EXECUTIVE SESSION MINUTES
Wednesday, September 6th, 2017
3:00pm-5:00pm
1401 JFK Blvd, 16th Floor Innovation Lab

A. WELCOME AND INTRODUCTIONS
Present: Hannah Chatterjee, Molly Riordan, Mary Pham, Sarah Wu, Jill Fink, Amanda Wagner, Kathy Fisher, George Matysik, Tommy McCann, Calvin Okunoye, Suzanne Weltman, Dwayne Wharton, Ashley Richards, Howard Bilofsky, Jane Winkel, Cathy Davies, Jasper Jones Bey-EL, Michelle Gross, Rosa Da Costa, Megan Storm, Mary Holmcrans, Shoshana Marin, Maddy Levine-Wolf, Alex Boyd, Fay Strongin, Jessica Sherman, Emma Kornetsky, Dalito Chiwansula, Alyssa Kirschbaum, Krista Bacchien, Ebony Griffin, Joan Boyce, Wanda Myl

B. URBAN AG STRATEGIC PLANNING UPDATE
FPAC Manager Hannah Chatterjee provided updates on the Urban Ag Strategic Planning process and discussed the outcomes of two workshops, the Urban Ag Open House, and the general timeline of Corajus’ work.

_Urban Ag Strategic Planning Process_
The Urban Ag Strategic Planning Process has been building momentum for the past five years at FPAC. It has been made possible through many partnerships, including FPAC’s Urban Agriculture Subcommittee, the Public Interest Law Center, and the Pennsylvania Horticultural Society. Currently, it is in the preplanning phase and FPAC is focused on the community engagement aspect.

_Workshops / Urban Ag Open House_
Corajus was hired to facilitate two workshops and solicit ideas on the process to create an urban ag strategic plan. The first workshop was conducted for nonprofits and City agencies, with approximately 60 people attending. A similar workshop was held at the Urban Ag Open House, where 130 farmers, gardeners, and community members were invited to provide input. Attendees were excited to actively participate in the planning process.

Corajus will take input from workshops and develop a scope of work for a consultant who will be hired to create the strategic plan. FPAC will receive the scope of work in September and the draft will be shared with urban ag constituents to solicit feedback.

_General timeline:_
- Scope of work completed in September
• Put out “Request for Information” (RFI) to gauge cost
• Fundraise for plan
• Develop a steering committee with representation from community groups involved

On-Going Discussions
• Should there be constraints on the size and/or composition of the steering committee?
• How do we share the results of the scope of work?
  ○ Urban Ag Subcommittee Chair Ash Richards - publish it on FPAC’s website to garner further comments from the public

To participate in the planning process, the Urban Ag Subcommittee meetings are open to the public and are held on the last Wednesday of every month from 3:30PM to 5PM at PHS. Location may be changed to the Free Library for future meetings, so get in touch with chairs Ashley Richards and Nancy Kohn if you would like to attend.

C. REVISITING FPAC POLICY RECOMMENDATIONS
Materials: FPAC Policy Recommendations Overview
Ex-officio Co-chair Amanda Wagner reviewed FPAC’s 2014 and 2017 Policy Recommendations to assess progress and if some policy pieces need to be expanded upon. In the overview document, the highlighted colors in the 2014 Recommendations and the 2017 Recommendations sections indicate similar content.

2014 Recommendations
FPAC’s food policy platform, A Philadelphia Food Policy Road Map, was released in 2014 at the Philadelphia Food Policy and Next Mayor Forum. The Roadmap provided 20 facts and 10 challenges about the Philadelphia food system and supportive policy recommendations. Below are comments from FPAC members on individual recommendations.

1. Support policies and programs that promote community health and end hunger.
   a. Become a national leader and a local proponent of food policy....

The Hunger Coalition is working to enroll 30 initial elementary schools in the Philly School Breakfast Challenge. This initiative’s goal is to incorporate alternative breakfast models at underperforming schools. Other recent initiatives include the school district’s “Eat Right Now” nutrition education program, which is working to incorporate breakfast directly in the curriculum. Increased participation in school breakfast will leverage more funding for the school. At the next Membership and Governance meeting, FPAC will discuss possible strategies for engaging with youth. Get Hype Philly and Youth for Change are possible youth leadership bodies that can help champion school meal priorities.
b. Commit to supporting and funding the work of the Get Healthy Philly Program....
This fall, the Philadelphia Department of Public Health (PDPH) will be updating its strategic plan and Community Health Improvement Plan. One accomplishment was the update and implementation of the Philadelphia Nutrition Standards. In 2014, Executive Order 414 mandated nutrition standards at all City agencies, such as prisons and Parks and Recreation. Pre-K programs are slowly being included as well.

In June 2017, The Board of Health developed early childcare recommendations that focused on healthy beverages and eliminating screen time. There is a need for disseminating these recommendations throughout the city, and discussing challenges in implementation with providers. More info here: http://foodfitphilly.org/philadelphia-board-health-recommendations/

e. Draw on Philadelphia as an “Eds and Meds” center....
Nonprofit hospitals are engaging in a new initiative to screen patients for food insecurity. Screening processes differ at every hospital. Though hospitals are using the same list of resources, there is no easy way to verify that patients have utilized recommended resources.

A study at Penn showed that asking patients for permission to send their contact information to an organization and having that organization follow-up with patients is effective. This can be complicated for resource-strapped organizations.

Possible resources and models for hospitals include MANNA and the Esperanza Health Center. MANNA provides insurance reimbursements for providing foods related to chronic health conditions. Esperanza Health Center has a healthy food cafe that offers prepared meals for patients.

Hospitals can also pursue incentive programs. Some are working on pilot programs with The Food Trust and food banks to bring healthy food boxes to patients. Einstein is implementing the fruit and vegetable prescription program, but cost and space are challenges.

Get Healthy Philly released its Good Food, Healthy Hospitals Report, which promulgated a set of standards that emphasize healthy and sustainable food options for hospitals. Fifteen hospitals have signed the pledge, with the hope that increased participation will influence the market.

Potential Next Steps
● Consider pushing Medicaid Part D policy through City’s lobbyists
● Partnerships with health centers for preventative care, focus on Health Department-controlled centers
Focus on health screenings
Vending machines
Provide Philly Food Bucks
Refer to Benephilly Centers

● Connect with Health Promotion Council - already provide nutrition health coaches in some health centers

Status: Ongoing, have Food & Health Subcommittee revisit and expand on policies

2. Strengthen the economy by improving local workers and local food procurement

b. Streamline the permitting processes for small business owners....
Permits can now be renewed online, which is immensely helpful for small businesses. Unclear restrictions on sidewalk sales continues to be a challenge. The Food & Health subcommittee is considering taking this on, as is The Sustainable Business Network.

c/d. Pledge to locally source all City food procurement....and create a Good Food Task Force
There is no policy that requires City departments to source locally by a certain percentage. Policies that get at this goal will likely be implemented internally. The Good Food Procurement Subcommittee will be discussing how to move work beyond City agencies, especially since City agencies are not the largest food purchases in the city. The subcommittee is also currently engaged with hospitals and universities on setting standards and measurements of progress for procurement. Other work includes launching a food vendor forum next year.

Status: On-going

3. Empower FPAC to lead food policy reform
A large barrier for FPAC is having dedicated funding for staff. To accomplish this, FPAC will need to advocate for a bigger budget for the Office of Sustainability in order to create a full-time position. This must be approved by the Administrative Budget Office and passed by City Council. Once there is a public hearing, FPAC can potentially testify and bring greater awareness of its work and opportunities for support to City Council. Another consideration is that all offices have been asked to submit a budget that is 2% below last year’s budget.

How did FPAC become housed in OOS?
OOS set forth a food charter in 2008 that pledged to convene a Food Policy Council.
**d. Appoint a Food Policy Director within the OOS**
Housing a food policy director in the Mayor’s Office may not be the best method because of changes in administration. Requesting that FPAC be housed in the Mayor’s office is low-hanging fruit, but having a dedicated food office is the long-term goal. One possibility is to create a sub-office within OOS (similar to the energy office) that is focused on food.

Status: On-going, follow up with Governance and Membership Subcommittee.

**4. Emphasize the importance of urban agriculture as a pathway to food democracy**

  a. **Provide ample resources to the Philadelphia Land Bank....**
Currently, the Councilwoman’s office is working on a land development tax that focuses on house “flippers”. If a home is bought and sold in the same year, a fixed dollar amount goes to the Affordable Housing Tax Fund. The amount is dependent on the development type and square footage of the property. The critical flaw is that the bill has no language on green space. The Urban Ag Subcommittee is advocating for language change. It may be helpful to invite Angel Rodriguez, new Executive Director of the Land Bank to participate on FPAC, particularly on this issue.

  b. **Strengthen food security by establishing urban agriculture, community gardening....**
The Urban Ag Subcommittee is committing to this recommendation through the Urban Ag strategic process planning process.

  c. **Maintain and provide sufficient resources to firmly establish...FarmPhilly Program....**
FarmPhilly is raising money by renting tables for greenhouse space, but they would benefit from additional sources of funding.

  d. **Commit to at least 10 acres of cultivated land....**
The Land Bank’s strategic plan has a goal number of parcels, but the parcel’s size and value are not considered. Furthermore, there may be a need for greater specificity on categorizations of public property. For example, schools are public property, but they are not open to the public at all hours.

At the Urban Ag hearing, FPAC’s recommendation for City Council members to commit 1-4 acres to urban ag can be added to this policy recommendation.

**2017 Recommendations**

1. **Address the decline in redemption of summer meals....**
Pennsylvania dropped as whole in national rankings, due to the decline in redemption in Philadelphia. A
few possible causes include increased requirements and a lack of capacity and prioritization of this program in the Kenney administration.

This recommendation should be expanded to address new problems such as lack of staffing and lack of personnel at distribution sites. The possibility of providing direct funding to sites, especially smaller sites who cannot do catering, should be explored.

5. Promote school breakfast...
There is interest in expanding this recommendation to include school lunches. Lunch participation is high, but quality has not improved. Farm to School funding is one avenue, but the biggest barrier is price point. The partnership with Revolution Foods may increase competition and move the needle for better quality school meals.

8. Continue to be a champion of zero waste...
Nic Esposito, Zero Waste and Litter Director, will do a training on the Cabinet’s Action Plan at the next Zero Waste Subcommittee meeting, on September 19th from 4PM to 5PM at 1515 Arch Street, 13th floor, in the Franklin Room.

At the state level, Philabundance is working with senators to set food waste reduction goals. Philabundance commissioned the report, Moving Food Waste Forward: Policy Recommendations for Next Steps in Pennsylvania, from the Harvard Food Law and Policy Clinic.

Next Steps
- Subcommittees will revisit the relevancy of goals and priorities at subcommittee meetings
- Chairs will discuss at the next general meeting
- Mapping may be a useful exercise to gather information on who to engage

D. GOOD FOOD CATERER GUIDE PROMOTION
Molly Riordan, Good Food Purchasing Coordinator for the Department of Public Health, introduced the second edition of the Good Food Caterer Guide and solicited input on where and how it can be promoted in Philadelphia.

Background
One of the earliest efforts of the Good Food Procurement Subcommittee was to ask City departments where they purchased their food. With a fuller understanding of the types of catering purchases departments made, the subcommittee identified the need to push City agencies toward buying ‘good food.’ In 2016, the subcommittee developed a definition for ‘good food’ and established the criteria for
these categories: healthy, sustainably-sourced, fair, and local. FPAC distributed a survey to Philadelphia caterers and evaluated their responses to assess eligibility for the guide. FPAC completed the first edition in December 2016 and the second edition was released in August 2017.

**Business Outreach**

- Chamber of Commerce
  - Has workforce arm that is dedicated to small businesses
  - Possible list of interested businesses / preferred caterers
  - Has Healthy division
  - Ash Richards has contact information and will send to Molly
- Friends Center
  - Hosts many meetings, has list of approved caterers
- Fairmount Park
  - Can only be catered by STARR Events
- Sustainable Business Network
  - Index of food and beverage businesses
  - Some overlap, but good source for other businesses

**Promotion**

- Connect with universities, schools, purveyors, student groups
- Distribute GFCG to places of worship who use catering
- Distribute at The Food Trust’s Night Market
  - Double-duty - can promote use of guide and connect with interested businesses

**Other Discussions**

- Enlist B Corp representative to discuss certification with businesses
- Greater effort to include W/M/D-owned businesses on guide
  - Add W/M/D-owned question in survey

**E. OPEN SESSION**

- A need for policies that address connection between energy supply and food scarcity
- Inclusion of language on organic or chemical-free food in mission statement
- Food Moxie - Urban Bike Ride, September 9th, 8 - 4PM
- Food Moxie 10th Anniversary Celebration at Belmont Mansion on October 6th
- Consider lactation support as a food policy issues

Submitted by Mary Pham, FPAC Coordinator
Philly Budget Basics
Role of the Budget

Why we need a budget
• Strategic Direction
• Financial Accountability
• Managing Spending
• Prioritization

Why you should be aware of the budget
• Understanding
• Communicating
• Framing requests
Budget Components

• **Revenues** – all money received by the government from outside sources
  
  • Managed centrally – not by the department that collects it
  
  • Examples of Revenue: Taxes, fees, grants, federal and state funding

• **Expenditures** – all government consumption, investment or transfer payments
  
  • Examples of Expenditures: Labor costs, technology, building maintenance, contracts, materials and supplies
Types of Expenditures

• **Operational budget**
  - Paid for using operational funds such as taxes, fees, etc.
  - Used to pay for day to day operations
  - Examples include labor, building maintenance, utilities, etc.
  - Operating expenditures could be either fixed or variable costs

• **Capital Expenditures**
  - Pays for a city asset with a useful life of > 5 years
  - Paid for using borrowed funds
  - Examples include streets, buildings, large vehicles, etc.
  - Capital expenditures are typically spent on fixed costs
<table>
<thead>
<tr>
<th>Stage</th>
<th>Description of Tasks</th>
<th>November</th>
<th>December</th>
<th>January</th>
<th>February</th>
<th>March</th>
<th>April</th>
<th>May</th>
</tr>
</thead>
<tbody>
<tr>
<td>Budget Call</td>
<td>Budget preparation by depts.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Budget Call</td>
<td>Preliminary budgets due.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Budget Meetings</td>
<td>Preliminary budgets reviewed.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Budget Negotiations</td>
<td>Review with departments</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Budget Delivery</td>
<td>Mayor finalizes budget decisions</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Budget Address</td>
<td>Mayor delivers proposed budgets to City Council</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Council Hearings</td>
<td>City Council hearings on the Five Year Plan.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Council Hearings</td>
<td>City Council hearings on the Operating Budget.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Council Hearings</td>
<td>Second reading and final passage of the Operating Budget.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Sources of Revenue

• Local governments (city/county)
  • Local taxes
    • Property taxes
    • Sales tax
    • Wage tax
  • User fees/charges
  • Grants -- federal/state and private
  • Debt borrowings for capital projects
    • City municipal bonds
Fiscal Year 2015 Estimated Revenues

General Fund
Total Amount of Funds: $4.413 Billion

- City wage, Earnings and Net Profits Tax, $1,305
- PICA City Account, $335
- Real Estate Tax, $547
- Business Income and Receipts Tax, $453
- Real Estate Transfer Tax, $177
- Sales Tax, $156
- Other Taxes, $101
- Local Non Tax, $972
- Federal Aid, $32
- State Aid, $212
- Local Agencies, $57
- Other City Funds, $66
- Federal Aid, $32

Total Taxes (Including PICA tax) $3,074 B (69.7% of total revenues)

All costs are in M$
Operating Expenditures

• Program operating
  • Costs and expenses directly associated with program and service delivery

• Fringe Benefits
  • For both current and retired employees

• Debt service
  • The cash that is required for a particular time period to cover the repayment of interest and principle on a debt
    • Interest
    • Principal

• General administration
  • Expenditures related to the day to day operation of the government
Fiscal Year 2015 Obligations – By Category

General Fund
Total Amount of Funds: $4.491 Billion

- Employee Benefits, $1,808
- Fire, $207
- Police, $592
- Prisons, $240
- Other Criminal Justice, $200
- Human Services, $98
- Public Health/Behavioral Health, $128
- Parks & Recreation, $51
- Streets & Sanitation, $115
- City SEPTA Subsidy, $70
- Internal Support Agencies, $199
- Fleet Purchase / Maintenance, $56
- Provision for Labor Obligations, $44
- Sinking Fund, $248
- Utilities, $30
- All Other, $365
- Rentals and Leases, $20

All costs are in M$
Fiscal Year 2015 Obligations – By Type

General Fund
Total Amount of Funds: $4.491 Billion

EXPENDITURE TYPE

- Total Personnel Costs: $3.232B (72% of total anticipated obligations)
- Contractual Services: $813
- Debt Service: $136
- Contributions & Indemnities: $142
- Materials, Supplies & Equipment: $93
- Payments to Other Funds: $321
- Advances: $44
- Payroll: $1,424
- Other Employee Benefits: $530
- Pension: $1,278

All costs are in M$
### Major Budget Classes

<table>
<thead>
<tr>
<th>Classes of expenditures</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Class 100 Personal services</td>
<td>Personal services</td>
</tr>
<tr>
<td></td>
<td>• wages and benefits</td>
</tr>
<tr>
<td>Class 200 Purchase of services</td>
<td>Purchase of services</td>
</tr>
<tr>
<td></td>
<td>• contracts and leases</td>
</tr>
<tr>
<td>Class 300 Materials and supplies</td>
<td>Materials and supplies</td>
</tr>
<tr>
<td>Class 400 Equipment</td>
<td>Equipment</td>
</tr>
<tr>
<td>Class 500 Contributions, indemnities and taxes</td>
<td>Contributions, indemnities and taxes</td>
</tr>
<tr>
<td>Class 600 Real property</td>
<td>Real property</td>
</tr>
<tr>
<td></td>
<td>• capital</td>
</tr>
<tr>
<td>Class 700 Debt service</td>
<td>Debt service</td>
</tr>
<tr>
<td>Class 800 Payments to other funds</td>
<td>Payments to other funds</td>
</tr>
</tbody>
</table>
# Working with Classes

<table>
<thead>
<tr>
<th>Movement between classes</th>
<th>Requires City Council Approval?</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Between major classes</strong></td>
<td>Yes</td>
</tr>
<tr>
<td>Between class 300 and 400</td>
<td>No</td>
</tr>
<tr>
<td>Between major classes in the Grants Revenue Fund</td>
<td>No</td>
</tr>
<tr>
<td>Between divisions within a fund in the same major class</td>
<td>No</td>
</tr>
<tr>
<td>Between minor classes within a major class</td>
<td>No</td>
</tr>
</tbody>
</table>
The City must pass a balanced budget: Philadelphia cannot legally plan to spend more than it predicts it will collect in taxes and other revenues. One notable exception: the federal government.

Budgets are necessary for: strategic direction, financial accountability, managing spend, prioritization.

Budgets are political documents – a chance to get involved!

The budget is a dynamic document: It’s not like once a budget is passed, it’s put in a drawer and never looked at again. The City produces quarterly reports that track expenditures and revenue – to make sure we’re sticking to the budget.