

Oakland Food Policy Council

Meeting Document

May 20, 2010

5:00-7:30 pm

Bay Localize conference room

436 14th Street, 2nd floor

Refreshments for today's meeting were donated by Whole Foods

Facilitated by Coleman-Smith



agenda

Meeting Purpose: To determine the strategies to inform the Strategic Plan

ACTIVITY	TIME	WHO
Check-in		
<ul style="list-style-type: none"> ▪ Introduction ▪ Welcome, Agenda Review ▪ Ground Rules + Meeting Outcomes ▪ Check-in ▪ Reminders ▪ Allow for visitors to sign up for Public Comment ▪ Review new format for meetings 	5:00-5:15	Alethea, Coleman-Smith
<ul style="list-style-type: none"> ▪ Approve Notes from last meeting (Members review notes prior to meeting) 	5:15-5:20	Coleman-Smith, OFPC members, Alethea
• Strategy Selection		
<ul style="list-style-type: none"> ▪ Review strategies proposed by Work Groups ▪ Choose focus strategy per priority and sequence 	5:20-6:30	Coleman-Smith, Alethea, Work Group Chairs
• Break		
• Reports, Updates + Quick Decisions		
<ul style="list-style-type: none"> ▪ Work Group chair reports: updates + input ▪ Policy/agency scan reminder ▪ Calendar reminder ▪ Other Updates 	6:40-7:05	Coleman-Smith, Alethea, Work Group Chairs
• Presentations • Speakers		
Presentation and conversation: Tuere Anderson, Youth Radio	7:05-7:25	Alethea
<ul style="list-style-type: none"> ▪ Next Steps + Announcements ▪ Plus/Delta: Evaluate meeting process 	7:25-7:30	Coleman-Smith



ground rules

- Put cell phones on silent
- Assume best intentions
- Stay engaged in the conversation + on topic
- Trust the process
- Suspend certainty
- Challenge ideas and not people
- Seek to understand
- Take care to monitor your speaking time
- Raise your hand to speak
- Enjoy the ride



attendees

- **OFPC Staff, Interns, and Consultants**

Adrienne Smith
Vanessa Coleman
Jamie Nash
Alexandra Hudson
Bernalyn Ruiz
Alethea Harper
Asiya Wadud

- **OFPC Members**

Trina Barton
Suzan Bateson
Brad Burger
Shereen D'Souza
Hank Herrera
Jenny Huston
Daniel Kramer
Jennifer LeBarre
Aaron Lehmer
Nathan McClintock
Abeni Ramsey
Mike Church
Christopher Waters
Sara Weihmann
Diane Woloshin
Heather Wooten

- **Public**

David Smohler
Scott Hawkins
Carmen Rojas, Mitchell Kapor Foundation
Mary Doyle, Y and H Soda Foundation
Whitney Walton, PUEBLO



Meeting Adjustments

How we work together moving forward



meeting adjustments [survey results]

Decision:

- **Motion by Hank: Adopt relaxed Robert's Rule as a meeting process, which is about making motions to make a decision. Second by Aaron. All in favor with one abstention (Nathan).**
- **Motion by Heather: After a motion has reached a motion, we move for discussion among group and public comment after a motion is made. Second by Chris. All in favor with one abstention (Mike).**

- **Meet monthly as a large group, always at the same time. Alternate our regular meetings of full Council with Work Group meetings. Work Groups meet same day/time every other month--split up for 1st half of meeting into Primary Work Groups and 2nd half into Supporting Work Groups. (10 votes)**
 - **Comments:**
 - › "I defer to Alethea's needs on this. I agree with Hank that a monthly meeting might allow more community engagement than our current 5-times-a-year schedule, but I also know that meetings cost money and we are on a tight budget. More meetings will be personally very difficult for me. I have meetings virtually every night of every week."
 - › "Meet earlier in the day or later. Meet in work groups (regional) monthly, large group as needed or once every two months. The meeting times between 4 and 7 PM pretty much preclude my participation."
 - › "Frankly, I'm feeling overwhelmed by the meetings. I'd rather have fewer meetings that are more focused and efficient. I'd prefer we meet 4x a year, for 4-6 hours, with lots of staff prep and a tight agenda. Subcommittees could meet during part of that time, or be done remotely, or have discussions over e-mail."

- **Keep as is using modified consensus. (12 votes)**
 - **Comment:**
 - › "1. Elect officers. 2. Use Robert's Rules of Order, modified so that voting is by modified consensus." This is really a vote for Robert's Rule.

- **Allow them to speak at the end of each section of the agenda and before the Council makes a decision. (12 votes)**
 - **Comments:**
 - › "1. Open mike for 30 minutes at beginning, with citizens having 2 minutes to say whatever they want/need to say. 2. Before any vote, 10 minutes to allow any citizens 1 minute to offer their opinion on the matter."
 - › "What if we got community input by inviting more community members to serve on committees? Committee participation would need to be monitored, and committees would need to have accountability standards. It would be easier to have input this way. Community members should be represented by serving on the council as reps for other community members. We should be soliciting input from bear their ideas, thoughts, needs and challenges in mind as we make decisions. A transparent, publicized agenda with an email address/phone message line could be used to solicit ideas/opinions prior to the meeting might be a good way of gaining participation..."



Approve Last Meeting's Notes

Approved



Choosing First Steps

Developing and enlivening the Strategic Plan



choosing “first steps”

Review strategies proposed by Work Groups

- Work Group Chairs review their groups’ recommended first steps by policy goal.
- In 4 small groups of council members (that cut across levers of change i.e., region/state, city, etc.):
 1. Ensure that all 6 policy goals have been covered. Input will be included for future consideration.
 2. Make one recommendation (motion) per **lever of change**—using the following criterion:
 - › Feasibility (reasonable within our timeline)
 - › Leveraging low-hanging fruit (current commitments or strategies in motion)
 - › Degree of impact towards establishing an equitable and sustainable food system in Oakland
 3. Consider grouping similar ideas within and across policy goals.
 4. Choose spokesperson to report selections
- In large group,
 - Small Group spokesperson will make a motion on behalf of the small group
 - Community members have an opportunity to speak recommendations and ask clarifying questions.
 - Members will review and vote on first steps per priority
- The discussion of sequence and refinement can happen in work groups.



first step decisions

- Neighborhood
 - Motion made by Shereen: To create curricula that focuses on the 6 priority goals.
 - Seconded: Sarah.
 - All were in favor.
 - Remaining first steps:
 - › Work w/ partner groups to develop curricula
 - › Utilize “area experts” to present at sessions
 - › Outreach to community groups like PTAs, church groups, etc.
 - › Collaborate with any other “organizing” groups

- City
 - Motion made by Heather: Urban ag: Zoning, coordination, public land access, incubation.
 - Seconded: Nathan
 - All were in favor.
 - Remaining first steps:
 - › JF: Local/Sustainable purchase policy
 - › VF: Farmers’ market zoning
 - › HP: Mobile vending
 - › SE: Composting (Expansion), recycling & food waste (city franchis/contract)
 - › TLE: FFFI + TA

- Public/Private
 - Motion made by Daniel: Partner with City of Oakland (they control their contracts and vendors) to develop and implement new RFP standards and language prioritizing and outlining “environmentally preferable purchasing” (E.P.P) protocols + and nutrition standards for all City contracts. (Phased in over 5 years) – Consider impact of timeline on small farmers. Add nutrition standards
 - Seconded: Jennifer LeBarre
 - All were in favor with the highlighted amendments.
 - Caution: Consider the breadth of GMO.



first step decisions continued

■ Regional/State

- Motion made by Aaron: Formalizing the collaboration and aggregation of small farms and distribution—see flipchart, Financing could be the policy focus
- Seconded: Hank
- All were in favor.
- Remaining first steps:
 - › Review & analyze model procurement policies
 - › Build relationships with key government representatives & community leaders
 - › Do scan of state policies
 - › Fresh food financing
 - › Scan of existing policies, i.e., pesticide & GMO-free zones
 - › Seek fresh food financing/cooperative approach for small urban farms
- Other considerations
 - › Consider
 - › Small farm agriculture coordination
 - › Financing
 - › Policy
 - › Coordinating

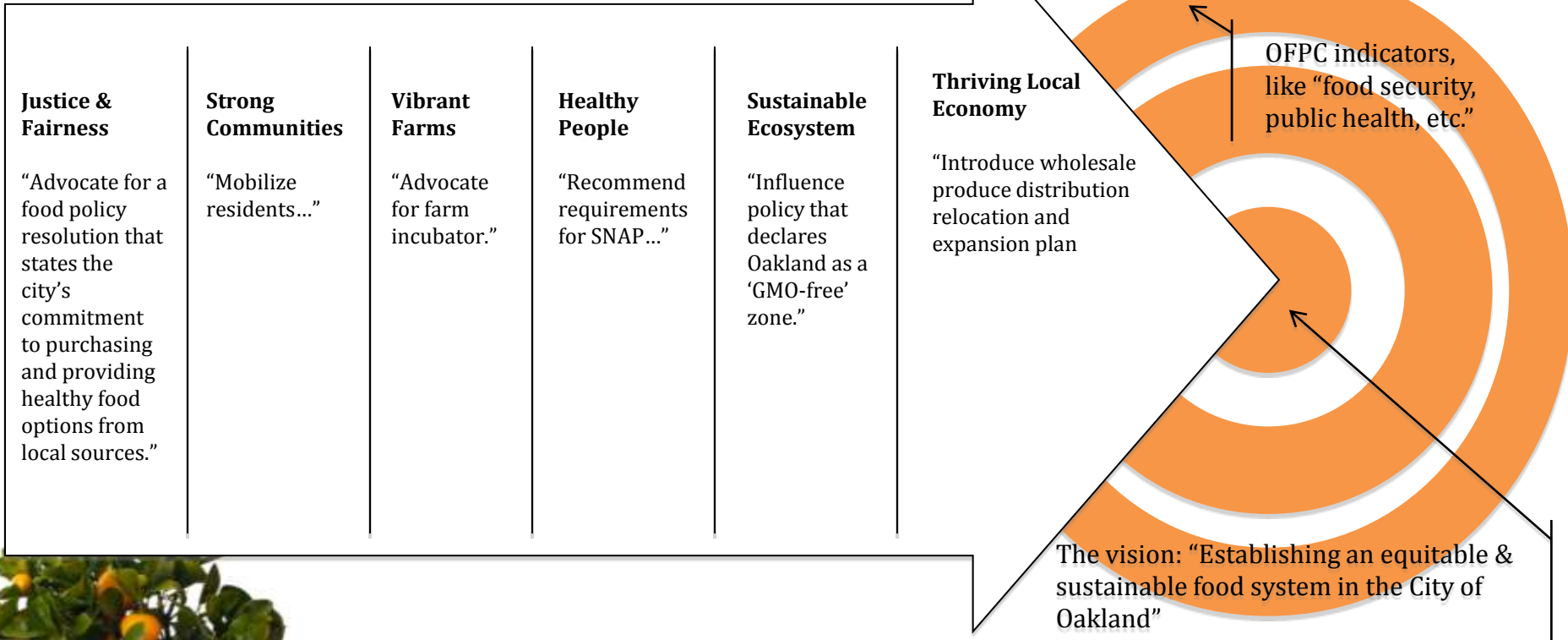
 - › Context:
 - › Scale up local production
 - › Leveraging resources
 - › Coordinating effort



template [example]

Refer to table of documented First Steps and next slide for Vision + Indicators.

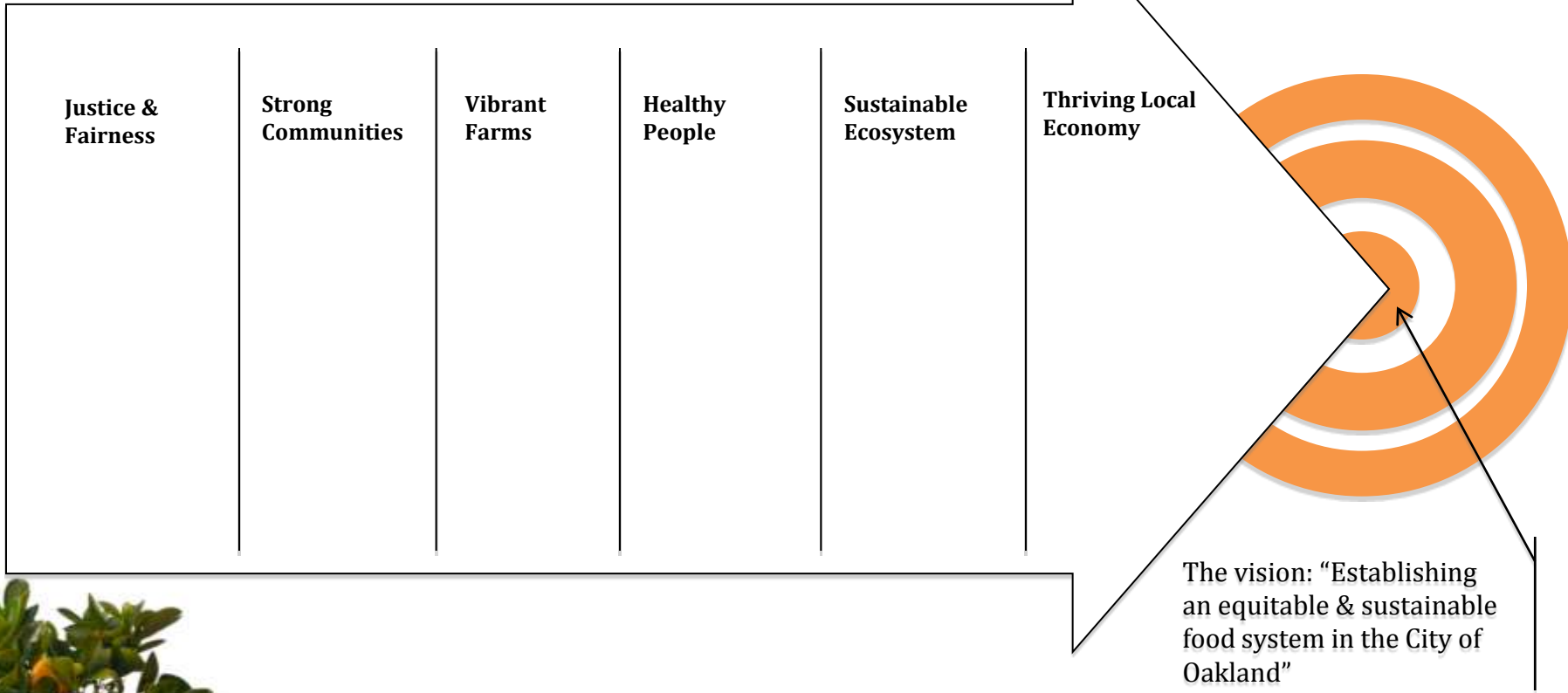
First Steps for 2010-12



small group template

First Steps for 2010-12

Target



first steps

2010 Policy Priorities: Recommended First Steps

	Public-Private Partnerships	Regional and State Innovations	City Innovations	Neighborhood Innovations
Justice & Fairness: Ensure that schools and other public institutions serve healthy and delicious meals to all and give preference to purchasing food from local farms.	1) Make contact with administrators of public hospitals (i.e. Highland) and the City's various meal programs, and OUSD, and get them talking with farm-to-institution consultants and suppliers. In this first year, get buy-in on the concept of farm-to-institution 2) Establish "farm-to-institution" coordinator position within City of Oakland, or a particular City department	Review model local procurement policies in other regional municipalities - Adopt a food policy resolution that states the city's commitment to purchasing and providing healthy food options from local sources	Local-preference purchasing policy, similar to those in Cleveland and San Francisco. Designate a percentage of food bought by City to be bought from local sources. Good program for OUSD, city senior programs, brown bag program, ACPHD, and Head Start to emulate	1) Mobilize community members around the issues. To do this, create educational material/curricula (for teens and adults) on this policy goal in partnership with organizations listed below. Distribute the info with these partner orgs, to be used by existing groups that don't usually focus on food. Could create something like a six-part class series for a church group. 2) Recruit neighborhood groups to the OFPC table, from -every- Oakland neighborhood. Groups to partner with: Youth Radio, Youth UpRising, Revolution Foods
Strong Communities: Include and improve access to local government agencies that can support the stability of local/regional food infrastructures according to the community's interests.	Help the City map urban agriculture, add to official city maps and GIS layers	City: develop criteria and outreach strategy for enrolling a broader, more community-based set of OFPC reps. Regional: secure participation of key food justice orgs on the equity/cross-sector group advising ABAG/MTC.	1) brochure for mobile vending 2) reshaping the City's community garden coordinator job: expand definition of "community garden", put this person in charge of managing the city's urban ag plan, streamline access for residents wanting to start a community garden, open up access to land and resources for interested residents, see if federal green jobs money would apply to this idea	Same "first step" as for Justice and Fairness. Groups to partner with: PHLP, HOPE, ACPHD, Dept of Human Services, Planning Dept
Vibrant Farms: Develop policies that encourage success in small and midscale farming ventures and urban agriculture; decrease exposure to hazards; and support fair labor practices.	1) Ask all city properties how much open land or flat roof space they have that could go into gardens 2) Help city put together a protocol for farming public land	Coming soon...	1) farm incubator: set up an RFP for an NGO to manage several acres of land, then divvy up to several organizations to farm. See project at King Estates. Need protocol for these kinds of projects. 2) Urban Agriculture (UA) zoning, farmers markets.	Same "first step" as for Justice and Fairness. Groups to partner with: City Slicker Farms, People's Grocery, CCOF, American Farmland Trust, FarmLink, ALBA
Healthy People: Utilize a broad range of public investments and tools (such as land use planning) to increase access to healthy food and decrease inequities across race and class that contribute to food insecurity and compromise health.	1) Create more just requirements for using SNAP benefits, and streamline the enrollment process. Create incentives to use SNAP benefits at farmer's markets, just as some jurisdictions in New York are doing. 2) Support EBT at all farmers' markets (need to check status of AB 537) --Resource-sharing for farmers' markets using EBT --Matching funds for WIC and seniors to buy fresh food	Coming soon...	All of the recommendations in other City Innovations categories apply here.	Same "first step" as for Justice and Fairness. Groups to partner with: PHLP
Sustainable Ecosystems: Implement steps to eliminate artificial pesticides and fertilizers, genetically modified organisms, and other contaminants that disrupt ecosystems and human health.	Declare Oakland a "GMO-Free Zone"	First steps should include connecting with Urban habitat and/or the OCAC and GCC (see above) CHANGE and the California League of Conservation Voters. Other potential partners include: Center for Environmental Health, CropWatch, Earth Justice, Prevention Inst and Public Citizen	1) Get green composting bins for five-plex (and larger) apartment buildings. How do we designate a space where the city's compost is dumped and accessible to residents for pick-up? Can Oakland set a percentage of how much of the waste stream can/must be composted? NorCal Recycling runs a good model composting program	Same "first step" as for Justice and Fairness. Groups to partner with: Pesticide Watch, Californians for Pesticide Reform, StopWaste.Org

first steps continued...

2010 Policy Priorities: Recommended First Steps

	Public-Private Partnerships	Regional and State Innovations	City Innovations	Neighborhood Innovations
<p>Thriving Local Economies: Help promote affordable local and regional sustainably grown, harvested or produced food within the food system, and promotes local businesses to distribute and promote these in every community, especially underserved communities.</p>	<p>See "healthy people" and "justice and fairness"</p>	<p>Coming soon...</p> <p>(CAFF, People's Grocery and Bay Localize will be convening a meeting at Mills that could be a perfect starting point to engage the community in a discussion about thriving local economies. This meeting could inform the policy recommendations, so this will be filled in after the May 24 meeting.)</p>	<p>1) Wholesale Produce Distribution Relocation and Expansion: relocate from Jack London to the Army Base or elsewhere, see how redevelopment agency could partner with the wholesalers</p> <p>2) Corner store initiative: use federal workforce money? work with Oakland Partnership on this, have a table at their annual Economic Summit</p> <p>3) Establish a Fresh Food Financing Fund in Oakland/Alameda County, with Bay Area LISC managing the fund. Coord with Inner City Advisors and the revolving loan fund they want to establish for food manufacturing businesses. Work with local foundations and investors to get fund established.</p> <p>4) commercial kitchen incubators</p>	<p>Same "first step" as for Justice and Fairness.</p> <p>Groups to partner with: Inner City Advisors, Mandela Marketplace (corner-store conversion and co-op)</p>



strategic planning focus

Focus	Strategies	Indicators	
<ul style="list-style-type: none"> • Public Private Partnerships • City Innovations • Regional & State Innovations • Neighborhood Innovations 	<ul style="list-style-type: none"> • Bring underserved neighborhoods to the food policy table. • Keep food, hunger, and food systems on the agenda for the City of Oakland and Alameda County, and contribute to the national dialog on food policy. • Serve as a liaison between different actors in the food system. • Develop an integrated strategic plan to foster a sustainable food system for the City, including policy and program recommendations. • Actively advocate for and support implementation of new and existing food policies and programs in the City. • Convene meetings and lead discussions aligned with the OFPC's mission and goals. 	<ul style="list-style-type: none"> • Increased food security in Oakland. • Greater public health in Oakland. • A local agriculture that is economically viable, environmentally sustainable and socially responsible. • Increased energy efficiency and reduced energy consumption. • Protected of environmental resources. • A promoted "Closed-loop" food system. • Community economic development. • Increased public "food literacy." 	<p style="text-align: center;"><i>To establish an equitable and sustainable food system in Oakland, California.</i></p>



Work Group Report Outs



regional + state innovations

- Ongoing Projects and Progress:
 - Continuing to develop county-to-state-level policy scan, adding some regional (i.e., SB 375) and national (i.e., USDA programs)
 - Finalizing regional/state policy recommendations in each of the six identified areas
 - Monitoring Oakland Climate Action Coalition implementation timeline/synergies with OFPC strategic plan
- Questions and Proposals for the Group:
 - What strategy(ies) should the OFPC take to affect county-to-state-level policies? More specifically, should the strategic plan propose policies to Alameda County, ABAG/MTC, and/or the California Legislature?
- Announcements or Ideas:
 - On May 24 at Mills College, CAFF, Bay Localize, and People's Grocery are co-hosting Scaling Up Local, a half-day forum bringing together local farmers, institutional purchasers, urban ag enthusiasts, and food security advocates to discuss scaling up local production to meet local demand, both sustainably and equitably. The event is by invitation only. If interested, let Aaron know.
- Other updates
 - Alethea: Coalition of Energy Climate Action Plan. Aaron, Shereen, Alethea put together a letter saying, "We're excited about the plan happening wants to emphasize urban ag, local procurement, etc. Here are our goals (6) if you want us to work with it, let us know." Alethea will send letter for input from OFPC.
 - Nathan: Made a request of the group to identify any farm labor work , like farmers' unions, that we can support at the regional state level. He asked that the group circulate those on the list serve for us to provide support or a stance.
 - OFPC may be able to get info from Mike (who can't come to the meetings). Jenny has criteria from SF. Shereen suggested we work with pesticide groups that work with farm workers.



development + outreach

- Ongoing Projects and Progress:

- In a process of spicing up our recruitment materials for Youth Interns
- Looking to create relationships with Youth Radio and Youth Uprising
 - › Providing content for their projects
 - › Having youth involvement in the OFPC
- Working with PUEBLO to design the listening sessions & trying to use creative strategies/partnerships to stretch their budget
- Trying to find relevant events to table at in Oakland

- Questions and Proposals for the Group:

- N/A

- Announcements or Ideas:

- Aiming to release membership application by the end of May

- Other update

- 8 seats from OFPC will turn over. Recruitment applications will be at tabling events.



funding + financing

- Ongoing Projects and Progress:
 - LOI completed
 - Fundraising plan completed
 - Alethea secured SFFDN grant, \$25K
 - Sending out information to other funders
 - Funders Forum in the works for August
 - Reviewing gift policies from nonprofit groups, are meeting with FF ED next month to make sure our fundraising ideas are within FF parameters.
 - Chris will prepare thank-you card/letter for Food First, to be signed by Fundraising & Finance work group members.

- Questions and Proposals for the Group:
 - Membership campaign, seeking \$100 in funds from Council members, either personal, or through friends and family, in kind for auction
 - Pizzaiolo event in fall, FF will do event, we'd like to get Novella Carpenter to do talk/book signing, have silent auction. Venue donated, charge \$ for food and drink

- Announcements or Ideas:
 - Thank you to all for your help as we work to ensure we're adequately funded
 - Foundation leads welcome!

- Other updates:
 - Two foundation reps attended the meeting.
 - Contact Susan about foundations to approach.
 - Susan started the ball rolling with a \$100 check for the fundraiser. Food First will provide letter with tax id. And Susan will work on ask letter.
 - Committee will come up with a date for donation deadline and other fundraising events.



data management + research

- Ongoing Projects and Progress:
 - Development of a "Research Wish List" to be housed on the OFPC website, so that interested students, volunteers, interns, non-profits, and community members can see what our research needs are
 - Development of metrics for tracking the success of the strategic plan
 - Editing the first draft of the strategic plan
 - ** it should be noted that FF interns have done the bulk of this work and they should be applauded for this!
- Questions and Proposals for the Group:
 - Susan Mernit of Oakland Local is interested in doing some food systems mapping for us, as well as interested in getting in contact with local organizations to
 - Nathan and Daniel met State Secretary of Food & Agriculture A.G. Kawamura and told him out the OFPC. He said, "If I can do anything to help, let me know." We should take him up on his offer!
 - Everyone should come up w/ 3 suggestions for a title for the strategic plan asap
- Members should take a look at the Policy Scan in their sector of expertise to see if there are things that need to be tweaked, particularly the "text message summary" (this is what public officials will see)
- Announcements or Ideas:
 - N/A
- Other updates:
 - Jenny suggested that a request for AG Kawamura to be establish a State Level FPC
 - Committee will do a survey for name for strategic plan.
 - Alethea will send it out again (Policy Scan) for review and edits in your area of expertise.



neighborhoods

- Drafted a Master Survey for CBOs based on FAQ on other surveys. Send out the survey and have it OFPC website for the answers in service to the CBOs.
- Will make a map of the sphere of influence based on survey responses. Could be a good place for youth to get involved in the
- Other updates:
 - Sarah: motioned to draft and use master survey
 - Jenny second.



Other Updates

- Policy/Agency Scan
- Calendar reminder
- Other updates
 - Alethea motioned to move forward with the new meeting schedule, Danny seconded. All were in favor.
 - Diane will check Alameda County for space
 - Mike: City will give out brown bags of food tomorrow



Tuere Anderson, Director of Health Services Youth Radio Presentation Highlights

- She described Youth Radio (YR). Visit <http://youthradio.org>. They employ youth from 14-24 through the peer mentoring model. They are workforce development, etc. Executive Director was in the second class at YR.
- The Health Services Department provides case management, therapy, and academic support. 80% low income youth – Oakland, Berkeley and some Richmond
- Working on statewide dating violence prevention campaign (social media-based)
- Healthy Food Program – create healthy meals on Friday nights for their peers. It includes a coordinator. Issues of obesity and healthy food need to resonate with youth. Most are not of voting age. But can do research, blogs, etc. [Http://youthradioeats.blogspot.com](http://youthradioeats.blogspot.com) Search for (video series) WTF “What’s this food?” looks at foods that are in season. “Why they trying to kill us?” program talks about GMOs and foreign substances found in food.
- YR ready to go to macro level. Want have youth reps on OFPC. Can help inform, support and invest in the work.
- OPFC can “youthify” the policy member application.
- Look for blog post about OFPC. Space can be overwhelming for young people.
- Work groups are smaller and could less intimidating. Could work with you to come up with messages around the policy goals and first steps. To make it accessible, relatable, understandable, especially peer-to-peer messaging.



Next Steps

including Plus/Delta

No one posted any.

