



## Meeting Minutes

Work Group: Outreach

Date: 06/17/10

Time: 06:30:00 PM

Location: 1000 Broadway, Suite 5000

### Attendance

Shereen D'Souza, Brad Burger, Sara Weihmann, Rashidah Grinage, Victoria Knox

### Agenda Item 1: Community Dialogue Sessions—Pueblo Report

#### • Discussion:

#### • Breakdown of event by Rashida:

1. Open with interactive audience engagement.
  - a. Unpolished brainstorm:
    - i. Ask audience to break off into pairs, then ask each other questions (or a specific question) about personal experiences, biggest challenges revolving around food. Personal food histories.
    - ii. Perhaps in pairs ask a question and then have a group reflection upon the paired activity. How do we share with the group these individual stories (brainstorming session)?
    - iii. Shorten activity from 20 minutes to 15
2. Finally at 4 we bring up the real content: priorities, what HOPE has done, what lead us to create the OFPC.
3. Then we ask the community members what their own priorities and future goals are. This format is designed to bring the loop back around to them—through the creation of a personal connection to our common cause.

• Rashidah needs help with the worksheet priorities. What info about participants will inform the content of our worksheets?

#### Questions to Consider:

- What are we expecting as far as a report off of this? Answer: The worksheets and observations by OFPC members will inform the report.
- Question of language: Let's see whom we're dealing with. If majority-Spanish-speakers, we would do Spanish as main language, with English translation.
- Location: La Clínica de la Raza mentioned as having good BART access.
- Food
  - Sarah suggests a donated menu
  - Ask La Clínica for suggestions?
  - Rashidah: food must be culturally appropriate

#### Action Items:

- Rashidah will give us an internal timeline/deadline for the creation of a worksheet, talking points. Talk of mid-July being the deadline for unpolished stuff, to be run by the entire Council July 15th.
  - Sara, Shereen and interns will be in contact.
  - Interns will do Spanish/English worksheets, will ask PUEBLO “which” Spanish.

#### **Agenda Item 2: Youth Engagement**

##### **• Discussion:**

- Sara: Justin Kanalakis is interested in helping with materials for the info booth!

#### **Agenda Item 3: Advisory Committee Proposed Role**

- ???

#### **Agenda Item 4: Recruitment**

- ???

#### **Agenda Item 5: Folding of the Neighborhood Innovations Work Group into the Development/Outreach Work Group**

- Quick, easy and unanimous approval!

#### **Agenda Item 6: Get Fresh, Get Fit, Have Fun**

- Meeting adjourned—not enough time.
- Shereen proposes a moratorium on any new projects. Let’s prioritize—get materials made, make our presence known.
  - Question: Do we have a “constant contact” or CSR through whom we could be promoting ourselves, asking for help with upcoming event X?
  - Reply: Sara says Youth Radio is eager to get content from us—an organic, symbiotic connection?

#### **Group comments after the meeting:**

- OFPC listservs: Rashidah suggests the OFPC office keep internal communications off the listserv. Otherwise, she will continue to feel inundated by the many communications that go on that don’t have to do directly with Council members. Suggestion: A Google Group specifically for Alethea and interns.

**Minutes submitted by Victoria Knox**