



## Public-Private Partnerships Work Group Meeting Minutes

Thursday January 7, 2010

5:00 – 6:30pm

Offices of Food First, 398 60<sup>th</sup> Street, Oakland

### Attendance

Daniel Kramer, Jennifer LeBarre, Jenny Huston, Robin Plutchok, Jamie Nash, Alethea Harper

### General Discussion

- This work group will need to have more discussion on organizing the Procurement Forum

### Agenda Item 1: Goals for the year

- 1a: Use of the *Whole Measures for Community Food Security* tool
  - Discussion:
    - Let's add a rating of *how important* each item is, then focus our work on things we rate both as important and in great need of improvement
    - The rating scale, numbers and descriptors, is confusing right now – can we revise it so it's clear what question we're asking? Make it clear that we're trying to figure out to what extent each value/item is happening in Oakland right now.
    - Concise language needs to be used if this is going out to the public, Jennifer suggests it needs to be at an 8<sup>th</sup> grade reading level, and the Council should provide translated versions in Chinese, Vietnamese, Spanish, and Cambodian
    - Possibly give the tool to one Oakland City Council member in each district, or a member of their staff, and have them fill it out. Also possibly have tool to be filled by the public at the Launch or at follow-up meetings after the Launch.
  - Action:
    - Alethea and Food First Interns will create an editable version of the rating scale (excel and/or survey monkey) with the addition of space to rate how important each item is, and have translated versions. Margot from the City work group may be able to provide a model for the 'importance' rating

*The OFPC is incubated by:*

*Food First*

- Alethea will suggest a revision to the rating scale and language changes needed
- Data Management & Research work group will look at the results and digest them so OFPC can use results with business owners and the community
- We will present these suggestions to the whole group at the 1/21/2010 meeting

## **Agenda Item 2: Opportunities**

- 2a: Procurement Forum
  - Discussion:
    - Have a forum for wholesalers, producers, and suppliers
    - Jennifer wants to strive to get local businesses specifically interested in the school food program, how do we do this?
    - Jenny suggests a list of standards should be written to outline what OFPC holds important regarding traceability, what does the OFPC define as “sustainably grown,” “local” etc.
    - How do we get suppliers involved?
    - How do we attract Farmers who otherwise don’t have the capacity to provide enough of one item to an institution?
    - CAFF used to have an institutional buying person; can we find out why they backed off from pairing institutions with small farmers?
  - Action:
    - To get local businesses involved in the school food program: approach the business from the point of view of “How will this better the business?” and help them financially, to get the owner’s initial interest. The results of the WMFCFS tool can be used here; OFPC can talk with an Oakland business owner and show them that the community wants/ needs change. i.e.: Ask a grocery store to sponsor a salad bar, or take field trips to a grocery store
    - Get suppliers involved by working on specs for a product and then suggesting a product that they could market throughout the country, not just in Oakland
    - Jenny has ready, via the Green Purchasing Institute, producer lists with traceability, and lists of large institutional buyers and suppliers for the Procurement Forum. Group needs to decide next meeting what OFPC define as “sustainably grown,” “local” etc.
    - Through the forum, work on creating joint ventures and partnerships with larger institutions. For example, have Kaiser and the OUSD partner to create incentive for a farmer to produce the amount of carrots, etc., needed for both entities instead of just one. It may make it worth the farmer’s time. Also, looking to a farmer’s cooperative may prove beneficial, so smaller farms can work together to meet demand. This is to be discussed at the next work group meeting in more detail.
    - Steps to take to make the forum happen:
      - List major buyers/institutions (in time for next mtg)
      - List major suppliers
      - Have separate meetings with buyers and suppliers to get oriented

- Then have forum
- 2b: Health Impact Assessment
  - Discussion:
    - Just a heads up from Alethea that there is a short turn-around time to send this in and she may be sending the proposal to the work group for feedback.
  - Action:
    - Alethea will work on finishing the proposal by January 28<sup>th</sup>
- 2c: Fresh Food Financing Forum
  - Discussion:
    - James Johnson Piatt is an expert on this, what would it take to get him to come speak at an event/ workshop? What would he talk about? Who should be invited?
    - Is this fund mostly for grocery stores, or does it extend to corner stores?
    - Heather Wooten and PHLP have information on the Pennsylvania and NYC models and could assist in shifting the program to Oakland
    - Should we ask the Board of Supervisors how they feel about this model?
  - Action:
    - Alethea will e-mail the contact that knows JJP to find out what his speaking engagements look like. Then we can discuss what we want him to speak about and who the audience should be.
    - Food First Interns could look at exactly what the stipulations are for the fund, and see if the money applies to corner stores as well as grocery stores.
    - Keep in contact with Heather and the City work group, re: how to pick up the NYC FFFF model and move to Oakland

**Agenda Item 3: Structure and operation of the work group**

- 3a: Discuss possible expansion of work group membership to include community
  - Discussion:
    - After we determine our direction and priorities, it makes sense to bring people in for specific topics/tasks for a short period of time.
    - Involving youth (in pairs) as a sort of internship would be nice.
    - Ask the Neighborhood Innovations group or Development/Outreach group to figure out how to involve folks who want to get looped in (an “auxiliary”)
  - Action:
    - Bring the above proposal to the full group on 1/21
- 3b: Select a Chair
  - Action:
    - Daniel will be chair until May, and at that time Robin may take it.
    - This work group will have revolving chairs, perhaps 3 – 6 months?
- 3c: Set regular meeting days and times
  - Action:
    - Regular meetings will be 1<sup>st</sup> Thursdays of each month, 5:00 - 6:30 pm

Minutes submitted by Jamie Nash.