



GENERAL MEETING MINUTES

December 4th, 2013

3:00 p.m. – 5:00 p.m.

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

Philadelphia, PA

ITEM	ACTION TAKEN	PAGE
A. WELCOME	Called to order at 3:00 p.m.	2
PART 1: COUNCIL BUSINESS/PROCESS		
B. ROLL CALL	QUORUM MET	2
C. SUB-COMMITTEE UPDATES		
1. Anti-Hunger	Discussed	3-4
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3. Local Food Procurement	Discussed	4-5
4. Zero Waste	Discussed	5-6
5. Vacant Land	Discussed	6
6. Governance and Membership	Discussed	6-7
a. Action Item: Vote for FPAC nominee slate	Approved	
PART 2: FOOD POLICY STRATEGY/ISSUES		
D. DISCUSSION ON SCHEDULING FUTURE MEETINGS	Discussed	7
E. PARKS AND RECREATION URBAN AGRICULTURE PROGRAM	Presented	7-8
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A. WELCOME

Co-chairs Sarah Wu and Diane Cornman-Levy called the general meeting of the Philadelphia Food Policy Advisory Council (FPAC) to order at 3:00pm. Meeting attendees went around the table and introduced themselves and their affiliations.

B. ROLL CALL

Roll call indicated a quorum was present to conduct official business.

Members Present

Patricia Blakely	Esteban Kelly	Bob Pierson
Diane Cornman-Levy (Co-chair)	Jessica McAtamney	Viery Ricketts-Thomas
Nic Esposito	Greg McKinley	Nicky Uy
Alison Hastings	Jaime McKnight	
	Angela Perez	

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	Laquanda Dobson	Carly Spross
John Byrnes	Shiriki Kumanyika	Ann Karlen
Amy Laura Cahn	Patricia Smith	Leanne Krueger-Braneky

Others Present

Lee Davies	Jacinda Tran	Marco Salerno
Rosemarie Caward	Jeff Barg	Karl Ingram
Bryan Fenstermaker	Michelle Velez	Steveanna Wynn
Erica Feldman	Josiah Andrews	
Katrice Cheaton	Linda Knapp	

FPAC Staff Present

Hannah Chatterjee, FPAC Coordinator

C. SUB-COMMITTEE UPDATES

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

1. Anti-Hunger Sub-committee

Steveanna Wynn gave the update for the sub-committee. She presented the findings from FPAC's first town hall event, a focus group with restaurant industry workers regarding their thoughts and knowledge base around healthy food, food access, and informational tools. The facilitators (Fabricio Rodriguez, Hannah Chatterjee, Rosemarie Caward, and Nicky Uy) split the room into 3 sections for each of the question categories. Each town hall participant was given a pen and a sticky pad, and then circulated to each station where the facilitators asked them a series of questions relating to the overall topic. The object of the town hall was to inform the food resource toolkit that the sub-committee is creating to address the SNAP budget cuts. Hannah Chatterjee harvested the graphical data from the raw data responses and displayed it on a slideshow.

One of the most interesting things the sub-committee discovered from the town hall was that 72% of participants were online more than 5 hours a day. Meeting attendees were also surprised, and asked how they were online (ie. Smartphone versus computer). Sub-committee members said that they used both, but that the sub-committee reformulated the question so as to get more specific answers about how and when town hall participants access the internet. In any case, the sub-committee now knows that this food resources toolkit must be available online. Another major takeaway was that people really did not know where to go for food resources, and many of them really wanted to be better informed.

The town hall indicated that the restaurant industry workers did have broad knowledge of what is considered healthy. When they were asked questions like "what can you do to improve your healthy?" they responded with what they understood to be the 'right' answers, such as diet and exercise. What the sub-committee now wants to get at is what they actually do in practice. Based on the town hall results, knowledge is not the problem. The sub-committee wants to define actionable steps that people can take to improve their food situation in the toolkit.

Facilitators gave a brief overview of FPAC in the beginning, and the participants were made aware of the fact that the FPAC advises the Mayor when they signed up for the event. The town hall was held in Fergie's Pub, which is also the location of a regular series of classes for restaurant industry workers that is hosted by the Restaurant Opportunities Center.

The next town hall will be in Spanish, so the sub-committee solicited help from any Spanish speakers in the room. The sub-committee has also reformulated some of the questions to get more precise answers, and will find a way to measure the demographics of the town hall participants. Patricia Blakely suggested having color dots to indicate age range.

Discussion followed about suggesting that the sub-committee videotape the town hall to better show the FPAC the energy, process and engagement of the participants in the town hall. However, some meeting attendees felt that it might make town hall participants less open and honest if they know they are being filmed.

The date of the next sub-committee meeting was announced. Please get in touch with chair [Steveanna Wynn](#) if you would like to attend.

2. Communications and Outreach Sub-committee

Hannah Chatterjee gave the Communications sub-committee update. At the last sub-committee meeting, the members decided to take a supporting/outreach role regarding the town halls. At the last FPAC meeting, participants felt that it makes more sense to do town hall events around the content-area subcommittees (Anti-Hunger, Local Food Procurement, Vacant Land, Zero Waste). When each of these sub-committees is ready to do a public-facing event, the sub-committee will be responsible for designing the town hall and creating whatever materials it needs. The Communications and Outreach Sub-committee will standardize those materials so that we can build the FPAC brand. The Communications and Outreach arm will also provide any outreach and marketing support the town hall might need in order to ensure public participation.

After meeting with all of the content-area sub-committees, Hannah determined that most of them are working on very specific projects right now and are not ready to conduct a town hall with the exception of Anti-Hunger.

Until there is specific work for the Communications and Outreach sub-committee to do around the town halls, the members will be working on general outreach materials, such as flyers and a one-pager for events, and a portable presentation for other community meetings.

The date and location of the next meeting was announced; please email chair [Hannah Chatterjee](#) if you are interested in attending.

3. Local Food Procurement Sub-committee

Hannah Chatterjee gave the Local Food Procurement Sub-Committee update. Ann Karlen presented on Institutional Local Food Procurement, and the sub-committee members discussed how that knowledge may transfer to city procurement. At the next meeting, the sub-committee will complete a local food matching exercise, in which they will compare a list of the foods that the city procures right now, what items may be substituted for local items, and where those local items are grown/processed.

An attendee mentioned a December 5th meeting at City Hall at 2pm regarding the concessions at the Philadelphia Airport, and the work that will potentially be done to increase the airport's local procurement. A team from LAX will be presenting on how the Los Angeles airport executed its local procurement project. One of the more interesting strategies was that the union taught all of the airport concessions workers skills for how to cook and eat more healthily, and they found that the workers took that knowledge home with them and applied it to their personal lives.

The discussion turned to the definition of local, since the 100 or 150-mile radius definition works for some products, but sometimes you have to travel outside that radius to get a certain product. The sub-committee plans to determine which products absolutely must have a larger travel time or distance in relation to Philadelphia, and whether they should be considered local at the next meeting. The City procures food for different departments, the main ones being the nursing homes, the Office of Supportive Housing, and the prisons.

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The sub-committee is also committed to *healthy*, local food. The Philadelphia Department of Public Health is working on trying to create city-wide standards around nutrition, so the Local Food Procurement sub-committee was established to bring “local” into the same conversation about health in the city. The representative from the Food Access Collaborative said that she hopes to see the nutrition standard conversation extend to soup kitchens and other feeding organizations.

There was some discussion regarding the expense of local food. Sometimes it is very difficult to take “local” into account when an organization is buying for so many people in need. At the end of the day, the more restrictive it gets, the less food is going out to clients.

The time and location of the next meeting was announced. Please get in touch with [Ann Karlen](#) if you are interested in attending.

4. Zero Waste Sub-committee

Linda Knapp gave the Zero Waste Sub-committee update. The new Zero Waste sub-committee has met twice -- October 28, and November 18 – and is working on sharing information and clarifying goals.

The sub-committee ranked some initial steps for supporting waste minimization, composting, and recycling in Philadelphia. First, members will assemble information about the “problem,” including hunger, waste, topsoil depletion, and related topics. Based on the results of their research, the members will encourage more commercial recycling to build on the policies and infrastructure that are already in place. The end product will be a Zero Waste white paper that will present the problem, model programs from other cities, and options for achieving zero waste (including food composting) in Philadelphia. By “zero waste,” the sub-committee means at least 90% waste diversion rate away from landfills. The work will focus on both source reduction of waste (reducing the amount of waste that is generated in the first place) as well as recycling and composting.

A sub-committee member took an informal poll of the room regarding how many people work in an office building where the recycling bins are clearly labeled and are being used correctly. Most people said yes, but a few were not satisfied with the recycling program in their office. It is often hard to tell how well an office’s recycling system works. The bins may be clearly marked, but we don’t know where the contents of those bins actually end up, and we fear that it may sometimes end up in the garbage. The chair said that the sub-committee will consider addressing that problem with a toolkit that explains who to talk to about the recycling system in a building.

The Streets Department just hired a new staff person to oversee commercial recycling in the city. The FPAC will reach out to this person and invite him to present at an FPAC general meeting, or connect the new employee to the Zero Waste Sub-committee so that they can discuss.

Discussion followed around how to go about redistributing safe and edible food that is going to waste. An attendee mentioned that Philabundance used to do food redistribution. The chair mentioned a program in LA called LA Shares, which picks up excess prepared food from restaurants and caterers and matches it to groups in need. The Council agreed that there needs to be a safe way to redistribute food that is still edible, and we need to focus on ramping up composting efforts.

The date and time of the next sub-committee meeting was announced. All are welcome, please RSVP with chair [Linda Knapp](#).

5. Vacant Land Sub-committee

Sarah Wu gave the sub-committee update. The sub-committee did not meet as a whole in the last month, although there have been several small meetings with different partners regarding the sub-committee's land analysis project. The sub-committee is working on getting the project off the ground, and has talked to partners at Temple, the Pennsylvania Horticultural Society, Parks and Rec, the Water Department, and others to get started. There was discussion about doing a "Phase I" land analysis with available data while they wait to hear about funding opportunities. The sub-committee is also determining where this project should "live" in terms of grant money.

At the most recent meeting, the partners discussed actual data layers that they want to include on the land analysis map, and tried to determine which layers already exist and how to access them. There is also a City Council meeting regarding the Land Bank tomorrow (12/5) at 10am. If anyone wants to go to show their support, arrive early since it was standing room only last time.

The next sub-committee meeting had not yet been scheduled. Please be in touch with chair [Amy Laura Cahn](#) if you are interested in attending.

6. Governance and Membership Sub-committee

Alison Hastings gave the sub-committee update. The sub-committee is currently working on a conflict of interest policy that members will review and/or sign. This idea was proposed to the sub-committee by a council member, and it is especially relevant to some of the projects that the other sub-committees are working on where members may encounter a conflict of interest. If anyone has an issue possibly relating to a conflict of interest, please don't hesitate to come forward and speak with sub-committee.

The FPAC accepts nominations year-round, not just during a recruitment period. If you think of anyone who would be a good fit for the council, please fill out a nomination form and send it to fpac@phila.gov. In order to have a strong and diverse nominee pool, we should have 100 nominees in the pool at any given time. Right now, we have 30. And in the last nomination push, we only received 6 nominees. To address this need, the sub-committee will be conducting outreach year-round targeted towards interest groups.

An FPAC member recommended that in the next general meeting, one of the agenda items should be a nomination brainstorm in which members can split up into small groups and discuss their connections and networks to identify possible candidates. At the end of the brainstorm, each member can fill out a 3 nomination forms, and that should put pool at about 100 nominees. Everyone agreed that this would be a great way to replenish the pool, and this item will be added to a future meeting agenda.

Members should seriously consider the membership survey that the sub-committee puts out regarding what kinds of members the FPAC needs, because that helps the sub-committee cast out in a more intentional way. It was suggested that the sub-committee look into veteran populations for new nominees.

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The Governance and Membership sub-committee meetings take place every first Monday of the month at 9:30am (via conference call or in-person depending on the agenda). Please be in touch with chair [Alison Hastings](#) for the meeting place if you would like to attend.

Action Item: FPAC appointed members voted by paper ballot on the slate of six (6) FPAC nominees. The nominees were as follows: Bryan Fenstermaker, Linda Knapp, Tia McDonald, Anthony Ortiz, Barbara Schneider, Julie Zaebst. **All nominees were approved by the Council for official appointment.**

D. DISCUSSION ON SCHEDULING FUTURE MEETINGS

Co-chairs reviewed the strategy for the 2013 meeting schedule, and then proposed a new strategy. In 2013, the idea was to alternate meetings between center city meetings during the workday, and evening meetings in the community. However, it became difficult to achieve quorum with the alternating schedule. In 2014, the co-chairs propose a standing meeting that takes place in center city at the same time (during business hours) and day every other month. The town hall events will create the community interaction the FPAC hoped to have by holding evening meetings at different locations.

All meeting attendees at the table agreed that standing meetings will make it easier to achieve quorum. The FPAC can reconvene at the end of the year to discuss how well this proposed strategy worked in 2014, and make adjustments if needed.

An attendee suggested that there be another option for those who may not be able to make it in person, such as a video or phone conference line. Discussion followed regarding the best time and location for the meetings. Attendees went back and forth between center city and outside of center city, and evening versus daytime meetings. Ultimately, it was concluded that 2014 meetings will take place in center city location. Council members should email [Hannah Chatterjee](#) with their least preferred times of the day so that we can try to schedule a time that works best for everyone.

E. PARKS AND RECREATION URBAN AGRICULTURE PRESENTATION

Elisa Ruse-Esposito from Philadelphia Parks and Recreation gave a presentation on PP&R's Urban Agriculture program.

PP&R is in the process of building a collaborative Urban Agriculture program for the department. PP&R have been developing and supporting urban ag projects on park land, developing our youth ag program and creating better systems for communication and support. In the last 6 months, PP&R has gathered information from many of the people in the room, non-profits and from partners about the needs of the urban ag community in Philadelphia. PP&R has determined that there is a need for stronger governmental support in securing access to land, acquiring longer leases, creating pathways to permanence and creating a user-friendly system to support existing gardens and farms as well as new projects. Parks and Rec hopes to provide institutional City supports to compliment all of the existing urban ag efforts and work of local non-profits, community groups and individuals.

As of now, in addition to resourcing urban ag projects on PP&R land and continuing and expanding our youth ag programming, PP&R believes that it can be most valuable acting as a convener to find solutions to these issues. PP&R has built a relationship with and have the support of the public land holding agencies – Philadelphia Redevelopment Authority, Public Property, Office of Housing and Community

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Development, Philadelphia Housing Development Corporation. PP&R is working with the land holding agencies and the Neighborhood Gardens Trust to potentially secure long-term community gardens.

This work also touches many other city departments outside of PP&R. To date we have convened an inter-agency task force comprised of staff from such City departments as L&I, PWD, Health, Planning and so on to begin the conversation on how all of our work impacts urban ag and how everyone can work together.

Strategy Going Forward

- To create a equitable and transparent process
- Revise current EOI system + Add Application & review process
- Work with land holding agencies and NGT to come up with agreed upon process for preserving long term gardens
- Work with partners and City Council to identify projects and to develop program
- Continue the PP&R youth Urban Agriculture program

We are grateful for all the work that FPAC has done, especially the work of the Vacant Land sub-committee, in proposing an application, matrix of criteria, revisions of leases and policies for supporting urban ag projects. These have become the template through which we hope to develop our new practices. PP&R looks forward to continuing its partnership with FPAC as the urban ag program continues to develop.

This spring PP&R will be approaching the Mayor and City Council for a budget to support the urban ag program. With programming dollars PP&R would be able to properly staff such a program and allocate funding for supporting these projects.

PP&R ask for Council members' patience as it is still only in the beginning stages of development and welcomes members' insight into the work and feedback on best practices.

F. OTHER BUSINESS/ANNOUNCEMENTS

Nic Esposito proposed that the FPAC reconvene the Workforce Development Sub-committee. In his new position with PowerCorps PHL, he has access to three hundred 18- to 26-year olds over the course of three years, and he wants to do something around getting these young people into food-related jobs. Discussion around reconvening the committee will be added to the next general meeting agenda.

Co-Chairs asked all sub-committee chairs to add one more agenda item to their next meeting. Hannah Chatterjee will be attending all of the next sub-committee meetings to discuss with members how they would like to report their projects/work/proposals back to the administration. Sarah Wu invited all interested parties to FPAC happy hour at the Oyster House.

G. ADJOURNMENT

Meeting was adjourned at 5:00pm.

Submitted by:

Hannah Chatterjee, FPAC Coordinator

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