



Meeting Minutes

Work Group: Development Work Group

Date: 04/26/10

Time: 05:30:00 PM

Location: 436 14th St., Fl. 2

NOTE: We will meet at 5:00 instead of 5:30 next month (and at all subsequent meetings).

Attendance

Shereen D'Souza, Jenny Huston, Aaron Lehmer, Mike Church, Jamie Nash, Asiya Wadud, Sara Weimann, Rashidah Grinage, Tuere Anderson (Youth Radio), Alex (Youth Radio), Jacky Johnson (Youth UpRising),

Agenda Item 1: Approval of minutes

- **Discussion:** City of Oakland official languages are English, Spanish, Vietnamese, and Mandarin

Agenda Item 2: Talking Points

- **Discussion:**
- Tim Kingston and Jenny Huston reviewed the talking points, and have offered feedback. The talking points that Alethea circulated is a slideshow that is normally presented to funders and adult audiences. It will need to be revised so that the language is accessible; the style is engaging; and youth feel excited about the OFPC.
- Jamie Nash sent the powerpoint presentation to a friend who works at Excel High School in West Oakland who has offered to provide feedback. Jamie is currently experimenting with Prezi, a more interactive presentation platform that students will probably find more engaging than a traditional powerpoint presentation.
- Youth Radio would be willing to provide youth feedback of the presentation.

- College Track is closed for the summer, so most likely, we will work with another organization. All members of the Development Work Group should begin looking for another partner organization.
- Also, we should think about how we'd like to define the term 'youth'; all members present thought age twelve was too young for OFPC youth academy participation.
- Tuere Anderson from Youth Radio suggested that for the purposes of OFPC, we may want to have the "youth" demographic encompass ages 12-24; this captures junior high youth through college age.

Questions to Consider:

How will the OFPC compensate youth?

Options: receipt of college/ high school credit or stipend.

Youth will either be paid through the OFPC or through the partner organization.

If participants receive credit, then they will not be given a stipend. They will be compensated in one way, but not receive both a stipend and high school/ college credit.

Action Items:

- Send the updated youth-friendly talking point sideshow to Tuere at Youth Radio.
- Aaron will come up with recommendations of the talking points, based on Ted and Jenny's revisions.

Agenda Item 3: Youth Membership Application

- **Discussion:**

- As with the Talking Points, the Youth Membership Application needs to be revised so that the language is accessible to youth; the style is engaging; and youth feel excited about the OFPC. Some terms will need to be explained and elaborated upon. Popular language should be used that will have more of a mass appeal. Jason Harvey would be a good person to talk to about the language of food justice.
- Tuere suggested that we think about how we plan to get buy-in from youth. Youth will need to understand how the OFPC's work can be meaningful to their lives. There needs to be an incentive for youth to participate in the OFPC Youth Academy.
- As discussed previously, each youth will be paired with a Council member who will provide

mentorship. It was also suggested that youth could be paired with mentors who are not on the Council, but are experts in the Oakland food system (i.e. Jason Harvey)

Action Items:

- Sara will correct minor typos in the Youth Membership Application and send to Alethea.
- All members will think about how to modify the youth expectations and we will have an email dialogue. Think about two versions, a funded youth academy and an un-funded youth academy.

Agenda Item 4: Expectations for Youth Involvement

- All members agreed that youth involvement requirements need to be revised so that they are more flexible. For example, youth participants could have a choice of attending either a particular work group's meetings or the all-OFPC meetings. It was suggested that 5 hours a week seemed like a reasonable time commitment for students. If a youth is receiving a stipend from the OFPC or a partner organization, then their commitment to the OFPC would be more stringent. For example, stipend-ed youth would also be expected to stay abreast of email dialogue as well.
- What if the youth had a mentor outside the OFPC? For example, Jason Harvey from the Oakland Food Connection could serve as a mentor.

Action Items:

- Asiya will speak to Tracy Phillipi about the formation of the Toronto Youth Food Policy Council, and discuss their relationship with the Toronto Food Policy Council.

Agenda Item 5: Youth Radio Involvement

Two Youth Radio members attended the all-OFPC meeting in March.

Currently there are 7 paid youth who are working with the Youth Radio Eats program. The Youth Radio Eats program is interested in food policy work, and over the past two years, the project has begun to explore the work of local food policy organizations. Youth Radio Eats has worked with the HOPE Collaborative as well.

Youth Radio Eats has been exploring food additives and have produced a public service announcement entitled ' Why Are They Trying to Kill Us,' which looks into MSG.

The students are also interested in food histories; recipes; and the intersection of mental wellness and nutrition. Food justice and accessibility is also a major concern, as many of the students live in neighborhoods that lack access to fresh, affordable, healthy foods.

The youth are currently working on a public service announcement (PSA) called 'WTF?' or 'What's

that food?

The challenge has been helping them to focus on specific issues.

Blog address: <http://youthradioeats.blogspot.com/>

Youth Radio can offer media competency and youth-to-youth outreach.

Should the OFPC have a Facebook page? If we do decide to have a Facebook page, we decided that it would be better to have one unified page rather than having one youth-friendly page and one adult-friendly page. The Youth Radio interns would be able to manage the Facebook and other social networking tools that the OFPC decides to use.

Youth Radio has the facilities to produce a radio show; MP3, or PSA.

Action Items:

- Alethea will follow up with Tuere and Alex re: a collaboration between Youth Radio Eats and the OFPC

Agenda Item 6: OFPC Website

The OFPC website could profile the Youth Radio Eats program, like the chef/ recipe profile. The website could also benefit from a bit of a language change to make it more user friendly.

Agenda Item 7: Youth UpRising: Jacky Johnson, Outreach and Development Director:

(Youth UpRising is a not-for-profit organization, seeded and supported by Alameda County and the City of Oakland . Youth UpRising is housed in a 25,000 sq. ft. building and offers a wide range of programs and services that develop youth leadership in order to transform the community. Youth UpRising grew out of the needs articulated by Oakland youth in 1997 after racial tension at Castlemont High School erupted into violence. This first group of young people identified poor educational resources, too few employment opportunities, the absence of positive things to do, and lack of community and personal safety as the root causes of the problems facing youth.)

Olis Simmons's (YU's executive director) vision is to have a summer job program where the youth would work on a PSA; 4 youth would be hired to work with the OFPC. The interns could also serve as research interns, and someone from the YU staff would be hired to supervise the youth.

YU interns have worked at a number of non-profits and community organizations including The Ella Baker Center and the YMCA.

The Bread Project is working with Youth UpRising as well, and Jenny Huston will look into a potential collaboration with the OFPC.

The goal of the summer Youth UpRising intern work would be to raise youth awareness of food policy and food justice in Oakland, and to create professional quality promotional material for the OFPC.

We can visit Youth UpRising's You Tube channel at yumedialp.com.

Action Items:

- Follow up with Jacky Johnson about a summer collaboration
- The Bread Project could also work with Youth UpRising as well, and Jenny Huston will look into a potential collaboration.

Agenda Item 8: Upcoming Outreach Opportunities/ Tabling Events

On Friday, June 25, there will be a youth-centered (ages 16- 24) human services fair at Youth UpRising. It could be an opportunity for the OFPC to recruit youth; and also to debut the Youth Academy material, i.e. the application and the talking points. Informational tables will be set up in front of Youth UpRising and the OFPC could table as well.

If the OFPC is interested in tabling at the human services fair, we can be in touch with Mike Church or Jacky Johnson at Youth UpRising.

PUEBLO is also invited to participate in the event.

YU's five year anniversary celebration is May 25 and we can follow up with Jacky Johnson if we are interested in participating.

Tabling Events

Jamie shared a Google Document called 'Possible Events To Table At' today.

It'd be helpful to have a point person so as tabling opportunities arise, we can have all the information we need organized and ready to attend an event. Sara Weimann has offered to be a point person for tabling at events.

Agenda Item 9: PUEBLO Community Listening Sessions

How do we expand the number listening sessions so that we can have two listening session each in East Oakland and West Oakland and one listening session in North Oakland?

Where can we minimize expenses-- for example, can we try and have the hors d'œuvre donated?

It would be best to cut expenses where ever possible so that we can have 5 listening sessions. This should be a priority.

If we are unable to cut expenses so that we can host five listening sessions, is it possible to amend the contract with Food First and increase the available funding?

We are most interested in hearing from those communities that have been disproportionately affected by lack of access to foods. At the same time, we do not want to do so at the exclusion of other communities.

We would like to have as much geographic representation as possible.

Having multiple simultaneous translations is possible, but we should be aware of how it will change the dynamic of the listening sessions.

Questions from PUEBLO:

- For example, if we held a community listening session at La Clinica in Fruitvale, would we hope to attract people from the immediate neighborhood or attendees from other neighborhoods as well?
- Is the OFPC going to debut its 'half baked plan' at the community listening sessions, or are the community listening sessions going to inform our policy recommendations?
- Which days work best for the listening sessions? Are the weekends the best time?
- When would we like to complete the listening sessions?
- Is there a protocol for the listening sessions? Should we follow the same script each time?

Next Steps:

Since it is definite that the OFPC would like to have a listening session in East Oakland, PUEBLO could begin coordinating this session while the OFPC continues to work on developing policy recommendations. Coordinating the listening sessions would include securing a meeting location; deciding upon a day; coordinating with translators; and general promotion of the listening sessions.

Rashidah can be emailed at pueblo@peopleunited.org.

Agenda Item 10: Advisory Committee Discussion

- Is developing the role of the advisory committee a priority?

- Should we wait until we have clear policy recommendations before we reach out to the proposed advisory committee members?
- At the same time, we do not want to lose the attention of those who have expressed interest in joining the advisory committee.

We could also consider opening up the advisory committee discussion to all OFPC members so that they can offer suggestions of the role of the committee.

Agenda Item 11: Membership Recruitment for next class of OFPC Member

As everyone agrees that the OFPC needs to be more representative of Oakland's population, recruitment could dovetail with the listening sessions. We could actively recruit at the listening sessions.

How were the application questions weighted last year?
What do other food policy council's applications look like?

Changes to the application:

- Include a question about disability (and it will be optional, as will all questions of demographics).
- Add transgender in the gender category.
- Change 'Oakland citizen' to 'Oakland resident'
- In general, use more popular language in describing the food system so that the application is more accessible.
- Include a question like this: "What are your connections to the Oakland community?"

Action Items:

- Jenny will email Wayne Roberts from the Toronto Food Policy Council.
- Asiya will look into other council's application processes.
- We will continue the discussion of the membership application through email.

Agenda Item 12: Announcements

Farm to Institution Symposium, May 24 at Mills College. Aaron Lehmer and Nikki Henderson (People's Grocery) will be speaking at the event. Talk to Aaron for more information.

Minutes submitted by Asiya Wadud