



GENERAL MEETING MINUTES

May 17th, 2011

Municipal Services Building, 1417 JFK Blvd., Room 1450
Philadelphia, PA 19102

Meeting was called to order at 1:10pm.

Members in attendance:

Marilyn Anthony, Glenn Bergman (co-chair), Mary Seton Corboy, Nic Esposito, Danny Gerber, Shawn Legendre (for Alison Hastings), Karl Ingram (via conference call), Ann Karlen, John Byrnes (for Bill Kleiner), Leanne Krueger-Braneky, Carey Morgan, Lisa Mosca, Bob Pierson, Johanna Rosen, Patricia Smith (with intern Kelly Hall), Viery Ricketts Thomas, Nicky Uy. **Ex-officio members in attendance:** Joan Blaustein (co-chair), Katherine Gajewski, Clint Randall (for Alan Urek), Amanda Wagner, Sarah Wu

Also in attendance:

Pat Sanaghan, The Sanaghan Group
Sasha Swayze Dews, Philadelphia Parks & Recreation
Lorilynn Violanta, Philadelphia Parks & Recreation

Welcome by Glenn Bergman

FPAC Survey Findings by Joan Blaustein

Based on the feedback from the first meeting's survey, the council's structure and purpose needs to be clarified – *how will we carry our work forward?* A governance subcommittee will be formed to identify a proposed structure for: 1) council approval procedures and 2) council membership.

- **ACTION - Members interested in participating in the Governance Subcommittee should contact Joan Blaustein.**

Plans and Priorities Presentation by Joan Blaustein

Within the context of the FPAC mission statement and according to sustainability plan Greenworks Philadelphia, the FPAC should examine four focus areas to accomplish Greenworks Target 10 – Bring local food within 10 minutes of 75 percent of city residents. Focus areas are:

- Increase access to fresh food
- Increase demand for locally grown foods
- Entrepreneurship and workforce development opportunities and needs
- Combat hunger and immediate needs

See attached “Plans and Priorities Presentation”

Joan outlined a summary of additional regional and city plans that are in alignment with this Greenworks Target, including:

- Green2015: An Action Plan for the First 500 Acres by the Department of Parks and Recreation
- Philadelphia2035: The Comprehensive Plan by the Philadelphia City Planning Commission
- Eating Here: Greater Philadelphia’s Food System Plan by the Delaware Valley Regional Planning Corporation

Facilitated Group Exercise by Pat Sanaghan

Purpose

- Get everyone on same page
- Identify several initiatives we could focus on in the next year and achieve meaningful outcomes
- Create shared pictures of the priority initiatives (think about potential goals)
- Discuss important next steps

How to Decide on Which Initiatives to Choose & Things to Think About

- Figure out your decision rules
- Pay attention – relationships are key to success
- Continue to evaluate these meetings – learn from them and build transparency
- Meet soon or it will lose momentum -> it doesn’t have to be perfect. Small victories can make a difference
- This includes lots of details – be patient and persistent

Suggested Criteria for Identifying Priorities

- It builds on current efforts
- Something we could see real action in 6-12 months
- Area where we could maximize partnerships
- Utilize the FPAC members’ insights, resources, and research
- Places where the city could be a supportive partner

Crossover Matrix (from Joan’s “Plans and Priorities Presentation”)

Pat Sanghan led the group through a transparent voting system to select three priority focus areas. The voting results are highlighted in yellow:

Greenworks Target 10 Initiatives	City-Wide Opportunity		
	Green 2015	Philadelphia 2035	Eating Here
<i>Priorities identified by member votes</i>			
I. Increase access to fresh foods	✓	✓	✓
1.1 Expand # farmers’ markets		✓	
1.2 Publicize local food source efforts	✓	✓	✓
1.3 Provide technical assistance			✓
1.4 Leverage vacant land – PRIORITY IDENTIFIED VIA FACILITATED EXERCISE	✓		✓
1.5 Foster school-based efforts	✓	✓	✓
2. Increase demand for locally grown foods	✓	✓	✓
2.1 Foster commercial farming	✓		✓

Through Greenworks Philadelphia and the Philadelphia Food Charter, the City set targets to create more equitable access to healthy food in neighborhoods, improve the environment and public health, and stimulate the economy by increasing access to local, fresh, and healthy food. To help guide the City of Philadelphia’s work on food system planning, Mayor Michael Nutter has asked the Department of Parks & Recreation, along with the Mayor’s Sustainability Office, to convene a Food Policy Advisory Council.

2.2 Encouraging distribution of healthy food in neighborhood stores		✓	✓
2.3 Support food cooperation expansion			
<i>**Added at meeting by members**</i> 2.4 Education and advocacy for local food			
3. Entrepreneurship and workforce development opportunities and needs			✓
3.1 Create an urban agriculture workforce strategy to grow green jobs – PRIORITY IDENTIFIED VIA FACILITATED EXERCISE			
3.2 Support green kitchen development			
4. Combating hunger and immediate needs		✓	✓
4.1 Integrate anti-hunger efforts into food and urban agriculture goals – PRIORITY IDENTIFIED VIA FACILITATED EXERCISE			✓

Comments about the process for identifying priorities resulted in a “parking lot” of additional ideas. Members mentioned a few ideas that were not recognized in the Crossover Matrix (i.e. advising legislation and city policy development (for example, soda tax); teaching the next generation about food; and education and advocacy). Ideas from the parking lot did not become part of the Preferred Future exercise (see below), but it was noted that such ideas should not be overlooked.

Preferred Future

“Imagine that we are all back here in this room to celebrate the successes and accomplishments we have achieved together over the past year.”

Answer the following questions as if they have already occurred:

1. What were 1-2 meaningful accomplishments we achieved that made a difference?
2. What meaningful role did the city play in our successful efforts?
3. Who else (outside of this group) was involved and/or contributed to our work? Be specific.
4. How did we organize ourselves so that we were able to accomplish so much? For example, monthly meetings, subcommittees, task forces, face-to-face, Skype?
5. What was one resource we used that was essential to our success? Specific leadership attention, technology, marketing, research, money, specific people?

Directions: Select one of the three identified priorities, consider preferred future questions individually and then discuss in small group, create a shared picture of your sub-initiative, and report to the total group.

The preferred future exercise yielded three subcommittees:

A.) A subcommittee was formed to focus on sub-initiative 1.4 - Leverage Vacant Land

Prospective subcommittee members are: Glenn Bergman, Joan Blaustein, Alison Hastings (Shawn Legendre), Lisa Mosca, Alan Urek (Clint Randall), Viery Thomas, and Sarah Wu

- **ACTION – Members interested in participating in the Vacant Land Subcommittee should contact Joan Blaustein.**

1. What were 1-2 meaningful accomplishments we achieved that made a difference?

- New process for moving vacant land to commercial land. Acknowledge two types of vacant land that requires two processes.
 - Regulations for community gardens (standards and enforcement)
 - New ways to protect existing community gardens
 - FPAC advocates for passage of zoning code
 - Bundle of service for vacant land – How To manual
 - Outreach efforts to identify sites at community level by community
2. What meaningful role did the city play in our successful efforts?
 - City is in the driver’s seat – MDO (Bridget & Brian) and CPC (Eva and Alan)
 - City created regulations for community gardens, L&I?
 - City adopts FPAC’s recommendations
 3. Who else (outside of this group) was involved and/or contributed to our work? Be specific.
 - Lawyers, City land holding agencies, city council, growers
 4. How did we organize ourselves so that we were able to accomplish so much? For example, monthly meetings, subcommittees, task forces, face-to-face, skype?
 - Sarah and Clint act as liaisons between city & FPAC
 - Committee due diligence on community desires and communicate to council
 5. What was one resource we used that was essential to our success? Specific leadership attention, technology, marketing, research, money, specific people?
 - Full time GIS analyst on food/land issues
 - Leadership attention (some one accountable)

B.) A subcommittee was formed to focus on sub-initiative 3.1 - Create A [Local Food System] An Urban Agriculture Workforce Strategy To Grow Green Jobs (language edit indicated)

Prospective subcommittee members are: Marilyn Anthony, John Byrnes, Nic Esposito, Katherine Gajewski, Danny Gerber, Leanne Kruger-Braneky, Bob Pierson, Mary Seton Corboy, and Pat Smith

➤ **ACTION – Members interested in participating in the Workforce Strategy Subcommittee should contact Joan Blaustein.**

1. What were 1-2 meaningful accomplishments we achieved that made a difference?
 - Create successful prototypes converting vacant land to use
 - Create career ladder and training program for range of food/farm living wage jobs**
 - Convening symposium
 - City and nonprofit pool funds to create urban farm subsidy
 - Announcing local food system jobs as a “priority industry cluster”*
 - Define “ask” for federal program/policy scan and Philadelphia proposal
 - City tax credit for local food sector employers
 - Employer engagement*
2. What meaningful role did the city play in our successful efforts?

- Provide easy access to land**
 - Create “economic opportunity zone” crossed with business improvement
 - Financial incentive/tax credit
 - Convener – potential employers
 - Integrating food system work into city plans
 - Engage and enlist city council
 - Marketing to residents
 - Support industry analysis of job opportunities
 - Fine funding stream
3. Who else (outside of this group) was involved and/or contributed to our work? Be specific.
 - Buyers, businesses, employers, WIB, public workforce, existing training programs, community colleges (Delaware Valley, PSU, Penn, Lincoln, Philadelphia University sustainability programs), restaurants and chefs, farmers, large land owners, veterans/VA
 4. How did we organize ourselves so that we were able to accomplish so much? For example, monthly meetings, subcommittees, task forces, face-to-face, skype?
 - Funding for staffing to do work *
 - To advise, committees need more than quarterly meetings
 - Stakeholder convening
 - Build consensus around 1 or 2 deliverables
 - Recommendation to Philly food funders
 5. What was one resource we used that was essential to our success? Specific leadership attention, technology, marketing, research, money, specific people?
 - Spokesperson/champion
 - Marketing/GPTMC, etc
 - Centralizing ag system
 - Convener to facilitate and fund

C.) A subcommittee was formed to focus on sub-initiative 4.1 - Integrate Anti-Hunger Efforts Into Food And Urban Agriculture Goals

Prospective subcommittee members: Carey Morgan, Johanna Rosen, Amanda Wagner, Nicky Uy, and Karl Ingram

➤ **ACTION - Members interested in participating in the Anti-Hunger Subcommittee should contact Joan Blaustein.**

1. What were 1-2 meaningful accomplishments we achieved that made a difference?
 - Increase access and affordability through incentive programs (Philly Food Bucks/FMNP)
 - double dollars, wise women
 - Increase funding redemption, etc.
2. What meaningful role did the city play in our successful efforts?
 - Public relations: 311, website, leverage money, facilitate communication with WIC, DPW, other city departments, etc.

3. Who else (outside of this group) was involved and/or contributed to our work? Be specific.
 - WIC, DPW, corporations (funders, partners)
 - Farmers' markets (TFT, Farm to City)
 - Growers and producers
 - Churches and cupboards (PR)
 - Funders (USDA, Food Funders Alliance)
4. How did we organize ourselves so that we were able to accomplish so much? For example, monthly meetings, subcommittees, task forces, face-to-face, skype?
 - Subcommittee/task force to meet more often
5. What was one resource we used that was essential to our success? Specific leadership attention, technology, marketing, research, money, specific people?
 - Money!
 - Political will
 - Research successes, models
 - One common goal

All four subcommittees (Governance, Vacant Land, Workforce Strategy, and Anti-Hunger) will report at the next quarterly meeting in September. Subcommittees were encouraged to organize themselves beyond this meeting and proceed throughout the summer as they see fit. It was reiterated that the Parks and Recreation FPAC staff is available to assist with research and in any other way possible.

Other Business or Announcements

Official appointee letters from the Mayor were distributed or mailed via USPS. The FPAC email address has been established (fpac@phila.gov) for all future email correspondence. A logo was also created for the council. The next quarterly meeting will take place mid- to late-September 2011. The exact date will be communicated through email. Glenn Bergman reported that the FPAC members will be invited to an informal social gathering this summer at a local urban farm. Invitations will be coming by email.

Members' Update given by Marilyn Anthony of Pennsylvania Association of Sustainable Agriculture (PASA).

Meeting was adjourned at 3:45pm.

Respectfully submitted,

Joan Blaustein (co-chair)

Glenn Bergman (co-chair)