



## Meeting Minutes

**Work Group:** Development and Outreach

**Date:** 02/22/10

**Time:** 5:00 pm – 6:30 pm

**Location:** 436 14<sup>th</sup> Street, Oakland (Bay Localize office)

### Attendance

Jenny Huston, Jennifer LeBarre, Aaron Lehmer, Mike Church, Sara Weihmann, Shereen D'Souza, Robin Plutchok, Betsy Johnson, Rashidah Grinage, Asiya Wadud, Lazzuly Mello, Alethea Harper, Stacy Lorae Batzdorf

### General Discussion

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### Agenda Item 1: Approval of minutes

- **Discussion:** Minutes unanimously approved.
- **Action:**

### Agenda Item 2: Youth Program Concept Note

- **Discussion:** Jenny Huston received general feedback from Tracy Phillipi of the Toronto Youth Food Policy Council who noted that the concept note appeared to be 'top down'. Jenny will follow up with Tracy Phillipi and request more specific feedback. There was discussion around whether it would be best to have the Youth Program concept note fully reworked before we begin to share it with potential partners. Jenny felt that it should be 100% ready for public viewing while Jennifer suggested that it could be a more fluid process.

Rashidah Grinage of PUEBLO suggested a potential partnership between PUEBLO and the OFPC Youth Program, since the mission and goals of the two programs are in line with one another.

The purpose of the Youth Program Policy note is to highlight various opportunities for youth involvement with the Oakland Food Policy Council. It was suggested that we have different versions available, i.e. a version of funders; for youth; and for the general public.

- **Action:** Jenny will seek more directed feedback from Tracy Phillipi regarding the Youth Program Policy Note.

Alethea will talk to Zoe Brent at Food First about the possibility of working on a youth-friendly policy note

### **Agenda Item 3: Youth Programing Priorities**

- **Discussion:** Discussion around funding priorities and which should take higher priority: finding a coordinator for the program or being able to deliver the youth stipends.

Alethea noted that it was unlikely that the entire program would be funded immediately, and it will be a matter of funding areas in a piecemeal fashion. Jennifer also noted that the sooner a coordinator is found, the easier it might be to secure funding (since the coordinator could take a more central role in securing funding).

Aaron emphasized the importance of being able to honor the youth for their time and effort by providing them with the stipend.

Rashidah suggested that we look into stimulus funds to pay the youth.

These items were also discussed:

The OFPC Youth Program could develop content for other youth organizations to use.

Youth might be able to fulfill their required community service committment by working with the OFPC.

One can visit the OUSD website and view lesson plans for the upcoming year as a way to find teachers that might be interested in integrating the OFPC's work into their classroom curriculum.

- **Action:** It was agreed that we should begin to speak to our contacts about the Youth Program and the possibility of 'piggybacking' our Youth Program on already existing youth programs.

Jenny will speak to Tim Kingston from College Track to begin a conversation about a College Track/ OFPC relationship

### **Agenda Item 4: PUEBLO Listening Sessions**

- **Discussion:** Alethea suggested that rather than meet as a large group to discuss the nature of the listening sessions, it could be more productive to have two or three members from the Council meet with PUEBLO staff to discuss the listening sessions.

Rashidah suggested that it would be helpful if she knew the desired outcome of the listening sessions, and could then work backwards in understanding the structure of the proposed listening sessions.

Rashidah also noted that it would be ideal to have all members of the Development and Outreach Work Group to 'weigh in' regarding the general structure of the listening sessions, and once that has been decided, she could work more closely with two or three members of the Work Group.

- **Action:**

### **Agenda Item 5: Oakland Museum Event**

- **Discussion:** Jennifer noted that some of the events proposed for the Museum events do not necessarily have to take place at the Oakland Museum, and can take place at a different time. For example, a Black Panther commemorative breakfast could take place at St. Augustine's Church. Also, the "Paint a Pot" event could happen in conjunction with classroom activities.

Sheeren suggested that we think about the date of the event, as Eat Real will happen the last weekend of August. The idea of an Eat Real/ OFPC collaboration was discussed and several Council members questioned whether the ethos of Eat Real and the OFPC were similar enough to benefit from a collaborative event.

Aaron recommended that we continue to search for partnership and collaboration with other community-based organizations so the Oakland Museum event truly showcases many different Oakland-based organizations.

Several members suggested that Nikki Henderson, the new executive director of People's Grocery, would be an excellent speaker. Raj Patel was also suggested as a speaker.

Sara suggested self-guided tours that could happen in conjunction with the Oakland Museum event. Guided tours are also a possibility, i.e. (Bay Friendly Gardens Tour/ Bay Friendly School Gardens Tour).

Betsy recommended that we explore having paid as well as free events, which could subsidize the cost of producing the Oakland Museum event. She also suggested having a multi-day event, with the event culminating in a large event that would draw a crowd, i.e. a notable speaker.

- **Action:** Alethea will speak to Nikki Henderson about ways in which we can involve Peoples' Grocery

#### **Agenda Item 6: Advisory Committee**

- **Discussion:** Some members asked how the OFPC advisory committee would be different from HOPE's Advisory Committee.

Aaron suggested that the advisory committee could serve on work groups and Jenny suggested that the advisory committee could be useful in moving forward a discussion that has reached a roadblock.

Alethea suggested that we create a message board that would be home to future ideas; plans in progress; and plans that the Council needs help moving forward. The message board could serve as a place where advisory committee members check and offer guidance and expertise when appropriate.

Advisory committee members could also be considered for future membership to the Council

It was agreed that the advisory committee should be a working, active committee (as opposed to an honorary committee whose name will attract donors). However, it could be beneficial to have a list of "endorsers," who are notable people who support the work of the OFPC and whose name recognition might help secure funding for the OFPC

- **Action:** Compile a working list of people with various expertise who we could call on when in need. All Development Work Group members can add names to this list (which will be created as a Google document).

### **Action Items**

- Jenny will seek more directed feedback from Tracy Phillippi regarding the Youth Program Policy Note.

Alethea will talk to Zoe Brent at Food First about the possibility of working on a youth-friendly policy note

It was agreed that we should begin to speak to our contacts about the Youth Program and the possibility of 'piggybacking' our Youth Program on already existing youth programs.

Jenny will speak to Tim Kingston from College Track to begin a conversation about a College Track/ OFPC relationship

Alethea will speak to Nikki Henderson about ways in which we can involve Peoples' Grocery

Compile a working list of people with various expertise who we could call on when in need. All Development Work Group members can add names to this list (which will be created as a Google document).

Alethea will make google doc of youth groups already contacted re the OFPC youth program, others can add to this, and we can track status of conversation with each group

Alethea will create google doc of people already invited to advisory committee, then add names of additional people to call on in need

Alethea, Asiya, and Lorae to pass around more formal description of the advisory committee (Asiya will take lead)

Alethea will begin organizing subcommittee to address community listening sessions that will be delivered by PUEBLO

**Minutes submitted by** Asiya Wadud.