



GENERAL MEETING MINUTES

October 3rd, 2013

One Parkway Building, 1515 Arch St., Room 18-022
Philadelphia, PA

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A. WELCOME	Called to order at 10:30am	2
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A. WELCOME

Co-chairs Sarah Wu and Diane Cornman-Levy called a general meeting of the Philadelphia Food Policy Advisory Council (FPAC) to order at 10:30am. Sarah formally introduced the new full-time FPAC coordinator Hannah Chatterjee and outlined her responsibilities and role as a resource to the Council. Hannah introduced the most recent new member, Fabricio Rodriguez, and recognized Greg McKinley, Patricia Blakely, Amy Laura Cahn, Laquanda Dobson and Esteban Kelly as formal voting members of the Council following the approval of their paper work.

B. ROLL CALL

Roll call indicated a quorum was not present to conduct official business.

Members Present

Diane Cornman-Levy (Co-chair)
Patricia Blakely

Esteban Kelly
Leanne Krueger-Braneky
Greg McKinley

Nicky Uy
Lisa Mosca

Ex-officio Members Present

Joan Blaustein, Parks and Recreation
Elisa Ruse-Esposito, Parks and Recreation
Sarah Wu, Mayor’s Office of Sustainability (Co-chair)

Members Absent

Glenn Bergman
John Byrnes
Amy Laura Cahn
Laquanda Dobson
Nic Esposito

Alison Hastings
Ann Karlen
Shiriki Kumanyika
Jessica McAtamney
Jamie McKnight

Bob Pierson
Patricia Smith
Carly Spross
Viery Ricketts Thomas

Others Present

Fabricio Rodriguez
Rosemarie Caward
Mukethe Kawinzi
Erica Feldman
Katrice Cheaton

Jacinda Tran
Anthony Ortiz
Stephanie Kane
Angela Perez
Oskar Castro

Rickie Brawer
Aisha Van Pratt
Steveanna Wynn
Alex Dews

FPAC Staff Present

Hannah Chatterjee, FPAC Coordinator

C. APPROVAL OF MINUTES

Quorum was not met, so approval of August minutes will be postponed to an email vote.

D. SUB-COMMITTEE UPDATES

A representative from each sub-committee gave a brief update.

1. Vacant Land Sub-committee

Sarah presented the update from the sub-committee in place of Amy Laura, who was out sick. The sub-committee is moving forward with the vacant land inventory project with Temple University partners. Members of the sub-committee met with Temple, PHS, and the Water Department to outline the goals of the project and determine what the end result would look like. Partners discussed a GIS-based system with different layers of data to show geographically what types of vacant or underutilized land plots are available in the city. The drivers of this project will be meeting with the Water Department as well.

Diane Cornman-Levy asked about the communication between the Vacant Land sub-committee and the Department of Parks and Recreation regarding the land inventory project, since the two bodies are doing similar work. The affiliates of Parks and Rec had not attended the most recent Vacant Land sub-committee meeting and need to be caught up, but they are willing to support the sub-committee in whatever capacity they can.

Oskar Castro asked about the sub-committee's relationship to the land bank. Sarah Wu replied that the work of the sub-committee is informing the current landholding agencies, and the sub-committee intends the work to be helpful both now, in the absence of a land bank, but also applicable to a land bank if one forms in the future.

2. Communications and Outreach Sub-committee

Nic Esposito was absent today due to training for his new job. Hannah gave the Communications sub-committee update. Because Nic is settling into his new job, he is stepping away from chairing the sub-committee, and in that lull, Hannah will be taking over day-to-day communications tasks as well as coordinating the sub-committee meetings, which will soon be going in a new direction (discussed below).

Hannah also clarified the "asks" from the last meeting. Since we are experiencing DropBox issues, Hannah asked the FPAC members to send their bios for the website directly to FPAC@phila.gov, and also asked everyone in attendance to email their media contacts to her at that email. The press release is ready to go and will be sent to Jon McGoran at GRID shortly, where he will be writing a substantial piece about us.

Hannah discussed the new project that the Communications sub-committee will be working on moving forward, the Town Hall series (discussion below). She passed around a sign-up sheet for anyone who would be interested in being at the next sub-committee meeting, where the Town Hall

strategy will be determined. On the sheet, attendees wrote down their media contacts, in order to get the press release out as soon as possible.

3. Governance and Membership Sub-committee

Due to Alison Hastings' absence (conference at Penn State), Hannah also gave the Governance and Membership sub-committee update. We're extending the nomination round deadline to Monday, 10/14. If you have not yet submitted a nomination and are planning to, please do so by 9am on Monday, 10/14. We now have a nomination process in place, so please fill out a nomination form. In this round we are seeking to fill, at most, 10 seats.

As suggested by the FPAC during the last major nomination round in 2012, the sub-committee will host a Nomination Work Session on Friday, 11/1 at 2pm-4pm at Fair Food's offices - 1315 Walnut Street, Suite 532, Philadelphia, PA. This session is for citizen/appointed members to review the nominee slate before the sub-committee submits it to the Mayor's office for (pre-approval) and brings it the full FPAC (for official vote). Since we will be discussing potential nominees, this is a CONFIDENTIAL meeting. All materials handed out will be collected at the end. All discussions that we have are to be kept in confidence.

Greg McKinley gave Hannah a nomination form on the spot. He also suggested that the sub-committee send out the data results about the diversity holes in the council so that the nominators can see what kind of new members the FPAC should have in order to become a more diverse and representative council.

An attendee asked about the possibility of nominating the new director of Norris Square Park, but the other participants were unable to discern whether or not Norris Square Park has a new director.

4. Anti-Hunger Sub-committee

Steveanna Wynn gave an enthusiastic update about the newly reinvented Anti-Hunger sub-committee that had its first meeting yesterday. She said that the sub-committee has a lot of great energy and is looking forward to getting things done. The sub-committee reviewed the past policy recommendations from the Anti-Hunger sub-committee, and found that the SNAP issue is the most relevant now since the SNAP budget has been cut and we are facing a government shut-down. The sub-committee is looking to provide the public with the information about healthy food resources that people need now more than ever, but also provide information about how best to stretch the SNAP buck. They are focusing their efforts on a holistic approach. Steveanna opened the update up to the other sub-committee members in attendance yesterday, Angela Perez, Fabricio Rodriguez, and Nicky Uy.

Angela emphasized the importance of getting the word out about food resources, especially given the drastic budget cuts to the SNAP program which is already being felt by supporting organizations. Fabricio gave an example of "stretching the SNAP buck:" Local celebrity chefs give cooking demonstrations using the most popular ingredients bought using the SNAP access card, or demanded from SHARE for food pantries.

An attendee asked Steveanna to clarify whether there would be a health component to their project. Steveanna confirmed that they are only thinking about healthy, nutritious food, not about what is cheap and affordable. The projects will be focused on where to find affordable and nutritious food.

In order to reach the broader Philadelphia public, the discussion turned to the language barrier in nutrition education. The attendees brainstormed about where to find nutrition education materials in different languages after Angela and Steveanna mentioned the necessity of including materials in different languages in the “kit.” Attendees mentioned health centers, the Philadelphia Department of Public Health, hospitals and health workers. Diane asked everyone with a contact to email Steveanna directly (swynn@sharefoodprogram.org).

5. Local Food Procurement sub-committee

Amanda Wagner is officially out on maternity, having had a healthy baby girl last Wednesday! Congratulations Amanda! In her absence, Ann Karlen has stepped in temporarily as Chair, but she could not make it to the meeting, so Hannah gave the update. The meeting with Tia McDonald of the Vetri Foundation has been rescheduled for early November, since we didn’t have enough projected attendees for the last scheduled meeting. The exact date is yet to be determined; we are just waiting for confirmation from Tia. We felt that as a Council we don’t know enough about local food procurement to really make effective policy recommendations, which is why we asked Tia to speak with us. She has a very diverse career background, working at large corporations like Aramark, to now working towards increasing local food consumption with the Vetri Foundation.

6. Discussion of Waste sub-committee

Diane Cornman-Levy is very excited about getting this sub-committee off the ground. Waste is a really important area that the Council has not yet addressed, so our time has come. Linda Knapp, who spoke at the last general meeting, is a waste expert, and she has already volunteered to chair the sub-committee. No one knows more about waste than Linda, she has been in the field since before waste was a major sustainability issue, and we are excited to have her on board.

E. DISCUSSION OF TOWN HALL SERIES

Hannah Chatterjee led the discussion on the town hall series, which is set to be the Communications and Outreach sub-committee’s new project. Hannah looked into public outreach strategies from two other food policy councils across the country. The Homegrown Minneapolis Food Council’s main outreach strategy was to host a huge celebration in a rented recreation center, in which all of the players in the Minneapolis food system came to table and network at the event. There was food and they had several speakers. Last year, over 200 people came, and it was such a success that they are projecting to double attendance this year. The Council also has its general meetings at different locations in the community.

The Detroit Food Policy Council did a town hall series themselves, but found it was only a medium success. They coordinated and conducted outreach themselves, but the attendance was only ok. The next time they did public outreach, they decided to go through the networks of organizations that have already made a name for themselves in the community. The Coordinator went neighborhood by neighborhood in Detroit and sought out the organization/church/etc. in that neighborhood that everyone knows about. Then the Coordinator built relationships with those organizations and eventually

asked them to host the Food Policy Council. They essentially used the well-established networks of those community organizations for public outreach to facilitate their town hall series.

Hannah asked what the Council thought about the town hall series, whether the members will support this project and are willing to come out to some of the events to represent the Council. Steveanna said the heart of the matter is whether or not we will be able to do anything with the information we gather from the community members. We don't want to use and abuse them, we really want to take their opinions and implement those ideas into the Council's work. So the Council needs to commit to acting on the information we receive.

The discussion turned to whether the objective of the town halls is to do outreach regarding FPAC and its existence, or regarding the content and the issues that FPAC is working on. Esteban Kelly said that the town halls should be reserved for content outreach, since the best way to do outreach for FPAC is to have our members to attend other organizations' events. The Council generally agreed that the town hall series should focus on content outreach. Hannah brought up yesterday's Anti-Hunger meeting, where they discussed doing geographical-based outreach (like Detroit), or doing sub-committee-based outreach. The Anti-Hunger sub-committee has a lot of ideas for public nutrition education events (celebrity chef demonstrations, 4th graders interviewing the Mayor about nutrition, etc.) and one possible strategy is that each sub-committee will be responsible for devising and attending a couple public outreach events each year.

The town hall series could also focus on three categories: general skills, tools, and asks. The Council would need to figure out what questions it would like to put to the public. An attendee said that we could use the town halls to drive our policy recommendations. Does the Council have a policy-driven need that we need to get out to the public at large?

The discussion ended with the importance of elevating the FPAC in the eyes of the public. In order to survive to the next administration, the FPAC needs to make itself relevant and necessary to the general public, and this could happen via the town halls.

F. CITY COUNCIL 101 TRAINING

The meeting broke for 10 minutes, and then Hannah led a training on City Council 101. At past general meetings, Council members have expressed a desire for more capacity building trainings. A better understanding of City Council was on the list of trainings so that members know how laws get passed in Philadelphia, and how that applies to the FPAC's policy recommendations.

Please click [here](#) for the City Council 101 presentation.

Greg McKinley asked what would cause a tie in a vote to pass a bill. Alex Dews said that there are 17 members, so there shouldn't be a tie, but sometimes Council members abstain or are absent at voting, which allows for a tie. Greg also asked if there is a schedule for Committee meetings. Alex said that he does not think that there is a regular schedule for Committee meetings, but that all of the meetings are scheduled on the City Council website calendar.

G. OTHER BUSINESS/ANNOUNCEMENTS

Sarah gave the sub-committees some December “homework.” She asked the subcommittees to put together a summary of the policy recommendations they made last year, and any updates they have on the progress of those recommendations. This should be ready for review by the Council at the December meeting.

H. DETAILS OF NEXT MEETING

The next meeting will take place on Wednesday, December 4th from 3pm to 5pm. The location is TBD, but it will be in a city building. The council will discuss the policy reviews, next year’s meeting schedule and location (whether or not to continue the alternating evening community meetings), and they will vote in the new slate of Council nominees. Following the meeting, there will be a happy hour social, location also TBD.

H. ADJOURNMENT

Meeting was adjourned at 12:30pm.

Submitted by:

Hannah Chatterjee, FPAC Coordinator

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