



MEETING MINUTES

February 11, 2013

One Parkway Building, 1515 Arch Street, Rm. 18-020
Philadelphia, PA 19102

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A. WELCOME

A general meeting of the Philadelphia Food Policy Advisory Council (FPAC) was called to order by Co-chairs, Carey Morgan and Sarah Wu, at 10:40am.

B. ROLL CALL

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

Members Present

John Byrnes	Jessica McAtamney	Johanna Rosen
Mary Seton Corboy	Carey Morgan	Viery Ricketts Thomas
Nic Esposito	Lisa Mosca	Nicky Uy
Shiriki Kumanyika	Bob Pierson	

Ex-officio Members Present

Joan Blaustein, Philadelphia Parks and Recreation
Clint Randall, City Planning Commission
Amanda Wagner, Philadelphia Health Department
Sarah Wu, Mayor’s Office of Sustainability

Members Absent

Glenn Bergman	Ann Karlen	Patricia Smith
Diane Cornman-Levy	Leanne Kruger-Brankey	Carly Spross
Alison Hastings	Jamie McKnight	

Others Present

Amy Laura Cahn, PILCOP
Karl Ingram
Karen Wagner, UPHS
Owen Taylor, PILCOP

FPAC Staff Present

Sasha Swayze Dews, FPAC Coordinator

C. APPROVAL OF MINUTES

Minutes from October 16th, 2012 and December 12th, 2012 were approved with no changes.

D. FEEDBACK ON FUTURE EVENING GENERAL MEETINGS

Sarah Wu and Carey Morgan asked for feedback on holding future general meetings in the evening at community locations verses in City buildings during the day. The last general meeting was the first one held at a community location. There was moderate turnout and quorum was not met. Bob Pierson asked if there were any new faces at the meeting because of the location, and if there was any outreach around the new location. Sarah replied new faces were most likely not due to the location and that no outreach was done. Sarah suggested one possibility; hold general meetings during the day to conduct business and hold public outreach meetings in the evening outside of Center City. Lisa Mosca stated that evening meetings held elsewhere make it easier for other people to get involved, and that it is too early to tell how the evening meetings are working out. Amy Laura Cahn said that more outreach should be done around the evening meetings and that she is open to seeing how it goes again. Mary Seton Corboy used Chicago as an example of a council with evening meetings that are more like social affairs to bring

awareness to issues. Mary also stated that meeting locations should always be accessible by bike and in safe areas. Based on this feedback Sarah said FPAC will try meeting in the evening again. Amy Laura said it is important to announce the location way in advance. Sarah said the Council needs help finding good locations. She asked follow-up suggestions be sent to fpac@phila.gov. Karl Ingram said evening meetings could be really good but that the effort needs to be intentional, including inviting different communities. Carey Morgan suggested the new Communications and Outreach Sub-committee is key to the success of these future evening meetings.

E. WEBSITE LAUNCH

The FPAC website (www.phillyfpac.org) was debuted. Thanks were given to Sasha Swayze Dews and MOS intern Sophie Sarkar. The Coordinator and Co-chairs are open to input. Send emails to fpac@phila.gov with suggestions. Sarah Wu stated the Communications and Outreach Sub-committee will manage the website and populate the updates page.

F. INTRO OF COMMUNICATIONS AND OUTREACH SUB-COMMITTEE

Nic Esposito gave a presentation on the strategy and goals for the new Communications and Outreach Sub-committee that he will Chair. (The handout is at the end of these minutes). Nic said his new role within FPAC is a match with his background. He gave a broad overview of how the sub-committee can solidify the FPAC base and message to bring relevance to the Council as a whole and utilize opportunities to bring about positive change. He said the ultimate goal is for people to come to FPAC for a statement on an issue. Anyone interested in joining the sub-committee should contact Nic.

In regards to internal communication, Amy Laura Cahn said her instinct is for FPAC to have its own identity and for carving out a space for dialogue. She suggested having an internal info/document exchange in a central, shared place. Karl Ingram shared this view, adding the need for a conference call system. Nic said the sub-committee could figure some of these things out. Bob Pierson said he was very impressed and will look forward to seeing how it happens. Shiriki Kumanyika said she is also impressed with Nic's willingness to take this on. She questioned the public health identity of the Council. How do we tell the public and ourselves and connect to public health issues? Clint Randall said that was an argument in favor of all ex-officios tweeting FPAC messages. He said the result would be a public perception that FPAC messages are about health, land, economic development, sustainability, and more. Nic agreed that planning social media with lots of people contributing material should follow a long and arching path. Nic said that to be effective we need to create a voice, and that there are a lot of voices in the room. The sub-committee will strive to create a general, over-arching voice to represent the Council. More details on the work plan will be presented at the April meeting.

Patricia Blakely asked Amy Laura about her recent reach and pull strategy around the zoning code, and if it got to every zip code. She said the question is how to get passed our insular groups. Amy Laura responded that the reach was broad but hard to quantify, and that the active group was diverse. Clint had suggestions for utilizing established mechanisms for reaching community systems already in place, including leveraging City agencies' lists of community organizations. Nic said the sub-committee will utilize contacts and a diverse set of outlets to be as over-arching as possible. Carey Morgan ended by saying FPAC is a living, breathing organization for change, and that the Communications and Outreach Sub-committee will add a nice part to the work.

G. SUB-COMMITTEE RE-COMMITMENT SURVEY

Carey Morgan announced a Survey Monkey would be distributed within a week for everyone to update their sub-committee commitments. She stressed that everyone should choose a sub-committee that can utilize their expertise and networks.

H. ACTION ITEMS

The Governance and Membership Sub-committee had one action item on the agenda and three additional action items that would be addressed if time allowed.

1. Slate of appointed members, Class of 2015

Lisa Mosca provided some context on the ballot and FPAC membership. About one year ago the Governance and Membership Sub-committee approved a mission and vision. Based on these, the sub-committee conducted a membership survey. The sub-committee focused on the following priorities: organizational affiliations (more organizations represented); age, race, gender, socio-economic diversity; involved on FPAC sub-committees; first-hand experience with food insecurity; and age (particularly youth/college-age and seniors). Additionally, the sub-committee reached out to various organizations (including Philadelphia Corporation for Aging, Drexel's Center for Hunger-Free Communities, Puentes de Salud) for nominees that meet some of these priorities. The current slate (up for vote) proposes some candidates who have been very involved in sub-committees, individuals from more organizations, various skills not yet on the Council (ex. finance, law, distribution, culinary arts), and more age, race, and gender diversity. Gaps still remain. Based on the last FPAC meeting and additional sub-committee meetings, the sub-committee will field another slate of candidates. Priorities for the second slate include: age (particularly seniors), first-hand experience with food insecurity, disabilities, work in the traditional/conventional food system, for-profit experience, racial diversity, and work with immigrant communities. For anyone interested in participating in creating this second slate, the sub-committee will host a work session on Monday, April 1st at 9:30am (tentative) to review the current nomination pool. The next sub-committee meeting will be a conference call and is tentatively scheduled for Monday, March 4th at 9:30am. New members are always welcome.

The current ballot for class of 2015 was approved. The recommended nominees will be sent to the Mayor and Board of Ethics for appointment. New members will be able to start their service at the next FPAC meeting in April.

2. Attendance policy; Resignation policy; Roles and responsibilities

There was not time to address these three action items. They will be on the April agenda.

I. SUB-COMMITTEE UPDATES

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

1. Anti-Hunger and Local Food Sub-committee

Carey Morgan presented an update for the sub-committee. The sub-committee is actively looking to add more members. If anyone knows of someone interested, please forward names to Carey. The sub-committee recently reviewed the Department of Public Health's healthy supermarket pricing study. One finding is that a lot of food retailers do not accept SNAP, which is potentially decreasing access to healthy food. The sub-committee will identify some of the reasons retailers are not accepting SNAP. The sub-committee is considering one strategy, which will be a letter from the Mayor to food retailers asking them to accept SNAP at their establishments. Carey stated FPAC has a

role to play but needs to determine an approach and clear message. Karl mentioned barriers around the application process and food safety issues. Patricia Blakely suggested FPAC run a workshop for retailers. Nicky Uy suggested FPAC include an existing organization in the letter that could help retailers get set up to accept SNAP. She cautioned that some immigrant communities hesitate having the government involved in their retail operations, and that this sensitivity should be addressed when explaining that adding SNAP to their business could help with their bottom line.

The sub-committee is also creating a strategy to increase awareness around WIC and Senior FMNP. Nicky Uy, Joanna Rosen, and Mary Seton Corboy explained the current program and schedule in place for releasing FMNP vouchers. Mary stated an advisory council like this one should provide a service to help improve the convoluted system. The sub-committee will work with the Philadelphia Corporation for Aging and the WIC offices.

At the next general meeting the sub-committee will talk about the Emergency Food Collaborative, which came out of last year's issues on public feedings on the Parkway. The sub-committee is working on this with Mary Horstmann from the Mayor's office. The sub-committee is also looking into increasing school food participation, especially breakfast, within the school system. Charter schools, which have different requirements, might be an area the sub-committee will specifically address. Carey stated there are many non-profits working on school food so FPAC will need to figure out how and where to get involved. Anyone interested in following up on these discussion points should contact Carey Morgan.

2. Workforce Development Strategy Sub-committee

Nic Esposito announced he is stepping down as sub-committee chair. Over the last few weeks, the sub-committee decided that without a chair the sub-committee would move to the back burner until someone steps up. Nic expressed it was a pleasure and an honor to work with the sub-committee. He said the sub-committee did some great work and saw some aspects of their recommendations come to fruition. He reviewed the last ideas in motion (see December minutes). Amy Laura Cahn said she hopes the sub-committee can continue since it brought an interesting group of people together and did a great job. Patricia Blakely suggested the group meet up again, maybe four times a year, for discussion and see about picking the sub-committee up again. Sarah Wu said other people may potentially still be interested, and everyone should remember to fill out the Survey Monkey.

3. Vacant Land Sub-committee

Amy Laura Cahn presented an update on the sub-committee. The sub-committee met with the Philadelphia Redevelopment Authority (PRA) about land dispersal and the front door policy. At the moment there are 40-50 applications pending from gardeners and farmers. Amy Laura explained that PRA started at the back end developing a lease but does not really have a process for dispersing land and does not know who will get what. The required lease is the first step and will move towards transfer title and acquiring land with a lease to own. Amy Laura said that from the PRA's perspective market gardening is still not profitable. She said there could be more interest in market gardening than they see and would like to connect with Patricia on making a case for the financial viability of it. The response from the sub-committee on land dispersal was to create a model process. The next step is to comment on the lease, specifically feedback on lease terms, liability, worker's compensation, and insurance, and how to make this legal document more accessible. The sub-committee is creating a working group to create a process. Anyone interested in attending these meetings or sharing documents should contact Amy Laura.

Also mentioned, the storm water billing is becoming an issue for gardeners and farmers. The sub-committee has been in contact with Ash Richards from the Water Department and is looking into some pilot projects. Jennifer Kates from Councilwoman Sanchez's office anticipates the land bank bill will be available in the coming weeks and will seek feedback from FPAC. Penn State Extension and NYU launched a nationwide research project on urban and peri-urban farms. Look out for a web survey. The Center for Community Progress will hold a conference on vacant land next September in Philadelphia. The conference will include an urban ag tour, and there will be ways for FPAC to get involved.

J. UPDATES ON CITY DEVELOPMENTS

1. Get Healthy Philly

Amanda Wagner gave a data and program update for Philadelphia Department of Public Health Get Healthy Philly. Slides are available from Amanda on healthy data and food access maps. Amanda said she is available to talk about how DPH data can help/impact FPAC members' work. The healthy supermarket pricing project is complete. Questions or comments can be directed to Emily Gunther, Healthy Supermarket Coordinator at emily.gunther@phila.gov. DPH has recently hired a School Food Coordinator, who is currently finalizing the first steps of a work plan. DPH is currently following up with agencies that purchase food through the City food procurement process and is looking at the field of servicers and providers. The goal for the summer is to identify opportunities and challenges for new providers.

2. Mayor's Office of Community Empowerment and Opportunity

Sarah Wu announced two mayoral changes. The new Office of Community Empowerment and Opportunity will consolidate all the City's anti-poverty and community empowerment work. Hunger and job training will fall under CEO. Executive Director Eva Gladstein is setting up a small working group and may ask FPAC to lend a hand. She will hopefully come talk to FPAC at a future meeting.

3. Manufacturing Task Force

Sarah Wu also noted the newly minted Manufacturing Task Force might be an opportunity for future collaboration with the Workforce Development Strategy Sub-committee and others.

K. OTHER BUSINESS/ANNOUNCEMENTS

Sarah Wu made a few announcements. Appointed members should keep an eye out for a Survey Monkey on sub-committee participation and for details on the next general meeting in April. Thanks were given to Hubbub Coffee for providing coffee and bagels. Bob Pierson of Farm to City is looking for a part-time administrative assistant. Lisa Mosca announced new federal guidelines on food safety will be open for comment soon and she will forward it to the group. She said the new guidelines might impact local growers. John Byrnes announced Penn State Extension is looking for a very part-time coordinator for their master gardener program. Sarah Wu urged everyone to be in touch between general meetings.

L. DETAILS OF NEXT MEETING

Details of the next general meeting in April will be announced shortly.

M. ADJOURNMENT

Meeting was adjourned at 12:25pm.

Submitted by:
Sasha Swayze Dews, FPAC Coordinator
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FPAC Communications and Outreach Committee Strategy and Goals

- Forming the committee
 - The committee will be announced at the Feb. FPAC general meeting
 - The committee will be opened to whomever would like to participate
 - Create a meeting schedule
 - Connect with other Food Policy Councils across the country to study their communications and outreach systems
- Develop Internal Communications Plan
 - Review all existing communications and outreach resources
 - Explore the possibility for outside resources (FPAC intern, media partners)
 - Create guidelines for communication development
 - System for collecting press materials (editorials, statements, press releases) from FPAC general and its members
 - System for FPAC approval for media releases
 - Editing procedures
 - Conflict of interest policy
- Develop External Communications Plan
 - Identify media outlets and other partners whom we want to get our message out to
 - Develop social media plan (i.e. usage of website, twitter, other social media)
- Out Reach
 - Develop a plan for advertising the council to citizens of Philadelphia
 - Create a mechanism for collecting their feedback
- Possible Opportunities
 - Monthly section on the MOS Greenworks exchange
 - Quarterly memo to the Mayor on FPAC progress
 - Monthly internal update email for FPAC members
 - Create a bio section on website to identify FPAC members
 - More use of twitter as a hashtag of MOS (ex. “Get to know the FPAC” tweets)
 - Blogs on website
 - Website links to white paper reports and other pertinent links
 - Connections with other city FPAC’s through social media
- Implementation
 - Begin building base
 - Develop system to track metrics of reach
 - How many press hits did we get
 - Analytics on social media and website
 - Have external and internal communications and outreach plans approved by FPAC by the next meeting