



New Haven Food Policy Council

Meeting Minutes

October 17, 2012

Attendees:

Monique Centrone-Stefani, Tagan Engel, Roberta Friedman, Anika Johnson, Diana Richter, Alycia Santilli, Dawn Slade, Maria Tupper, Catherine Bradshaw, Jennifer Chapin, Emily McCabe, Audrey Meyers, Jill Meyerhoff, Steve Werlin, Brad Armstrong, Jacqueline Lewin, Caty Poole, Cara Donovan, Sarah Tracy-Wanck, Jennifer Daddio, Julia Golomb, Billy Bromage, Laura Mattaliano, Jason Black, Ellen Papciak-Rose, Ellen Pendergast

Food Summit

Debriefing of event

- **Pluses:** the whole day worked well; the event was impressive, incredible energy and diversity. City Hall was packed with more than 130 people! Well attended, well run, well organized. Good idea to host it in City Hall -- demonstrated to city officials the energy and the large number of people devoted to these issues. Cooking piece was good introduction to summit; great ice-breaker and team-builder. Will Allen commented that he'd never been at a food event that started with community cooking. Will Allen was very inspiring, his presentation ran a little long but not bad, some anxiety about him running over but still ran smoothly. Community voices were meaningful and helped to show the relevance of the Food Action Plan in people's lives. Spectacular job. All speakers were very good – Tagan, Catherine, Rob, youth.
- **Deltas:** People standing outside couldn't hear. Will Allen running over cut down on the working group time. The Groups needed more time; many ideas but not enough time; need to distribute cross-notes from groups so others know what is happening in other groups. So many ideas, different perspectives; another separate room might have helped keep noise and distractions down. Platform explaining where NHFPC has been would have been useful so that everyone is up to speed and time isn't spent on things that are already done/in process. Share info/contacts from working groups – people interested in staying in touch, sharing emails. Need to get more council members involved in planning future events – spread responsibility around, even more collaboration than this time. Will Allen impressions – too long but many insights, how many projects, volume of projects. How we can connect some of the work of Growing Power to New Haven. Needed more Q&A time. Will Allen was a good draw and did get people to the event.
- **Working groups**
 - Next steps
 - Email list of all people who came. Suggested initial meeting of all working groups, working session. Location for meeting: Gateway? United Way? Need to determine date, places - Jen Daddio willing to help. Emily McCabe to investigate space available at UNH -- her advisor is interested in getting involved.
 - Look into all venues – United Way might be best.
 - City Hall was the right place for the Summit! Had to turn people away. At least 130 people. For working groups, should be more of a working space.
 - Organization of initial Working Group meeting - Catherine, Monique, Diana, Jacquie.
 - Type all notes from working groups, student notes/written notes, attendance, email lists – all information to be sent out to everyone.
 - How to sustain – CEIO – one/two council members committed to each group. Need partners who can help sustain group – call meetings, take notes, etc. How that happens and who is involved will make a huge difference in their success. Need to brainstorm

about who wasn't there and get them involved. Community outreach really worked – how to keep it going, that is how work will happen.

Groups:

- Cooking education: Dawn,
- Urban ag: Maria, Brad S., Jacquie
- School food: Rob, Dawn, Jason Black, Tagan, Jennifer Chapin
- Emergency food: Monique, Diana, Anika, Cara, Billy, Luray, Jennifer Chapin
- Economic dev: TW, Jenn D., Caty Poole, Alycia, Brad S.
- May split into sub-groups, e.g., composting/urban ag., assistance/soup kitchen, pantry -- two sides of emergency food.
- Dates for initial meeting(s) -- target early November, 6th, 7th, 8th. One night during the week, 5:30-7:30. Need framework for what should happen at first meeting. Constant contact this week re: photos, thank yous.

Alycia questioned need for streamlined policy working group – take info from other working groups and try to move it forward. Working groups can help influence policy. Each group is responsible for identify policy changes, e.g., fast food ordinance. Legislative service from board of alders can help. Committee of NHFPC – policy and advocacy – youth involvement? This is an aspect of permanent structure of council. Take to structure committee.

Food Action Plan

- Revisions are almost done, some technical changes, comments from Food Summit, tweak language. FAP committee to review – committee to meet to do so, not before Food Day, but by end of October. Catherine to pull out info from working groups, Tagan to consolidate her notes. Tagan wants to change out photos. Another printing before it goes to Board of Alders. Target date – need to look at Alder schedule. Laura to do.
- Catherine to call FAP committee meeting in next two weeks. Add quotes from kids, attendees? People read flashes, captions, more than text. Solicit quotes, filter into Tagan – by name or generic reference.

Big Stink

Debriefing of event

- Logistics were challenging – crowded, 5 stops, 15-20 minutes per stop, took people a lot of time to get on/off bus. Too many stops! Content was great, great to see so many cool things happening – totally diverse group. Will Allen was very impressed; same sound bites -- pack food in densely, action, do-do-do, challenge to pull him away. Hard to keep people at sites busy while waiting for bus to arrive. Tee shirts went over really well. Will Allen gave solid advice about increasing production and valuable emphasis on production vs. just a community entertainment project.
- Messaging for press -- Jacquie said communicating strategy was difficult – too many events at once to get clear messaging! Needed to strategize better ahead of time. Frame and determine angle, stay on message. CEIO can provide support about communications – consultants who are expert on messaging, messaging strategies.
- Feedback: Seemed well organized, didn't need celebrity, saw gardens in a different way.
- Jacquie still has garlic – Land Trust to continue Big Stink to plant at all community gardens. Let her know if anyone wants it! Maria on garden committee – will talk to Jacquie.
- Garlic harvest in July! Garlic Festival – how to use it, planning to save enough to grow in fall. Yield, etc. Workshops on saving seed garlic? Garlic Fest in Goshen – contact?

Food Day—Food Action!

Overview of day's events

- CARE is sponsoring – At Peabody, Big Food. Jeannette Ickovics, Rosa DeLauro, Mayor DeStefano. Tight agenda -- 5-7 minute intro by mayor; Tagan and Alycia re: funding announcements, SNAP

outreach in city, United Way women's initiative to help fund cooking education/Cooking Matters/CitySeed; Q&A, food tastings

- Launch of Food Action Plan and other results from Food Summit
- Bring attention from urban ag back to various components of FAP.
- Other Food Day Plans:
 - Cornell Hill event – 9-11, 2-4 with WIC
 - Elm City Food Drive – for CT Food Bank
 - UNH event – could hand out materials
 - Elm City Coop to offer coupons, provide blog info, apples

Council member seat update

- Youth member – many interested but not so easy to get them here – need walking distance, support by principals, teachers. Two are interested, a junior and a senior. Youth coalition -- TW – ten kids at FS, project-based. Invite students to come and check out meeting. Can be used as community service hours.

CEIO – Sonja Ahuja

- Structure Committee update – had one meeting, another Oct 23rd, 9:30am at CT Food Bank. Looking at concerns raised in this meeting and coming up with recommendations. Working groups vs. policy committee. Job descriptions, working groups, CEIO, FAP.

Communications

- City Web site - www.NHFoodPolicyCouncil.org – up-to-date
- www.CityKitchenNH.org
- Plan for newsletter/Constant Contact updates

Announcements/other updates

Our regular meeting date, November 21st, is the day before Thanksgiving – agreed to move meeting one week back to November 28th instead.

Celebration? Pot luck? With locally grown food. November 30th – CB to organize. At Grove.

Elm City, series of one year anniversary events. October 28th from 2-4:00pm, November 2nd, 6-8:00pm java jam/desserts. November 3rd, 12-4:00pm, 30-45 vendors for one year anniversary.

New Haven Farms fundraiser, November 10th, Carriage House, Edgerton Park 5-7:00pm, \$30; \$50 per couple.

Next Food Policy Council Meeting
Wednesday, November 28, 2012 - 8am - 9:45am
City Hall Meeting Room #3
Contact: info@nhfpc.org