



Development and Outreach Work Group

Meeting Minutes

Wednesday January 6th, 2010

5:00 - 6:30 pm

Attendance

Brad Burger, Jennifer LeBarre, Jenny Huston, Mike Church, Robin Plutchok, Sara Weihmann, Shereen D'Souza, Asiya Wadud, Alethea Harper, Jamie Nash

General Discussion

- Jenny will put the word out on two food policy listservs to get examples of how other councils perform outreach, and how it is organized and functions.
- A meeting comprised of people within the workgroup who are available before the next meeting may get together at Food First's office to brainstorm ideas for an alternative to the community dialogue sessions: a Launch of some sort, which is yet to be discussed.

Agenda Item 1: Ongoing Councilmember Recruitment

- 1a: Councilmember Applications
 - Discussion:
 - Robin suggested that because summer is a busy time for everyone, there should be a shorter window of time between application submission and decision of new members.
 - The application, specifically the long open-ended questions on the application, needs revision. Also perhaps add a future-oriented question.
 - Maybe we could hold events at farms or markets for recruitment
 - Action:
 - Shorten submission time, possibly from May to June, instead of August, or wait to see how large the applicant pool is, and go from there.
 - Mike and others who looked over applications should offer feedback on if the questions seemed appropriate, and the councilmember application will be revised.
 - In a future meeting, Alethea will present the spreadsheet (w/o names) used last year indicating types of applications received, and will go over things that went well/could be improved in recruitment
 - Double-check application to pick up a couple minor typos

The OFPC is incubated by:

- 1b: Youth Application
 - Discussion:
 - Age range for youth application should be altered; Jennifer added that many students are involved in student leadership opportunities in 8th grade.
 - Separate applications may be in order: One for youth and one for college graduates. Jenny mentions it may be important to have a pool of these older students so that a peer-to-peer program may be initiated in the future.
 - Concern regarding how a youth may read the application and be able to communicate how their interests align with OFPC. Terms such as “food systems” or “food policy” may be confusing.
 - Action:
 - Age range for youth application should possibly be 13 to 19 years old.
 - Possible Post College Graduate application for those 19 to 26 years old.
 - Include a question such as “What do you think of when you think of the food in Oakland?” or “how do you feel about food?” or “what would you like to change about the food you see in Oakland?” etc, rather than “What interests you the most about food policy?”
 - Under “youth program” on the application, add “Student leadership / all-city council”

Agenda Item 2: Youth Engagement

- 2a: Possible Partnerships
 - Discussion:
 - CAFF: partnering with them to build on their peer-to-peer programs
 - Jenny asked if there was a Health Corps or something similar, in Oakland.
 - Connect with AmeriCorps or Teach for America?
 - All City Council includes middle school and high school students, and elects 2 of their members to serve on the school board. Could they nominate youth to serve on the OFPC?
 - Sara mentioned incorporating theatre, and organizations involved in theatre or the arts, into the program. Kaiser Permanente has an educational theatre program.
 - Asiya knew of a possible hip-hop duo that raps about eating healthy.
 - Other ideas: healthy food walks, farm tours, farmers’ market tours, having an Oakland Warriors player (or other local celebrity) endorse healthy eating (doesn’t a Warriors player have a foundation we might contact?)
 - Action:
 - Future meeting is needed to specifically discuss the Youth Program.
 - A possible student representative from the All City Council in each work group.
 - Getting in touch with the organizations above to learn about possible involvement.