

Oakland Food Policy Council

Council Meeting Document & Notes

September 16, 2010

5:00-7:30 pm

Alameda County Public Health Department

1000 Broadway, 5th floor

Conference Room B

Refreshments provided

Facilitated by Coleman-Smith



agenda

Meeting Purpose: To kick off the new year with the new plan

Activity	Time	Lead
<ul style="list-style-type: none">• Introduction• Welcome, Agenda Review• Ground Rules + Meeting Outcomes• Check-in• Reminders• General Public Comment sign-up	5:00-5:15	Alethea, Coleman-Smith
<ul style="list-style-type: none">• Approve Notes from last meeting	5:15-5:20	OFPC Members
Reflection and Starting Anew <ul style="list-style-type: none">• Introduction of new council members• A Year in Review• Unveil the Plan and approve• Determine next steps for enlivening the plan. (Public comment welcomed)	5:20-6:30	OFPC Members, Public
Break	6:30-6:40	
Reports, Updates + Quick Decisions <ul style="list-style-type: none">• Work Group Chair Reports• Work Group sign-ups• Other Updates, including upcoming events• General public comment• Introduce formal evaluation	6:40-7:05	Alethea, Work Group Chairs, Public
Speaker Peter Slote, City of Oakland Public Works Agency Solid Waste and Recycling Programs	7:05-7:25	Alethea
<ul style="list-style-type: none">• Next Steps, Announcements + Plus/Delta	7:25-7:30	Coleman-Smith



Meet the New Council Members

Take the Oath.
Honor our Commitment.



Reflect on our Accomplishments

Margot motioned to approve the minutes from the last meeting. Chris seconded. All approved.



timeline highlights

September

- Final Agreement on website
- 1st OFPC meeting
- Informal support
- Yong Aoyang!

October

- Final meeting
- Final OFPC members
- 1st OFPC meeting
- 1st OFPC meeting
- 1st OFPC meeting

November

- structure & direction in terms of reference

December

- 1st OFPC meeting
- 1st OFPC meeting
- 1st OFPC meeting

January

- 1st OFPC meeting
- 1st OFPC meeting
- 1st OFPC meeting

February

- 1st OFPC meeting
- 1st OFPC meeting
- 1st OFPC meeting

March

- 1st OFPC meeting
- 1st OFPC meeting
- 1st OFPC meeting

April

- 1st OFPC meeting
- 1st OFPC meeting
- 1st OFPC meeting

May

- 1st OFPC meeting
- 1st OFPC meeting
- 1st OFPC meeting

June

- 1st OFPC meeting
- 1st OFPC meeting
- 1st OFPC meeting

July

- 1st OFPC meeting
- 1st OFPC meeting
- 1st OFPC meeting

August

- 1st OFPC meeting
- 1st OFPC meeting
- 1st OFPC meeting

getting to know each other better

September

- 1st OFPC meeting (first of 2nd year)
- New casual members
- Plan for Autumn complete
- 10/12 fundraiser - poster confirmed
- Anna Lappe & John Harvey



Transforming the Oakland Food System: A Plan for Action

The Unveiling of the highlights (Recommendations) and
The Plan approval (provisional)



discussion + decisions

- Environmentally Preferable Purchasing question – Jenny has the references for that
 - Cross reference Environmental purchasing with Vibrant Farms section
- Strengthening Community-Government Links:
 - Suggestion: Aaron from Bay Localize can help with this section; emphasize neighborhoods in the civic engagement section
- Encourage Accessible ... Farmer's Markets (FM):
 - Expand the language and the options beyond Farmer's , i.e., Farm Stands (FS)– Discussion to focus on FM because of current political landscape. Suggestion – Not just talking about FM, but FS, and Mobile vending (don't need to go together).
 - *Heather motioned to revisit the issues of FM vs FS at a later date after the FM policies have been taken care of. Jenny seconded. All agreed.*
 - Neighborhood Groups – shall we clarify which public farming groups we mean – change to “expand opportunities for local famers” – Brian recommends talking to him about the language (lots of press and chatter about this now)
 - Allison will help with the Regional and State government information.
- Encourage Mobile Vending:
 - Suggestion: Expand the food assistance program to CSAs;
 - USDA has a toolkit about funding available to municipalities
- Synthetic Pesticide & GMO...:
 - Do we want to replace pesticides to Petrochemicals? Editors will footnote – pesticides, fungicides, and herbicides
- Expand Urban Ag:
 - Barbara suggested changes - include water access
 - *Heather motioned. Sara seconded. All agreed: We should clarify that we do want clean and green (include pesticides in park & green spaces). Heather will edit to make the inclusion – “Eliminate the use of _____ in Urban Ag”.--- then cross-reference to synthetic.*
- Expand Composting & Food Scrap Recycling (Suggestion – “...and Reuse Economy”)
- Future Ideas:
 - Develop Environmentally Preferable Purchasing Protocols –
 - *Mike motioned. Heather seconded. All greed: Change Develop a Fresh Food “Fund” to “Initiative”*
- *Mike motioned to move plan with provisions for editing. Chris seconded. All greed.*



Determining Next Steps

How we enliven the Plan
Public comment is welcomed.



how do we enliven the *Plan*?

- In small groups, review (again) the major highlights of the Plan.
- Brainstorm at least two ideas (strategies) to make the Plan come alive.
- Record and prepare to report your ideas.

*Please note that these initial ideas will be further developed in the October Work Group meeting.



enliven the *Plan* brainstormed ideas

- Create demand in the public – like the Fair Trade card. Certification for domestic fair trade just started in the US
- Additional Listening Sessions; Or host Informing Sessions (Target Schools & Universities)
- There is a huge gap for the public in understanding policy; There have also been many similar efforts in Oakland. Residents have been asked these questions many times.
- Maybe no more Listening or Information Sessions, instead develop/host process of inclusion that brings residents into the dialogue (fun things like bike rides, etc
- Act as convener with others doing this work (and discussing food systems) through forums
- Use dynamic spaces (2020, Open Space Tech) to engage others in the City doing the work
- There is a risk that constituencies of organizations doing the work can be politicized.
- Eliminate duplication of services – connect & marry them instead. Create a forum.
- How to mobilize all of the supporters (email, public attendees at the meetings) of the work and plan
- When Council members attend council meetings, they should have information about what and why we are advocating. Consider demonstration-type public events. (What would be the change if the policy was enacted)
- Incorporate policy Advocacy Strategy into the workgroups
- Forum Idea: Workshops covering --- Issue themes – “Build on Neighborhoods



Break



Reports, Updates + Quick Decisions



updates + events

- Sept 28: A committee (to be determined by Rules committee on Sept 16) of Oakland City Council will consider the idea of adding a Health Element to Oakland's General Plan. **Who of the Council will sign up for public comment? This will be determined offline**
- Oct 5: If it makes it through committee, the entire Oakland City Council will consider the idea of adding a Health Element to the General Plan.
- Oct 17: OFPC fundraiser at Pizzaiolo
- Dec 14: Presentation of OFPC *Plan for Action* to Oakland City Council Life Enrichment Committee
- Formal evaluation of the OFPC will be conducted by end of year.
- Others not listed?



quick decisions

- Can Work Group Chairs serve as an executive committee?
 - Alethea motioned to have work group chairs serve on a body to act as a type of Executive Committee. Armando seconded. All agreed.
 - The discussion for what the committee will do, its name and whether the committee will replace the current “sign-on” protocol is tabled for the next OFPC meeting.
- What Work Groups will you join? Sign up on the flipcharts. **Members will choose online.**



Public Comment

None



Speaker

Peter Slote

City of Oakland Public Works Agency
Solid Waste and Recycling Programs



highlights

- Trying to transform a system that was market based, but came to fruition in a different environment.
- Landfill based system
- 1990 Waste Diversion in CA was 550 tons
- Oakland City Council Goal is 40 tons per year to landfill by 2020
- 30% - 50% of waste is organic
- Oakland was one of the first cities to have a Construction and Demolition Debris ordinance.



Next Steps + Plus/Delta

