



**GENERAL MEETING MINUTES**

April 24<sup>th</sup>, 2013  
Reading Terminal Market  
Philadelphia, PA

<b>ITEM</b>	<b>ACTION TAKEN</b>	<b>PAGE</b>
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<b>PART 2: COUNCIL BUSINESS/PROCESS</b>		
C. ROLL CALL	Quorum met	3
D. APPROVAL OF MINUTES	Approved	3
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2. Vacant Land		
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b. Action Item - Resignation policy	Approved	6
c. Action Item - Roles and responsibilities	Approved	6
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H. OPPORTUNITIES FOR ESTABLISHING TOWN HALL MEETING SERIES IN 2013-14	Discussed	6
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K. ADJOURNMENT	Adjourned at 7:30pm	7

## **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 5:40pm.

## **B. CITY FOOD POLICY SERIES, PART 2: Eva Gladstein, Mayor's Office of Community Empowerment and Opportunity**

Eva Gladstein, the Executive Director of the newly created Mayor's Office of Community Empowerment and Opportunity (CEO), gave a presentation on their strategic plan to address poverty in Philadelphia. CEO was launched in mid-June 2013 to develop and implement the plan, and measure progress as it is made.

Eva provided some brief background information on poverty in Philadelphia, a general overview of CEO, possible focus areas for FPAC to get involved, and CEO's next steps:

Poverty in Philadelphia is a long-standing, deep-seated problem. The poverty rate in Philadelphia is 28% (as of 2011). Currently, 132,000 Philadelphians meet the official poverty level with many more in need, including children, single parent families, and minority households. Despite efforts in place, the needle is not moving the right way; the problem is only getting worse.

When the Mayor decided the City needed a single strategy to increase the effectiveness of anti-poverty activities and attract additional resources to address the problem, it became clear it needed an entity responsible for that strategy. The task to build a City wide anti-poverty strategy began in mid-February. The five-year plan will be completed by early summer and the office will realign its capacity to drive the plan. The strategy will include multiple levels: deal with impacts (help general welfare and well-being), bring people out of poverty, and address systemic issues.

Convening groups has already become key to CEO's process and collaboration will remain a major responsibility of the office. The intersection of hunger/nutrition, health, and housing is a key issue of poverty, and an area CEO will keep front and center. CEO held a series of eight meetings with community partners around these issues in mid-February to inform their plan. Eva highlighted three areas they are looking at closer for their anti-poverty plan that FPAC has put some focus towards already: 1) better systems for people to get resources, access to benefits (particularly SNAP), and strengthening the emergency food distribution system in place already.

CEO's next steps are to release a draft of the plan around May 10<sup>th</sup> with a 10-day comment period. They hope to launch the final plan and a website at the end of June or early/mid-July. CEO is working with consultants at Fairmont Ventures. Eva expressed that she has realized the importance of having an ongoing learning process. She said that when seeking collective action there should be a willingness to take risks, launch projects, and an openness to evaluating and modifying. The office is looking for feedback on figuring out a method for establishing dialogue on an issue by issue basis or population by population basis.

Amy Laura Cahn asked how FPAC could support CEO. Eva replied there is not one answer but that over the summer they will be spending a considerable amount of time developing mechanisms for engagement strategies. They could also use support on their fund raising efforts. Sarah Wu suggested circulating the first released draft of the plan among members and FPAC submit a compiled response to CEO during the comment period in late-May.

**C. ROLL CALL**

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

Members Present

Glenn Bergman	Leanne Krueger-Braneky	Carly Spross
John Byrnes	Shiriki Kumanyika	Nicky Uy
Nic Esposito	Lisa Mosca	
Ann Karlen	Bob Pierson	

Ex-officio Members Present

Carey Morgan, Mayor’s Office of Community Empowerment and Opportunity (Co-chair)  
Amanda Wagner, Philadelphia Health Department  
Sarah Wu, Mayor’s Office of Sustainability (Co-chair)  
Jennifer Kates, Office of Councilwoman Maria Quinones-Sanchez  
Elisa Ruse-Esposito, Parks and Recreation

Members Absent

Mary Seton Corboy	Jessica McAtamney	Patricia Smith
Diane Cornman-Levy	Jamie McKnight	Vierey Ricketts Thomes
Alison Hastings	Johanna Rosen	

Others Present

Patricia Blakely, (Recommended Nominee)  
Amy Laura Cahn, (Recommended Nominee)  
Laquanda Dobson, (Recommended Nominee)  
Esteban Kelly, (Recommended Nominee)  
Greg McKinley, (Recommended Nominee)  
Carolyn Placke, Project Home  
Erica Feldman

FPAC Staff Present

Sasha Swayze Dews, FPAC Coordinator

**D. APPROVAL OF MINUTES**

Minutes from February 11<sup>th</sup>, 2013 meeting were approved with no modifications.

**E. RE-CAP ON PHILLY FARM AND FOOD FEST PRESENTATION**

On Sunday, April 14<sup>th</sup> Sarah Wu and Nic Esposito gave a presentation on FPAC at the 2<sup>nd</sup> Annual Philly Farm and Food Fest sponsored by Fair Food and PASA. About 50 people were in attendance to hear how FPAC got started, what the advisory council has accomplished so far, and about the new Communications and Outreach Sub-committee. Sarah Wu reported back that the opportunity to speak with the public was useful for gauging support on a town hall series starting next fall. Members of the audience spoke out they would like opportunities to participate in FPAC through town halls. (Discussion on the opportunity to create a town hall series is covered in these minutes).

## **F. MEMBER APPOINTMENTS, PAPERWORK, AND ORIENTATION**

Sasha Swayze Dews gave an update on where recommended nominees are in the appointment process. The steps of the Mayoral appointment process are 1) submit an approved Tax Clearance Application with the Revenue Department, 2) receive an appointment letter from the Mayor, 3) file Statement of Financial Interest form within 30 days of the date on the letter, and 4) attend a three-hour ethics training with the Board of Ethics. To date less than half the recommended nominees have submitted their Tax Clearance Applications. Those that have are being reviewed by the Revenue Department. No official appointment letters have been mailed since none of the Tax Clearance Applications have been processed yet. Sasha stated there are admittedly a lot of steps that need to be taken in an exact order and that patience is appreciated. She encouraged recommended nominees to make getting their part completed a priority if they so desire.

A reminder was given that all current appointed members are required to file a Statement of Financial Interest form with the Board of Ethics every year they serve on the council. Everyone should have already received an email from the Board of Ethics with links to the form to file for calendar year 2012. The form is due by May 1<sup>st</sup>, 2013. Current appointed members must submit to maintain standing on the council. Members were encouraged to contact Sasha if they did not receive the initial email or have run into difficulties filing.

The new member orientation planned for late-March was postponed due to lack of response on the paperwork from the majority of the group. The sub-committee co-chairs put the orientation content together. If the current group of recommended nominees files in the next couple of weeks and feels it would be effective for integrating into the council the orientation can be held, or a modified effort could be put forward individually. The Governance and Membership Sub-committee is planning on doing what it can to plan and execute an orientation for the next slate of new members.

## **G. SUB-COMMITTEE UPDATES**

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

### **1. Communications and Outreach Sub-committee**

Nic Esposito presented a handout of a proposed guideline for external and internal communication. Greg McKinley expressed concern that the plan as presented does not allow members' opinions to come forward if statements to the press have to go through the sub-committee chair and the Mayor's Office of Sustainability. Leanne Krueger-Braneky said she agreed in part since the distinction between an advisory council and a food policy council may not be fully figured out yet. Sarah Wu replied that removing the step of going through the MOS office before speaking with the press shouldn't be a problem. She also said that it should be remembered that since the advisory council was convened by the Mayor the administration and its agencies has FPAC's ear and FPAC should not use the press to advise the City. Shiriki Kumanyika shared her previous experience on a board that became more effective when it began participating in the public forum where it could speak openly.

#### **a. Action Item - Approve external and internal communication guidelines**

After discussing the details of the guidelines and seeking consensus on modifications the vote was tabled until a later date (either by email vote or at the June general meeting).

#### **b. Action Item - Approve press release**

Time did not allow review of the proposed press release. This item will be on the June general meeting agenda.

## **2. Vacant Land Sub-committee**

Amy Laura Cahn presented on the behalf of the Vacant Land Disposition Working Group that convened as an off-shoot of the Vacant Land Sub-committee. The working group started with the sub-committee and expanded to include other stakeholders. The goal of the working group is to sit down with all the land holding agencies and discuss their policies. The working group sought FPAC's buy-in on the work they have prepared to present to the relevant land holding agencies. Amy Laura reported that currently there are 70 applications on hold because the process is not complete. Jennifer Kates added that the working group's progress to date should be seen as an evolving, long-term project. She said that collecting comments is very useful for a moving target. She also said there is a sense of urgency for giving guidance on this issue. The agencies need guidance on how to judge successful applications for vacant land acquisitions. Patricia Blakely suggested giving the work a stamp of approval and asking the working group to come back to FPAC with more suggestions after they meet with the agencies. She also suggested good business plans as an essential component of the matrix when evaluating applications.

### **a. Action Item - Approve relevant agency recommendations and approach**

Recommendations and approach were approved. The Vacant Land Disposition Working Group will share additional components of the process with FPAC as they develop.

## **3. Governance and Membership Sub-committee**

Amanda Wagner announced the 2013 membership survey will open in about a week and links will circulate over email and be open for three weeks or so. Like last year, the survey is required for all appointed members and ex-officios are encourage to complete it as well. The purpose of the annual survey is to understand the council's socio-economic characteristics, areas of expertise, and areas for future recruitment. Responses are not anonymous, but will be kept confidential and only reported in aggregate. At the next general meeting in June, the sub-committee will share the findings, and ask for feedback on membership recruitment priorities.

Additionally, the survey will seek co-chair nominations to fill Carey Morgan's seat. Carey Morgan will step down as co-chair in June as a result of a) her new position with the City and b) the by-law which states only one co-chair can be an ex-officio member. Paper nomination forms were circulated to collect co-chair nominations. No nominations were submitted. A vote for a new co-chair will take place at the June general meeting.

Amanda also reported the sub-committee met in early April to review all nominations received from September 2012 to March 2013. All FPAC members were invited to join this work session meeting. The sub-committee agreed to recommend three additional individuals to join the Class of 2015. At this time, the slate is not ready for FPAC vote. Since appointments technically come from the Mayor's Office, the staff has asked to review recommendations before recommendations go to a public vote. This is something we will have to keep in mind for our next nomination round, which will start this summer. Although the second slate of nominations is delayed, the sub-committee thinks this is a good sign that the Mayor's Office would like to be more involved in FPAC policy and procedures. After receiving feedback from the Mayor's office and then reaching out to each nominee to see if they are interested in joining the FPAC, the sub-committee will bring the second slate of nominations to the FPAC for vote. This may happen through an email vote or at the next FPAC meeting in June.

The sub-committee also had three action items:

**a. Action Item: Resignation policy**

Action item was adopted with no modifications. Document will be included with the updated by-laws available on the FPAC website.

**b. Action Item: Attendance policy**

Action item was adopted with no modifications. Document will be included with the updated by-laws available on the FPAC website. *(Note: Policy became effective immediately. However, prior attendance records will be expunged and all attendance records starting at the June general meeting will count towards the current policy).*

**c. Action Item: Appointed member, co-chair, and coordinator roles and responsibilities**

Action item was adopted with no modifications. Document will be included with the updated by-laws available on the FPAC website.

**4. Anti-Hunger and Local Food Sub-committee**

Carey Morgan reported the sub-committee decided a SNAP retailer study is not a priority right now since the number of vendors not accepting the benefit is relatively small. Amanda reviewed the Public Health Department's upcoming study on school food (pending IRB approval). The study will look at what is being eaten and thrown away in 10 public school cafeterias. Greg McKinley cited a report that might inform their methodology and Amanda replied she would follow up with him. Jennifer Kates added that a closer look at food prep in Philadelphia schools could be very helpful for advocating for the expansion and improvement of new programs. Glenn Bergman brought up the problems Weaver's Way Co-op, with their collaboration with Saul Agricultural High School, is having with food procurement through the City. Carey replied the sub-committee would look into where the problem might lie. Glenn also sought the sub-committee's assistance with a question Weaver's Way has about giving customers using SNAP a 10-15% discount. Carey said they could find that out and get back to him. The sub-committee is also seeking other collaborations, including connecting the Meals on Wheels program with SNAP in Philadelphia. The sub-committee is currently seeking a new chair.

**H. OPPORTUNITIES FOR ESTABLISHING TOWN HALL MEETING SERIES IN 2013-14**

Sarah Wu recalled FPAC's intention of becoming a better conduit of voices. She relayed that during conversations with the Governance and Membership Sub-committee, questions about how to bring voices from the public back to the membership have come up time and time again. Sarah sought to open the floor for input on the establishment of town hall meetings, if FPAC agrees it is worth pursuing. What should the format be? Should there be a facilitator? Where should they take place? In Center City or in specific neighborhoods? Should they be topic based? Greg McKinley expressed it is worth exploring and that the council should give it the time it needs for a lengthier conversation at the next general meeting. He said he is interested in becoming one of the organizers. Jennifer Kates suggested sticking to the sub-committee topics. Sarah asked everyone to give it more thought.

**I. OTHER BUSINESS/ANNOUNCEMENTS**

Amanda Wagner reported that the Department of Public Health is exploring healthy food purchasing for City Departments and would like FPAC input and feedback on opportunities to integrate local, regional, or sustainable purchasing. (Local Food Procurement was one of FPAC's Greenworks recommendations last year so this could be an exciting opportunity). Over the next fourth months, they will convene an ad hoc group for FPAC members to help draft a procurement policy and provide recommendations for a roll

out and outreach plan for potential suppliers. If interested, please contact [Amanda.Wagner@phila.gov](mailto:Amanda.Wagner@phila.gov) or call 215-686-5262. The first meeting/discussion will be scheduled for mid-May.

Greg McKinely urged dialogue take place in the future about the pros and cons of having ex-officios as advisory council chairs.

**J. DETAILS OF NEXT MEETING**

The next general meeting will be held on June 13<sup>th</sup> from 10:30am-12:30pm at One Parkway Building, 1515 Arch Street, Room 18-020.

**K. ADJOURNMENT**

Meeting was adjourned at 7:30pm.

Submitted by:

Sasha Swayze Dews, FPAC Coordinator  
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