



# New Haven Food Policy Council

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## Meeting Minutes

April 20, 2011

**Council members present:** Moses Boone, Roberta Friedman, Tagan Engel, Maria Tupper, Monique Centrone, Frank Mitchell, Fred Cofrancesco

**Affiliates:** Joel Tolman, Catherine Bradshaw, Robin Golden, Justin Elicker, Peter Bonoff, Anne Somsel, Luray Shepherd, Anna Simpson, Jon, Christine, Lang Liu, Casey Hinkle, Melissa Waldron, Nicole Berube

**Guests:** Asia Neupane, Joseph S. Jr., Robin Golden, Casey Hinkle, Emma Simson

**Staff:** Ashley Kremser

### Topics

Council Finances - discussion and decision on how to manage our money

- We received our money from the city last month (\$3500/year); need to decide how to manage it; do we need a treasurer? Formal process to manage it?
- Fiscal agent (CitySeed) would like a basic budget. Periodic updates could be given to Council. Chair and CitySeed, Inc. will formalize the budget and present to the Council.
- Need to think about timing. CitySeed fiscal year ends January 31<sup>st</sup>.
- Chair will send out notice that money is being allocated, to get (non-voting) approval and keep members apprised of budget matters.
- Vote: motion that threshold is \$200 or less; will be presented to members; if dissenting vote, will discuss; then vote—if majority agrees, then passes. All in favor: unanimous.

Healthy Meals Ordinance – update from Yale Law Clinic students

- Healthy Meals Ordinance would mandate that the kids' meals offered at fast food restaurants by default is the healthier meal for children (apples vs. fries; milk vs. soda), so parent/child would have to intentionally ask for fries/soda;
  - San Francisco has passed a different ordinance: would mandate kids' meals must meet certain nutrition standards in order to include a give-away toy or other incentive.
  - Research shows majority will accept the default without question
- Yale Law Clinic is writing the legal language
- Will regulate chains with 20 or more restaurants nationwide; target meals for children ages 12 and under; ordinance will build in evaluation component
- New Haven will become leader on this
- Students surveyed New Haven: 55 restaurants fit criteria; many were Dunkin Donuts—no kids' meals

- Most restaurants had option of healthier sides, but there was no consistency to what the default meal served was.
  - Posters in some chains advertise the healthy options, even though that's not their default meal.
- Franchises have freedom to change menus to fit needs of location/community.
  - E.g., IL—McDonald's franchisee (owned 8 restaurants) offered healthy defaults once/week—law school will follow up with them—re: evaluation
- Language for nutrition standards will be based on Institute of Medicine, World Health Organization and USDA guidelines.
- Issue: some chains don't have any healthy options (Taco Bell), which means they'll have to develop their menu to include some. The students collected information on all side options, to see what possibilities are—which would meet nutrition standards.
- Timeline: near-final draft within three weeks; take into account election season; law students gone over summer. Fall may be better time to introduce. Subcommittee will meet and decide timeline.
- Talking points: Law Clinic wrote fact sheet for us; will need many to advocate for it, in order to be successful—public opinion may not be in favor; need group to support before ordinance is filed—including advocates, other alders, key community people. Need to carefully frame message so first response is favorable. "There's already a default, set by the restaurant. We want to change the default."
- Restaurants will still be able to say "do you want fries or apples with that?" We won't be able to stop that.
- Food Policy Council donated \$100 to help with research.

#### Food Policy Plan

- Agreed to hold series of four meetings in the Fall to get community/expert input on language of food policy plan
- Need to develop outline of objectives and meeting plan
- Format – full day retreat vs. series of meetings
  - Early morning or evening
  - series of meetings allows for work to go on in-between
- Invitees
  - office of sustainability, transportation
  - bioregional, master recyclers, key neighborhood reps
  - Law Clinic can contribute
  - Tagan Engel will approach Community Foundation for funding
  - CARE may fund us; proposal has been sent to them.

#### Membership update

- Youth coalition – subcommittee meetings, process discussion
  - Youth from Common Ground and High School in the Community
    - Nominated James Beech to be on Council; name has been submitted to Mayor.

- Would like youth coalition to meet once/mo on their own; Council members or affiliates should each meet with them on rotating basis.
- Potential member: Anika Johnson, Director Hill Health WIC office
  - Council discussed nominating her; we will invite her to come to next meeting to introduce herself.

## Tasks

### Website

- Frank will work on a draft of new content
- Need to find designer and code person

### Grants and Fundraising

- need council member to organize group and follow through with fund raising
  - We will approach Diana Richter again to continue her work on fundraising

### District Wellness Committee – open to council members

- Meets second Wednesday of each month 10:30-12.
  - Anne Somsel or Melissa Waldron may be able to go.

## Updates

### Council Staff

- Possibility that CitySeed, Inc. staff could give us staff time for several hours/week or month. CitySeed has hired a Program Director.
- CT FPC meeting, May 12 and survey
  - Tagan, Monique and Rob will represent FPC
- CARE Healthy Corner stores – First launch Friday April 29<sup>th</sup> 10am-12pm
  - First is near Clinton Ave School
  - Council members can attend

### Stop & Shop

- Kate Walton is community outreach person; will ask her to be affiliate member
- looking for community groups to staff information section near front of store

### Other updates

- We have an intern to work for the summer on the food mapping project

### New Haven Farms

- Has filed for 501c3 status
- Presenting to Parks Commission to ask for land near Quinnipiac River Park
- Building alliance with Edgerton Park Conservatory; land is available in park for farming

### Grow New Haven

- Working on branding, website
- Goal: connecting kids to food, farms; get garden “experience” in every school
- First project: small grant to develop school garden at Clinton Ave School

**Next Food Policy Council Meeting**  
**Wednesday May 18<sup>th</sup> 8 - 9:45am**