



### Meeting Minutes

**Work Group:** Development Work Group

**Date:** 03/22/10

**Time:** 05:00:00 PM

**Location:** 436 14<sup>th</sup> St. Bay Localize Office, Oakland

**PLEASE NOTE:** Development group meetings will now begin at 5:30 pm instead of 5:00 pm.

### Attendance

Alethea Harper, Aaron Lehmer, Shereen D'Souza, Jenny Houston, Asiya Wadud, Jennifer LeBarre, Sara Weihmann, Robin Plutchok

### Agenda Item 1: Approval of minutes

- **Action:** Minutes Approved

### Agenda Item 2: Youth Engagement

#### **Discussion:**

- Three new additions by Aaron Lehmer: Levana Saxon; Gerardo Marin; Galen Peterson.
- Other recommendations: Raquel Jimenez and Anne Okahara (made by Jennifer LeBarre)
- Jenny will work with Tim Kingston and establish talking points for the first presentation. Alethea and Jenny will make the first presentation for College Track.
- Other organizations that we might consider contacting include the East Oakland Boxing Association; Boys and Girls Clubs; YMCA
- The Youth Academy allows for a flexible program; an intensive version can be presented to youth who are already enthusiastic and engaged (for example the youth involved with Fresh Flava); this sort of flexibility is built into the program.

#### **Action:**

- Continue brainstorming activities that would inspire youth to become involved with the Youth Academy
- Jenny will work with Tim Kingston and establish 'talking points' for the first presentation.
- Continue looking for recruits.
- Because not everyone has received all the Google docs that have been sent out, Asiya will

send out a list of all the Google documents sent to the Development Work Group. If a member does not have a particular document, please email Asiya.

- Robin will find out more about the "wiki" document that could potentially streamline document sharing.

### **Agenda Item 3: Community Feedback Sessions**

#### ***Discussion:***

- (While HOPE did complete similar work in 2008, attitudes and responses may have changed in light of the recession.)
- Aaron noted that the timeline for the OCAC has been extended; OFPC strategic plan could dovetail with the OCAC action's plan and they might better support one another.
- It was suggested that the September event should include food; should be a physical event (as opposed to a virtual event); and in planning the event, we should keep in mind activities that would truly inspire community members to come to an OFPC sponsored event. The question of 'How would community members like to participate' should be central to the event.

#### ***General Considerations***

- As with all City of Oakland material, information should be presented in English, Spanish, and Mandarin.
- While no specific neighborhoods will be given priority for the community feedback sessions, it was agreed that our focus will be on low income neighborhoods. It is important that we present a cohesive message, and while we can have many dialog sessions, the message should be cohesive.
- Chinatown might benefit from outreach as well.
- Could we disseminate information about the OFPC through Meals on Wheels, Head Start, the ACCFB, and other hunger organizations?
- Coordinate with Mujeres Unidas Activas for connections to the Latino community in the Fruitvale
- Coordinate with APEN for connections to folks in Chinatown.
- The style of presentation should involve as much popular education as possible -- lots of small group time, dialogue, very brief PPT, if any, and as little jargon as possible. It might be good to have someone with no connection to food systems work review our materials ahead of time.
- It would be great to combine our sessions with those of OCAC because of overlapping priorities. It might also be worthwhile to look at the food system recommendations that CFJC and Movement Generation put forth for the ECAP, considering that 25 Oakland organizations and a number of residents signed on to the letter.

#### ***Tasks for PUEBLO***

- The Development Group would like a more concrete proposal from PUEBLO, which will hopefully be presented at the next Development Group meeting.
- Coordinate with local and base-building groups in all the neighborhoods in which we have these sessions; In E. Oakland, for example, CBE, Youth Uprising, Oakland Boxing Association, OFC, etc.
- After the listening sessions, PUEBLO will interpret the data ; OFPC members will be available to assist with analysis.
- PUEBLO should identify community-based activities taking place the day of the listening sessions

that we could piggy back on for the strategic plan release

### **Questions for PUEBLO**

- What languages does PUEBLO have access to- Spanish, Mandarin, Vietnamese?

### **Action Items:**

- The Development Group would like a more concrete proposal from PUEBLO, which will hopefully be presented at the next Development Group meeting.
- Robin will put Shereen in contact with Stop Waste's contacts who are working on a climate action plan.

### **Agenda Item 4: Strategic Plan Update**

#### **Discussion:**

- There is interest from the Museum; but they cannot commit to fundraising, museum space, etc. at the moment.
- Jennifer suggested that we consider Frank Ogawa Plaza as a main location and consider the Oakland Museum as an alternate location. The Plaza is a very congenial space that will accommodate simultaneous events and its proximity to City Hall is also a plus. (The Garden Center or the Veterans Memorial could be possible venues as well.)
- There is also an art space at the corner of 15th and Broadway that could be used for the exhibits.

#### Miscellaneous

- Interest in a Healthy Food Day was expressed.
- The idea of a fundraising dinner was put on the table as well as a fundraising event at Pizzaiolo.

#### **Concerns/ Ideas**

- Who will coordinate the event and is there an event planner who would donate his or her time to the OFPC?
- Rather than plan to have a large event in September, we could think about having a presence at other established events that will happen this summer, i.e. Art & Soul; Eat Real (up for debate); Oakland Back to School Rally; ACCFB's summer event
- The possibility of having a large event in Spring 2011 was mentioned.

#### **Action items:**

- As the voluntary program manager, Aaron will look for potential speakers for the September event. Alethea will also circulate a Google document where group members can add names of potential speakers to a list.
- Using a Google document, we should compile a wish-list of all items we would need in order to have a presence at local events, i. e. table; tablecloth; two folding chairs; colorful literature; an OFPC poster.

## **Agenda Item 5: Advisory Committee**

### ***Discussion:***

- The Advisory Committee discussion will take place virtually for now and discussion will resume at the April meeting.

### ***Action:***

- Alethea will create Google spreadsheet where Development Group members can add their suggested tasks/ responsibilities for Advisory Committee members

## **Agenda Item 6: Recruitment**

### ***Discussion:***

- For the next recruitment cycle, applicant's geographical location should be taken into account, amongst other factors.
- Disability is also a factor that should be considered in recruitment.

### ***Questions***

- Are there glaring gaps in the outreach effort and who can we reach out to next time?

### ***Action:***

- Alethea will produce information about who was ultimately seated on the Council

**Minutes submitted by Asiya Wadud.**