



Meeting Minutes

Date: 8/18/2011

Time: 5:00 – 7:00 pm

Location: Alameda County Public Health Department
1000 Broadway, 5th Floor, Room A or B

Attendance

- OFPC attendees: Sabrina Wu, Aaron Lehmer, Armando Nieto, Mike Church, Jenny Houston, Sara Weiman, Diane Woloshin, Carolyn Lasar, Allison Pratt, Jennifer LeBarre
- Other attendees: Jamie Hamre (FoodFirst Intern), Teleri Fielden (FoodFirst Intern), Christina Spach (CFJC), Lotta Chan (CFJC Intern), Kari Bono (Hope Intern), Tim Anderson

Work groups present

- Outreach, Neighborhoods, Public/ Private, City Innovations, Fundraising, State and Regional, Data and Research

Check-ins

- City Innovations
 - Minutes approved
 - Urban Ag/Zoning Update: There is a process underway, and several people from the OFPC (Christopher Waters, Heather Wooten, and Aaron Lehman) are serving on the technical advisory group for the city. First city meeting discussed crops and pesticide use. The city's planning department will have a recommendation in late September or early October after the set of technical advisory meetings. We do need to have a greater cross-section of the community represented. There will be an opportunity to look at the draft recommendations in a number of meetings prior to going to the planning "commission" for approval and recommendation.
 - Mike - The city is going to put together an RFP regarding fresh fruits and vegetables. Mike's program gives out 3,500 brown bags a month to people in the communities via churches and other community-based organizations. Some food comes from the food bank- they have a program where they get seconds from farms (typically nearby sources), but because the food bank doesn't get enough allotments, they also work with Thumbs Up Farms (RAO),

and purchase food from there. There will be a pre-proposal conference (a bidder's conference), with September 23rd as the deadline for submission of proposals. A panel will be put together to evaluate the proposals.

- Requests:
 - They will need help from OFPC to get the word out/do outreach
 - OFPC attend the pre-proposal conference,
- Jenny urges Mike to send out the ask email to the OFPC, so that they can circulate the request to their respective contact databases. **Action item:** Mike needs to prepare the language to distribute and criteria for the panel.
- Armando has volunteered to serve on the review panel Jennifer offered a representative from Oakland unified.
- *Jenny – understanding the 6 categories of food, this is the first step in instituting an EPP process for all food purchasing programs.*
- Scope of the project: They will most likely select 2 to 3 vendors. They want to encourage local farmers and aggregation of local produce production. 3,500 bags costs \$160,000 – about \$60,000 for spot market purchases every year. Each month, they get a quotation from the selected suppliers, telling them what they have available, and then they select from there.
- **Action item:** Mike wants to be the speaker at the next meeting.
- Regional and State Innovations and Public Private Partnerships
 - Time deferred
 - Minutes approved
- Neighborhood
 - Minutes approved
 - Food Day – Is the Food Policy Council going to help plan food day activities? Sabrina put out an email to the neighborhood group to see if anyone wants to take over for that. She shared a list of food day ideas.
 - Jenny – If we could come up with some concrete ideas before the SF event next week/in two weeks that would be great
 - Aaron – It would be great to incorporate local food as part of Food Day
 - Armando – Conference in November is expanding dramatically and there is potential that Food Day could be stepping stones for conference, and the conference for something else. BFPC meeting this morning stressed the importance of youth involvement (Rooted in Community)
 - Jennifer – They will be doing something
 - Sara – Reaching out to restaurants and putting a challenge out to that for locally sourced menu items
 - Christina – BFPC community talked about doing lots of little things, the week prior, building up to Food Day

- Jenny will volunteer to do a few demos, especially at Skyline. Jenny and Jennifer will talk. Jenny said she could do one part at the school (for which there would be a media opportunity).
 - City Center as a possible good location for an advocacy movement.
 - **Action item:** Keri and Teleri will look up and research resolution from CSPI.
 - OFPC is holding two community workshops on the Farm Bill – one in West Oakland at the West Oakland Library from 5-7pm (August 25) and one in East Oakland at the Tassafaronga Recreation Center from 5-7 pm(August 31) (Materials distributed for review and discussion)
 - OFPC reviews the packet included in the Neighborhood Workgroup packet
 - The last part of the workshop is a solutions piece – what are the residents’ top concerns? What would they like to see happen?
 - There will be a sign in sheet but we hope to develop relationships as well
 - Jennifer suggested a template ask letter, that they can send to their local representatives OR a sign on letter that are going around. They do need some kind of action steps. We would provide them with the materials for them to write the letter themselves.
 - A designated note-taker should be there the whole time.
 - Food & Water Watch will be in Oakland on September 1st, and they could push people to come to that.
 - Request for next meeting to have a report on how it went.
 - If anyone has feedback on content, please share it with Sabrina or Lotta ASAP.
 - **WIC**
 - **Fruit and Vegetable Check at Farmer’s Market – (She) contacted the state, to try to make a special category for the people that are selling. Contacts to accept WIC. She will coordinate with Jennifer.**
 - Keri – Developing the curriculum on Food Justice, which would hit on the different areas from farm to plate, and there would be an intro session and a wrap up session that is a take action section, whether it be websites or activities that help people understand more and hopefully advocate or learn more about the specifics. This will be presented to anyone in the community.
- Update on the conference
 - Armando gave a report on fiscal sponsorship switch to PHI
 - Conference will have sponsorship from a major foundation, Black Panthers Party panel etc.
 - August 31st – Organizing meeting – 1:30-4pm at the California Endowment offices in Oakland.
- Outreach & Recruitment
 - Minutes approved
 - Recruitment process for new members: 26 applications completed last year, 24 this year
 - OCAP issue – they need to apply as an individual, but perhaps they did not review the application
 - **Action item:** Sara will be sending an email about what names they will be reviewing – they need to review the applications in a week

- **Action item:** Sara wants to schedule a conference call on the 29th to review the applicants
 - **Action item:** New member orientation on the 8th, led by Sabrina and Jenny.
 - Strategic meeting
 - Recently held at Hope Collaborative: looked at the resources in the City and who were the contacts in the City. Good additions were made. Next step would be to make sure that the names make sense. **Action item:** Sara re-emphasized the responsibility that everyone has on the OFPC to interact with that document to compile the knowledge of everyone on the council.
 - Discussed building a transitional period for when Food First is no longer the incubator for this. This would need to take into account the grants that they would be expecting relative to the work.
 - OFPC discussed that they need to tell city council members that we are working on their behalf as opposed to telling them that they act for us and secondly that we need to identify if the people that we identify as partners are really partners.
 - Call for talking points that are more extensive to enable people to have more language to discuss with political figures and other individuals as representatives of OFPC
 - The data group could adjust the language. The data group is concerned with how we track our progress, and it does indeed need to be a living/changing document.
 - **Action item:** The data group wants to do an annual progress report for our work. Data group has asked the OFPC to think about the steps that each workgroup owned and feed back to the data group their metrics and activities.
 - Allison and Diane have had legislative meetings in the past, but the report to the committee did not have a lot of teeth and instead they were looking for champion legislators. They wanted instead to introduce themselves to the legislators. Relationship building continues to be important for the OFPC. There is a need for the 30 second elevator speech, beyond the talking points, so that they can inform people at a glance.
 - Aaron -Issue on the protocol that we should adopt with respect to report backs
 - Mike -In the reports going forward, they need to reframe them so that they are action items – Jenny discussed how we are an NGO and we should not direct their staff to doing things.
 - Sara – How do we choose the messenger for the OFPC? How do we craft what they are going to say? And how do we get feedback from them? In the past, it is clear that there were people that spoke with the public on a volunteer basis, based on their relationships. The report backs, however, were previously oral. **Action item: OFPC to revisit the strategic plan and figure out what to do.**
- Fundraising
- Coordinator Hiring Process

- There were 40 or 50 people that applied.
- An offer letter will be sent out as soon as Eric and FoodFirst's board approves the candidate.
- Out of this process, came out an MOU or terms of reference, in terms of what is expected of the coordinator and the accountability of the Council.
- The chairs of the OFPC should manage the meeting. This needs to be formalized in some way, whether it is rotating or otherwise.
- There is a clear need for an Executive Committee. There have been two calls, over the last six months, which need to be done moving forward to keep the new coordinator supported and keep things moving forward.
- Allison will look at the RFP for the fundraising consultant.
- Every chair of each workgroup should go to the website to fill out the few line report for September.
- Agenda for the next meeting
 - **Action item:** Everyone to email Jamie about what they want on the agenda for next month