, Department on Aging, to increase by \$25,000, from \$67,500 to \$92,500, the contract with SET Ministry, Inc., to provide 2012 Outreach in Public Housing as originally authorized under File No. 12-22.

The \$25,000 increase will support a joint effort with other community agencies to offset the cost of SET Ministry, Inc., serving as fiscal agent for a marketing outreach initiative, "Mobile Market", designed to help combat hunger in the community through the purchase, delivery, and sale of high quality, low cost food in metropolitan Milwaukee neighborhoods. Each of thirteen locations is visited once a month. The one-time expense in the attached resolution will assist in sustaining the mobile food program during a period of transition as new fund-raising initiatives are developed to ensure long-term support of the program.

Mobile Market serves shoppers in two ways. First, persons can stretch their food dollars farther by selecting food at savings of 30% over traditional grocery stores. Second, shoppers can select from a product mix that emphasizes healthier food choices, such as fresh fruits and vegetables. In addition, Market plans to create a forum to be used for health promotion, such as nutrition education, blood pressure screening, weight checks, safe food preparation, and LTC outreach.

The proposed amendment is funded through increased 100% time reporting reimbursement to the Aging Resource Center.

If you have any questions, please contact me at 2-6876.


Stephanie Sue Stein, Director
Milwaukee County Department on Aging

Sup. Marina Dimitrijevic
Sup. Peggy West
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