



Meeting Minutes

Work Group: Fundraising
Date: 10/21/10
Time: 07:40:00 PM
Location: 1000 Broadway, Oakland

Attendance

Alethea, Chris, Armando, Asiya, Lia, Lana [More]

Agenda Item 1: Approval of minutes

- **Discussion:**
- **Action:**

Agenda Item 2: Pizzaiolo Fundraising Event

- **Discussion:**

Deltas:

- audibility of speakers – hard to hear Harvey, able to hear Lappé (due to needing to be very close to microphone)
- Should we choose speakers by charisma or by qualification?
- OFPC members need to be highlighted more
- staff should wear apparel for sale
- Perhaps OFPC members could wear t-shirts at the City Council meeting

Plus:

- excellent food service and food/wine/beer
- crowd seemed very happy to be there and socialize
- “bloody success” for a first event
- aprons were excellent idea/quality, should be sold on the website with t-shirts
- **Action:** N/A

Agenda Item X: Grant Writing

- **Discussion:**
 - Our small staff is overwhelmed, need to delegate work
 - look into the ConAgra Foundation fund, Clorox Corp.

- need to build relationships (lack of currently), before writing the grants
- Follow up on Kaiser as a potential grant provider
- revised list of funders approached will be sent out by either Alethea, Chris, Armando
- **Action:** N/A

Agenda Item X: Alternative Fundraising Models

Discussion:

- What's our budget? (Council member was unclear) [Largest single item of budget is funding Alethea's work]
- Mobile vending card/t?
- LOI?
- Learn from/work with/teach the LA Food Policy Council
- Film Screenings with food? If theater is donated... (Grand Lake Theater contacted, roughly \$2,000 on a Thursday)

Action: Lana will Follow up with theaters

Action Items

- List of all tasks to be completed, person responsible, and due date

Minutes submitted by Lia Irene Mezzio.