

# OAKLAND FOOD POLICY COUNCIL

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Council Meeting **Notes**

May 26, 2011

5:00-7:30 pm

1000 Broadway, 5th Floor, Conference Room B

Refreshments provided

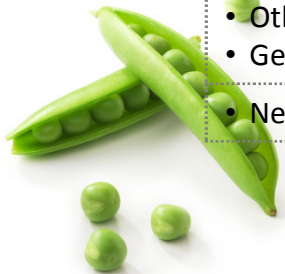
Facilitated by Coleman-Smith



# AGENDA

Meeting Purpose: To review work plan activities

Activity	Time	Lead
<ul style="list-style-type: none"> <li>• Welcome, Agenda Review</li> <li>• Ground Rules + Meeting Outcomes</li> <li>• Official Check-in</li> <li>• Reminders</li> <li>• General Public Comment sign-up</li> </ul>	5:00-5:20	Alethea, Coleman-Smith
Approve Notes from last meeting (Members review notes prior to meeting)	5:20-5:25	Coleman-Smith, OFPC members, Alethea
<p><b>Speaker</b></p> <ul style="list-style-type: none"> <li>• Stephanie Reyes, Policy Director for Greenbelt Alliance Topic: The land use aspect of the Sustainable Communities Strategy, and its implications for food systems advocacy</li> </ul>	5:25-5:55	
Break	5:55-6:05	
<p><b>Work Plan Activities</b></p> <p>Work Group Chairs report on current planning and activities for Council input.</p>	6:05-7:10	Coleman-Smith, Alethea, Work Group Chairs
<p><b>Reports, Updates + Assignments</b></p> <ul style="list-style-type: none"> <li>• Quick decisions</li> <li>• Other Updates + Announcements</li> <li>• General public comment</li> </ul>	7:10-7:25	Coleman-Smith, Alethea, Work Group Chairs, public
<ul style="list-style-type: none"> <li>• Next Steps, Announcements + Plus/Delta</li> </ul>	7:25-7:30	Coleman-Smith



# ATTENDANCE

## **OFPC Members**

Jenny Huston  
Faro Jones  
Carolyn Lasar  
Jennifer LeBarre  
Aaron Lehmer  
Robin Plutchok  
Sara Weihmann  
Diane Woloshin  
Heather Wooten  
Sabrina Wu

## **OFPC Staff and Consultants**

Adrienne Smith  
Vanessa Coleman  
Alethea Harper

## **Public**

Michael Levy  
Alissa Nelson  
Elisa Elkind  
Helena Lyson  
Beebo Turman  
Susan Anderson  
Ruchira Wijayarathne  
Stephanie Reyes  
Esperanza Pallana  
Tiffany Nurrenbern  
Shoshana Bochner  
Christina Spach

Fun question proposed by Sara: What's the most exciting thing that's happened to you since last meeting?

## **CHECK-IN**



Jenny motioned, Robin 2<sup>nd</sup>. All in favor.

## **APPROVAL of MARCH NOTES**



Speaker

**STEPHANIE REYES**

**Policy Director for Greenbelt Alliance**

The land use aspect of the Sustainable Communities Strategy, and its implications for food systems advocacy



# SPEAKER HIGHLIGHTS

- **Greenbelt Alliance**
  - Making city/town more livable. Been in existence for 50 years.
  - SB375 – Each region of CA has a plan for sustainability
    - Location for next gen of growth
    - Transportation network to reduce green house gases
    - How to spend \$2B of transportation funding
    - Land use
  
- **Since 1984 over 200K acres of farm land have been lost in the 9 county Bay Area**
- **Protecting local food production and consumption**
- **Sustainable Community Strategy:**
  - E.g., where we develop housing impacts transportation for employment, purchasing food, etc.
  - Started using funding for transportation goals:
  - Can make the case:
    1. Far flung develop on ag lands means more transportation costs, more driving
    2. Development will continue to occur until/unless farming and ranching becomes economically viable
    3. It is essential to use sustainable community strategies to make farming viable, and thus reach transportation goals. Invest in programs to meet food sustainability systems – agricultural viability
  - Start with a planning grant
  
- **QUESTIONS:**
- **Who else are you talking to?**
  - Bay Area Open Space Council, and others – still in infancy
  
- **Seeing transportation as access to healthy food. Have you thought about that?**
  - At what level of granularity does this plan get to before localities have to develop plans
  
- **Berkeley Community Garden rep requested time with Stephanie**
- **Could affordable housing be connected to access to healthy food?**
  - Figuring out metrics for access is much more squishy. Most of the \$ goes to transportation agencies. Important to share money with local entities, i.e. cities.



# WORK PLAN ACTIVITIES



# DECISION

- **Motion: To merge the Regional Innovations and Public-Private Partnerships work groups?**
  - Heather motioned, Robin 2nd . All in favor.
- **Every group should keep possible new public-private partnerships in mind when developing plans and ideas.**



# FUNDRAISING & FINANCING

Reported by Carolyn

- **Ongoing Projects and Progress:**
  - Donor development/relationship-building – make follow-up contact by June 16 work group meeting
  - Develop corporate sponsor criteria to present to full OFPC
  - Share crowdfunding idea with Neighborhood Innovations work group to support their plans for events on June 4, 2011 (Visions for Food & Health in the Community) and Nov. 2011 (Community Food Security Conference – and an event leading up to it)
  - Continue brainstorming/networking re: alternative fundraising mechanisms
  
- **Questions and/or Recommendations for the full OFPC:**
  - Present a list of criteria for accepting corporate sponsorship, for full OFPC consideration/approval.
  
- **Announcements, Proposals, or Ideas for the full OFPC:**
  - Please consider connections/ideas for special projects/events/partnerships that could become an alternate (one-time or ongoing) source of funding for OFPC.



# FUNDRAISING & FINANCING NOTES

- List of criteria is forthcoming for corporate sponsorship and giving by the next full council meeting.
- Heather: Community Transformation grants are becoming available, can OFPC fit in one? Diane per Public Health Dept – Fresh Food Finance initiative and some zoning initiative. Heather: Can we facilitate the process?
- Do we know of any local CDCs applying for HFFI funds?
- Applied for Kaiser grant for the next fiscal year
- Alethea shared the budget. Still a little over 15K short, and still have a shortfall for next year. All creative ideas for making up the shortfall are welcome. Tough fundraising climate – folks aren't looking for new projects to fund.
- Haven't heard anything from MKF.



# OUTREACH NOTES NOTES

Reported by Sara

- Sabrina did draft for targeted recruitment. Working on proposal for whether or not to have permanent seats on council. Will initiate a vote online.
- Working on communications plan
- Got new ideas for power mapping activity – Sara got ideas from Food Policy Council to add to it, including weaving Council agendas with those of policy makers.
- Look for draft of the proposal for Targeted Recruitment.
- Request: How can we make the power mapping a tool that continues?– Diane recommends it be an agenda item in July.
- Almost application season again. Applications will be ready to be released soon.



# DATA NOTES

Reported by Alethea

- **Ongoing Projects and Progress:**
  - Metrics template development
  - Sort metrics into short and long term indicators
  - Track metrics for 10 First Steps as well as Oakland Food System as a whole
  - Connect w/ volunteer researchers
  - Draft call for researchers
  
- **Questions and/or Recommendations for the full OFPC:**
  - N/A
  
- **Announcements, Proposals, or Ideas for the full OFPC:**
  - We need a new chair of Data group. Nathan's commitments have picked up tremendously.
  
- **Alethea will poll group members for who will take the chair.**
  
- **Food system report card work is moving forward. Engage with a group of volunteer researchers.**



# CITY INNOVATIONS

Reported by Heather

## ■ **Ongoing Projects and Progress:**

- Status of Urban Ag regulation update & next steps in determining OFPC position on regulations for raising animals
- Continuing discussion of EPP next meeting, discussion of OFPC platform on urban ag and supporting The East Bay Urban Ag Alliance. Ongoing talk regarding developing OFPC platform on mobile vending in Oakland.

## ■ **Questions and/or Recommendations for the full OFPC:**

- OFPC should discuss the “Alliance for Oakland Food System” platform and how involved the OFPC should be in this project. Our recommendation is that we not sign on to the Alliance platform.

## ■ **Announcements, Proposals, or Ideas for the full OFPC:**

- OFPC body should discuss whether or not to sign or support the “Alliance for Oakland Food System’s platform.



# CITY INNOVATIONS NOTES

- Jenny submitted EPP materials for City (For the Human Services Dept (brown bag program RFPs and RFQs )in draft form and will adjust from their feedback. Only working on fresh produce. City does not have a policy in place for purchasing locally and sustainably A lot of Jenny's work came from federal regs.
- Heather: Share with Garrett Fitzgerald Director of Sustainability in Public Works. Make connections across agencies. Mike Church or Susan Shelton needs to make the connections to avoid a conflict of interest for Jenny. It's a recommendation of the council.
- Platform wasn't general enough for the Council to sign onto as a platform. Aaron clarified that the Council would not be required to enact any of the details of the platform. Alliance is looking for affirmations of groups. Diane thinks the Alliance is in alignment with the OFPC's desire to have comprehensive food policy. If the platform has moved beyond Kroger to all grocers triggered by certain sq footages, it would be better. If there is specific language of concern, then the Alliance is open to wordsmithing. Heather: how do we close the loop so that concerns are addressed? Aaron: Nicki Henderson from People's Grocery has been the keeper of the draft – send to her. OFPC being behind this adds so much more weight.
- Heather offered to draft a response on behalf of OFPC for what issues would support and want changed. Will circulate via email and council members respond. Aaron will get the latest draft. Otherwise the issue is tabled.
- Chris will need to speak to mobile vending when he gets here.
- For urban ag petition, 400 signers. City has an ambitious timeline for urban ag update (public workshops in summer, zoning updates by fall, adoption by winter). How do we handle animal rights and livestock as part of the urban ag regulations?
- Aaron: Convening folks across coalition and there's been agreement to OFPC statement. Tuesday, May 31 3-5pm Bay Localize will put forth recommendations that will be brought to City Innovations group. Jenny LeBarre: Anything related to school gardens? Heather: Could trigger conversations to discuss urban ags in a broader sense, which could include schools.
- Heather: Do we need to have a position on livestock? Will tackle at June work group meeting and will bring back a proposal.



# NEIGHBORHOOD INNOVATIONS

Reported by Sabrina

## ■ Ongoing Projects and Progress:

- Community workshops
- Food justice curriculum
- June 4 event – across the street from Foothill Square. The first of series of community events held in the space.
- Outreach to SNAP and WIC participants about farmers markets and incentive programs
- CFSC conference event

## ■ Questions and/or Recommendations for the full OFPC:

- Who is available to table at the June 4th event at 10721 Macarthur? Pass around sign up sheet at next meeting?

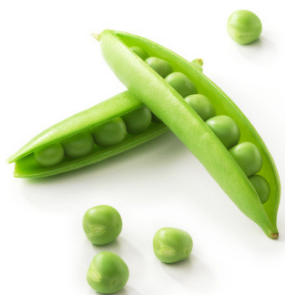
## ■ Announcements, Proposals, or Ideas for the full OFPC:

- n/a



# NEIGHBORHOOD INNOVATIONS NOTES

- Workshops may be held in the summer.
- Initial analysis of survey (what folks are looking for in a grocery store) should be available for June 4 event.
- Sabrina passed around the sign up sheet for June 4 event either as volunteer or tabler. Alethea is the contact for this.
- Can a work group take on the issue of OUSD farmer's markets not accepting WIC? Jenny suggested leveraging preexisting Farmer's Markets to accept WIC. Diane: Ecology Center in Berkeley. Contact Martin Bourque about their pilot re: issue of banking WIC produce coupons. Maybe be able to use the strategy that currently true for EBT.
- Heather: Can Neighborhood Innovations do anything for Food Day 2011 (10/24/11)? Diane: A great opportunity for outreach to promote the council.



# PUBLIC- PRIVATE (REGIONAL/STATE) PARTNERSHIPS

Reported by Jenny

- **Ongoing Projects and Progress:**
  - Environmental Purchasing Protocols (language and meet-ups), OCAC (urban ag zoning benefits)
- **Questions and/or Recommendations for the full OFPC:**
  - **How does the council want to proceed with Farm Bill activities?** Create Oakland priorities hosted by OFPC? And/or use our first 10 recommendations and workshop strategies moving forward with partner organizations and allies?
- **Announcements, Proposals, or Ideas for the full OFPC:**
  - Roots of Change is organizing a meeting for food policy councils in CA to meet with the CA Secretary of the Department of Food and Agriculture Karen Ross and Secretary of Health and Human Services Diana Dooley. **We're invited to send 1-2 reps.**
  - PAST EVENTS:
    - › East Bay Bay/Oakland Urban Ag Cross-Section Alliance Meeting held May 18th, hosted by Bay
    - › City of Oakland 101 and 201 Workshops, co-hosted by OFPC, EBASE, & HOPE Collaborative
  - FUTURE PROJECTS/EVENTS:
    - › Workshop on statewide agricultural jurisdiction and influence
    - › Workshop on federal Farm Bill and Oakland impacts, using OFPC first recommendations as a base of reference



## **PUBLIC- PRIVATE (REGIONAL/STATE) PARTNERSHIPS NOTES**

- We should offer the workshops on local government (101 and 201) again, they went well and were booked beyond capacity
- Farm Bill activities: informational meeting and workshop
- Roots of Change meeting with FPCs and some state officials in Sacramento 6/24 – work group will choose reps



# REPORTS, UPDATES + QUICK DECISIONS



# DECISIONS

- **OFPC is almost through 3 year Food First incubation. Which work group should take on leading the discussion of where OFPC should live next?**
  - Heather: Suggests Finance & Fundraising
  - Diane: Discussions should be held with Eric, ED Food First
  - Aaron: Suggests Work Group chairs come up with a proposal. And have someone from the City represented (Susan Shelton, Mike Church) in addition to Eric.
  - Jenny: Have the chairs meet first to determine what we get and need, etc. and the appropriate orgs to consider or whether we want to become a 501c3. Council agreed



# UPDATES + EVENTS

## Updates from Other Oakland Groups

- **East Bay Urban Ag Alliance**
  - Nathan's been going to the meetings
  - Esperanza reported. Biggest thing is that collecting info re: livestock to present to the City. Just providing solid credible research.
- **Alliance for Oakland's Food Systems**
  - See platform discussion in City Innov notes
- **HOPE Collaborative**
  - Heather reported. Enterprise development talks starting. Contact Sabrina or Heather about this.
  - Surveys on grocery store preferences are being wrapped up in the next couple of weeks.
  - OUSD surveys re: school breakfast - Sabrina will forward the analysis.
- **Oakland Climate Action Coalition**
  - Aaron reported. Reconvening in the wake of City's passing of the climate action plan (opposition from Larry Reid, he's opposed to Urban Ag element, too.) Object lesson is to make sure that people from East Oakland are sufficiently represented at city council meetings
  - OCAC re-energizing now; food is one focus area.



# UPDATES + EVENTS

- **Report-out from conference on food policy in Portland**
  - Alethea, Sabrina, Virginia and Heather reported. HOPE and OFPC had a successful co-presentation. Went well, filled to capacity.
  - People really want to follow Oakland's lead in community involvement in food policy
  - Transfer of knowledge from Oakland to Louisville to Birmingham. Denver too.
  
- **Community Food Security Coalition conference in Oakland this fall & OFPC**
  - Christina Spach reported for Armando
  - Make sure that there's a strong local component.
  - Will be held at the Marriott
  - Give Armando a heads up about workshop and field trip proposals you may have submitted.
  
- **Others:**
  - Bites on Broadway – mobile food and family fun at Oakland Tech, but was denied approval. Insurance liability per OUSD. Can this be surmountable? See email from Chris Waters.



**PUBLIC COMMENT – PREVIOUSLY NOTED**



None submitted

## **NEXT STEPS + PLUS/DELTA**

