



Oakland Food Policy Council

Meeting Notes & Outcomes

January 21, 2010

5:00-7:30 pm

150 Frank H. Ogawa Plaza, 4th Floor,
Conference Room 1

Refreshments donated by
Marin Farmers Markets/Marin Agricultural Institute

Facilitated by Coleman-Smith

meeting participants

OFPC Members

- Trina Barton
- Suzan Bateson
- Brad Burger
- Shereen D'Souza
- Jenny Huston
- Aaron Lehmer
- Nathan McClintock
- Robin Plutchok
- Margot Lederer Prado
- Abeni Ramsey
- Susan Shelton
- Mike Church
- Christopher Waters
- Sara Weihmann
- Diane Woloshin
- Heather Wooten

OFPC Staff/Consultants

- Adrienne Smith, Coleman-Smith
- Vanessa Coleman, Coleman-Smith
- Alethea Harper, OFPC
- Rashidah Grinage, PUEBLO
- Jamie Nash, OFPC intern
- Asiya Wadud, OFPC & PUEBLO staff

Community

- Melanie Mason
- Kenji Warren
- Diane Nelson
- Joseph Monle
- Amelia Johnson
- Betsy Johnson
- Mary Flynn
- Lauren Messmer
- Jake Schoneker
- Lora Batzdorf
- Chia Hamilton



agenda

ACTIVITY	TIME	WHO
Check-in		
Gather + Eat	4:45-5:00	All
<ul style="list-style-type: none"> ▪ Welcome, Agenda Review ▪ Ground Rules + Meeting Outcomes 	5:00-5:15	Alethea, Coleman-Smith
<ul style="list-style-type: none"> ▪ Review + Approve Notes from last meeting 	5:15-5:20	Coleman-Smith, OFPC members, Alethea
• Work Groups • Whole Measures Tool		
<ul style="list-style-type: none"> ▪ Introduction – Recommendations for use of Whole Measures tool, including integration of focus areas discussed in November Work Group Chair Report-Out (about 5 min each) <ul style="list-style-type: none"> ○ Meeting outcomes ○ Outstanding questions for the large group ○ Recommendation for expanding membership of work groups (or not) ○ At the end of all report-outs, the large group address the outstanding questions. ▪ Large group discussion about moving strategic planning process forward within work groups 	5:20-6:40	Coleman-Smith, Alethea, Work Group Chairs
• Break	6:40 – 6:50	
<ul style="list-style-type: none"> ▪ Brief Discussion: Role of advisory committee 	6:50 – 7:00	Alethea
• Presentations • Speakers		
<ul style="list-style-type: none"> ▪ Introduction of Speaker and brief overview of intentions for youth engagement program ▪ Presentation: Tim Kingston, College Track 	7:00-7:15	Alethea
<ul style="list-style-type: none"> ▪ Public Comment Period 	7:15-7:25	Public
<ul style="list-style-type: none"> ▪ Next Steps + Announcements ▪ Plus/Delta: Evaluate meeting process 	7:25-7:30	Coleman-Smith



ground rules

- Put cell phones on silent
- Assume best intentions
- Stay engaged in the conversation + on topic
- Trust the process
- Suspend certainty
- Challenge ideas and not people
- Seek to understand
- Take care to monitor your speaking time
- Raise your hand to speak
- Enjoy the ride



meeting purpose + outcomes

Purpose

- To set course for the remainder of the year

Proposed Outcomes

- Set-up work groups for success
 - Common understanding of Work Group configuration
 - Gathering input for Work Groups
- Introduction of aligning goals + priorities with Whole Measures tool and Work Group activity.



introduction

- Revised Whole Measures Tool
 - Revised the tool based on input provided by the Work Groups.
 - Reviewed the priorities identified in November; they are all reflected in the tool, with the exception of certain items that are not food system values, but are activities for us to keep in mind. This is explained in the handout “Whole Measures and November Priorities: CORRELATING VALUES”.
 - Each work group is asked to use the tool to identify priorities for Strategic Plan development. [To be teed up in Work Groups in preparation for March meeting]
- Extend the Council meeting schedule through summer to develop plan by September 2010, then take November off. [To influence the city’s food system + policies]

recommendations for wm-cfs



<p>Neighborhood Innovations</p>	<ul style="list-style-type: none"> ▪ This tool was originally designed for groups to assess the impact their own work is having on the food system, and can be used to make sure the group is staying true to its mission. We can use it both for assessing how well the OFPC is following its own goals, and assessing the status of the Oakland food system ▪ We could add two additional columns be added to the proposed weighting scale for each value: “How important this is for the food system” and another column for how easy it will pass or “Political Momentum” ▪ It would be interesting to survey community groups and ask them to use this tool to indicate what they’re working on, so we can map who is working on what where. This may take the form of interviewing people at different agencies to find out about future plans and any policy barriers encountered, and creating a database and/or map ▪ CFSC will be doing case studies on a couple groups using this tool, we could see if they want to include a case study of a food policy council
<p>City Innovations</p>	<ul style="list-style-type: none"> ▪ Add a rating of how important each item is, then focus our work on things we rate both as important and in great need of improvement ▪ Revise the rating scale to use regular increments, and include a short verbal description of each rating ▪ Have a small group determine which items on the list are “actionable”, and at which scale they need to happen ▪ Create an editable version of the tool, in excel and survey monkey ▪ Have everyone use the tool to rate the Oakland food system before their next work group meeting, and use the results to choose focus areas for this year
<p>Regional + State Innovations</p>	<ul style="list-style-type: none"> ▪ Adapt the policy filters developed for HOPE in weighting each ‘value’ in the tool ▪ Council members should read the HOPE microzone assessment to understand what input the community has already given on what to prioritize; this will help in using the filters/weighting mechanism ▪ Use WM-CFS to identify focus areas, then have each work group immediately start work on identifying two concrete recommendations for each OFPC goal for this year and flesh them out with model policy language and an implementation plan
<p>Pubic - Private Partnerships</p>	<ul style="list-style-type: none"> ▪ Add rating of how important each item is, and revise rating scale to make it more clear we’re trying to figure out to what extent each thing is happening right now in Oakland ▪ Alternative versions of the tool should include one at an 8th grade reading level, and translated versions in Chinese, Vietnamese, Spanish, and Cambodian ▪ The tool could be given to an Oakland City Council member in each district, or a member of their staff, to have them rate the food system in their district (rather than all of Oakland). Also use in community meetings.
<p>Data Management + Research</p>	<ul style="list-style-type: none"> ▪ We will look more closely at the tool, and how to support ways the primary work groups are using it, after the meeting on January 21st



discussion of work group recommendations for wm-cfs

- The revised tool looks good
- Each OFPC member should use the Whole Measures tool to provide their assessment of the Oakland food system before their next work group meeting
- Each work group will review results of this exercise to identify priorities for this year
- This is a technical tool, and may not be appropriate for use with community groups
- This could be a useful tool for getting City council members involved



work group chair report outs

- Meeting outcomes
- Recommendation for expanding membership
- Outstanding questions for the large group



neighborhood innovations

Questions and Proposals for the Group:

- How can community members get involved with the OFPC? We have some initial ideas. We can develop and present at a future meeting.

Discussion & Outcomes:

- Connect with Youth Radio around some aligned projects
- Proposed survey CBO's in Oakland – What do they do? What barriers do they face in their work?
 - If we do this survey, we should commit to doing it regularly and making the information publicly available, since these groups are constantly asked to fill out similar surveys from different researchers. Data Management & Research can support this.
- Provide information and a space on the website about how the community can support CBOs' work and volunteer to help



city innovations

Questions and Proposals for the Group:

- May want to have an Urban Agriculture summit this fall, perhaps at the newly-reopened Oakland Museum, in conjunction with an exhibit on the history of agriculture and food in Oakland
- Talking with Planners at the City to make recommendations on the zoning update now

Discussion & Outcomes:

- The Council should host collaborative events for community
 - › How to get Council input?
- work groups must inform Council members and solicit feedback before making decisions on behalf of the Council. To communicate with the Council in-between meetings there are two approaches.
 - › Contact Alethea when there is a decision to be made or feedback is required. Use descriptive headers in the Subject Line, i.e., “Response Required”
 - › Contact the Council via email to share information (with no response needed). Use descriptive headers in the Subject Line, i.e., “FYI”. Please be discriminate about sending messages.



regional + state innovations

Questions and Proposals for the Group:

- City Calendar begins July 1st; aim to complete the Strategic Plan by September. May need to have a July meeting because there will be a lot of work to do; could move our non-meeting month to November.
- Present 75%-baked ideas in July to city council staffers and community
- At the same time as we develop the Strategic Plan, scan both existing policies at the local, regional, and state level, and model policies related to food.

Discussion & Outcomes:

- Complete “75% baked strategic plan” by September
 - Considering scheduling early summer “Listening Sessions” to gather feedback
 - Consider leveraging existing opportunities, i.e., J. Brunner’s plans for climate action outreach meetings
- Council should liaison to Oakland Climate Action Coalition and learn more about their priorities and work (Shereen and Aaron will keep us informed, and Food First staff will attend OCAC meetings and also keep us informed)
- Each Group must become aware of funding opportunities in their respective areas.
- Question: How does this WG connect to City Innovations? And what is the distinction of “geo” boundaries between Regional and City work groups?
 - Check in with neighborhood and city to coordinate efforts.
 - Anything county and statewide that affects local efforts is within this group’s realm



public + private partnerships

Questions and Proposals for the Group:

- Working on ideas for organizing a Procurement Forum, and listing purchasers and suppliers/producers to invite. We can present to group at a future meeting.
- Would like to organize the workshop/forum on *fresh food financing funds* that was suggested earlier; planning to ask James Johnson Piett what he would cover (and for what audience) if he gave a workshop. (Also need to see if the funding from CDC comes through, so we'll know if we're poised to have a FFFF, or if we need to work to get one).

Discussion & Outcomes:

- Will meet with vendors about what they need via policy to provide sustainable food products and programs
- Let's learn about iSupplier, the City's new food supplier database, and also a county-wide supplier/vendor list




development + outreach

Questions and Proposals for the Group:

- Can we hold a Launch event soon that will let everyone in the community know what the OFPC does, and what is possible? (Including videos/ art/ music/ food/ speakers). Go over what we know about the food system and its challenges, and then talk about our ideas for transforming the food system. Do this instead of more listening sessions focused on the problems, and work with PUEBLO to recruit people to attend. Willing to take responsibility for fleshing this idea out and planning the Launch.
- We should guarantee that funds are reserved for PUEBLO, but we need to defer on exactly what they will be doing. Could include youth engagement and recruitment of council members in addition to other outreach activities.
- Working on ideas for youth engagement and council member recruitment/application process to be presented at a future meeting

Discussion & Outcomes:

- Development and Outreach will work with City Innovations about hosting a launch.
- Focus on 2 events this summer/fall (will bake event ideas and bring back to council)
 - › Launch to get community feedback on the 75%-baked plan. (late spring/early summer. Need to consider whose feedback we want). Consider whether this should be one large event, or a series of smaller events dispersed throughout the city.
 - › Presentation of plan paired with possible exhibit at the Oakland Museum
- Invite experts to meet with the Council when applicable – specifically, Farmers and youth
- Stacy Lorae Batzdorf will attend the next D&O committee to contribute to discussion about the Advisory Committee's role: need to be careful to keep the interest of this committee and respect their time and contributions
- D&O will take on the issue of youth engagement
- PUEBLO will come to Development & Outreach meetings to help plan events and community dialog/engagement; have funding guaranteed for PUEBLO
- D&O will focus on recruiting new council members that reflect the Oakland population.
- Data and Research committee building on work of City Innovations.



funding + financing

Questions and Proposals for the Group:

- A spreadsheet will be created with all foundations that could possibly donate, and a space will be provided for members to make a note if they have a contact within that foundation. Would others outside this work group like to have access to this spreadsheet?
- Alethea will always let this work group know when a grant proposal is being submitted
- This group will help create budgets to accompany proposals made by the primary work groups
- Considering a springtime fundraising event, since Pizzaiolo has offered to host, and Food First has offered to organize

Discussion & Outcomes:

- If there is a springtime event, we need to offer some kind of take-home, even just a list of places to volunteer, or our ideas about the zoning update, a map of food retail in Oakland, or Nathan's map of urban ag potential



data management + research

Questions and Proposals for the Group:

- Aim to have first Strategic Plan complete by September, and have a community forum to get feedback before September
- Community outreach should be more in the style of: ‘Here is our data, here are some solutions’, and then get feedback.
- Connect Launch of the Strategic Plan to the Eat Real Festival if it’s happening again this year, but hold our event at the Oakland Museum if possible and include writers, speakers, classes, a farmers’ market, interactive displays, and an agricultural history of Alameda County
- The Proposed Metrics that the OFPC will track will be revised and put into a spreadsheet.
- Information that we do not have can be part of a “Research Wish List” on the OFPC website. This is a list of what assessments and research we need.

Discussion & Outcomes:

- Incorporate research skills of anyone who is interested in helping this group
- We are the support function for data that comes from other groups.
- We will be keeping an eye on progress towards indicators
- We will send out a link for the research wish list to the entire council
- We need to get the already-collected data onto the website



speaker

Tim Kingston from College Track

- College Track can provide youth to support OFPC
 - Could their activities include tours of food nonprofits, volunteering at farmers' markets, and having a mentor on the OFPC?
- Youth would have 50 hr/ semester, some may want to have internships
- Diane mentioned that there are OUSD produce stands that need volunteers, and that it would be good to have the youth voice on the OSFA (Oakland School Food Alliance)
- Tim would like one of us to come talk to the kids about the OFPC, what it is, what we do
- Jenny H is our liaison to Tim Kingston



public comments

Lauren, student at Mills:

- Consider the older population a volunteer resource, don't forget to educate and engage the older community.

Diane, resident:

- Look at vacant lots and zoning, other protections for urban agriculture



general council agreements

Options to leverage for Launch:

- Considerations:
 - › Declare a Healthy Food Day? – 10/16 is national Food Day
 - › Soda Free Summer
 - › Play Day in the Park: ~ 6/14
 - › Children’s Fairyland theater group – Suzan knows someone there
- Accompanying strategy – enlist support of CBO’s to get a well represented event
- Multi-location launch – who is the target audience?
- Do we need to have 2 large events this year – One in spring/summer (to get feedback & launch) and the other in the fall at the Oakland Museum

General:

- Open up work group participation to experts/interested community members, including youth
- In order to complete strategic plan by the fall, have a meeting in July and then take November off instead
- Remind members about attendance policy
- Work Group chairs will be expected to participate in secondary work groups



general council considerations

- Each work group should keep a list of the questions they need help with – things they need experts/advice for
- Leverage large scale community feedback similar to efforts of the Oakland Climate Action Coalition
- Food First interns are taking on a scan of existing policy at the city, county, and state levels; they will work closely with City Innovations and Regional & State Innovations for this, but the entire OFPC should keep their eyes open for policies (existing and proposed) that we should be aware of
- Two work groups have not yet settled on good regular meeting times – will need help from the work group chairs to get this set
- Each work group now has a webpage on the OFPC website; the link will be circulated by email



general council considerations

cross referenced from work group report-outs slides 10-16

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meeting evaluation

+

- Kept to Schedule  
- Great Food  

△

- Raise hands to speak – allows for more equitable participation in discussions
- Compost for food, plates, and cups 