



## New Haven Food Policy Council

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### Meeting Agenda

July 18, 2012

**Welcome** - Meeting facilitator: Fred Cofrancesco

Tagan responded to a question by Robin about CEIO – a grant program supported/led by Bill Graustein and Niyonu Spann, focused on effective and inclusive organizations.

**Council Seat update** – Youth Seat was added as additional seat so we now have 12 council members

- Proposal to offer a seat to CARE – Alycia Santilli (Billy Bromage as proxy when needed)

Tagan: Learned from the Mayor's office that we had 12 seats on the council, since one was added by the Board of Aldermen to make room for a youth member.

We have 3 open seats ... one youth, one that we had offered to Sandra at Sandra's Soul Food, who doesn't seem able to come, and one other.

Diana: The council should consider conflicts of interest related to services provided to the council, and membership on the council.

Tagan: CARE gave us a \$5000 grant last year to support our work; does this create a potential conflict of interest?

Robin: Are you trying to offer a seat to CARE? That's something that the Board of Aldermen might need to approve. Remove the agency affiliation with that position ...

Monique: Billy wouldn't able to be the official proxy, but he could be present when

Diana moves that Alycia be added. Rob Freedman seconded. Council voted 6 yes, no nos, no abstentions.

Tagan: There is a parent, interested in the quality of food in head start, African-American male, who has indicated some interest. Tagan will talk with him, invite him to a working group or upcoming meeting.

Diana: Did anyone approach Kate Walton from Stop n' Shop? She has a wealth of knowledge. Diana is happy to approach.

- Need to fill youth seat and one more seat

We need to start looking for someone to fill that seat.

**Chair or Co-Chair discussion** – Volunteers to step into the role of Chair or Co-Chair with Tagan

Co-Chair/Chair role: Tagan has held the role for 2 years. With her new position at CitySeed, there's some overlap with the roles. Would like to propose either a new chair, or someone moving into a co-chair role. Given the work ahead, it would be helpful to have another person sharing the role.

Diana: Would vote for co-chair ... Would CitySeed want to step into that role?

Tagan: I am right now the cityseed representative. We are also going to be hiring an administrative support person for the council. In addition, the CEO work will include a committee focused on building the structure of the council.

Monique: As we talk about structure, it will be useful to clarify the work that Tagan does as chair, and how those responsibilities change given that administrative's support and Karen's new role...

Rob: We might also think about having rotating chairs.

Tagan: I have talked with Annika about this role, given her interest in leadership, her skills related to data, her status as a black woman. She wants to understand the responsibilities better.

Let's leave this on the table....

**Job Descriptions** – review, note changes, and approve

- Community Food Systems Coordinator
  
- NHFPC Administrative Assistant (?)

Diana: Is higher education necessary?

Nicole, others: It's good to leave options open. This position may be appealing to someone currently in school.

Take "flexibility, maturity, humor" out of requirements. Move it under preferred qualifications.

Tagan: There is a backlog of work that this person could be really helpful in taking on.

Diana: What is the process for hiring a candidate? Who will review applications?

Nicole: It would make sense if Food Council Members were involved.

Tagan: Applications will be sent to CitySeed. Tagan and Nicole are able to do the initial screen.

Diana: Would be good to send the top picks out to the council?

Monique: Where are we posting the job?

Tagan: Sending out to community partners.

Nicole, others: Idealist, CommFood, Craig's List, Facebook, Web site, Yale Sustainable Food Project, via partners .

Tagan: Someone who knows New Haven would be helpful.

Job Title? Administrative assistant.

*Position approved. Rob moves, Diana seconds, 6 yeses, no nos, no abstentions.*

Tagan shared draft job description for Food System Coordinator, explained goal of clarifying role at CitySeed v. Food Policy Council. The job is at CitySeed; the role is to utilize the network of the Food Policy Council to help CitySeed develop programs that respond to the Food Action Plan.

In addition to that, because CitySeed is FPC administrator, and there's lots of work on the table, Tagan's work will focus primarily on community engagement work of the Food Policy Council between now and November.

Clarifying roles is helpful to CitySeed, Food Policy Council, etc. Tagan is happy to talk now or offline.

Monique: It sounds like this role is shifting toward more CitySeed mission. How does this relate to our conversations about evolving into a position that works closely with the city around policy?

Tagan: Our conversations so far have indicated that housing this position inside a nonprofit will be more effective.

Tagan introduces Frank Douglas – aldermanic representative – who joined the meeting.

Diana: Need to clarify that this job description, at least for the time being, will hold the role as CitySeed liaison to the FPC, as required by ordinance.

Tagan: The Food Policy Director described in the Food Action Plan may be a separate role, focused on policy, systems; this role focuses more on community-based work to improve the food system.

Monique: We would want the person who is the Food Policy Director to collaborate closely with the council.

Tagan: That is how the role is described in the job description.

Diana: I think whether this person is a voting member is a topic for conversation.

Monique: To clarify ... We had discussed whether the Food Systems Coordinator was a step on the way to the Food Systems Director. This job description is a departure from that.

Tagan: Will send out "critical steps" document for food action plan, which clarifies that role.

Frank: Would this position be approved by the council?

Tagan: It has yet to be defined.

Robin: Can you explain why we want this person?

Tagan: We need someone who has the clout and authority to move an agenda in the city.

Robin: That sounds like a mayoral appointee.

Tagan: That's possible, or it might be a position somewhere quasi-governmental like the EDC.

Robin: It seems like a mayoral appointment would be able to move the agenda. Is EDC going to keep existing?

Tagan: We've been looking at different models around the country. Their relationship with the Food Policy Council varies. We've left it intentionally a little bit vague ...

Robin: Are we trying to decide this before the September meeting?

Tagan: I would propose that the Food Action Plan committee address this issue.

**Graphic Design funding approval request**

- We budgeted \$500 for graphic design in 2011/12. Ellen Papciak Rose has been approached and offered to design council marketing materials, “brochure/info page” for \$500
  - Council approval to move forward

Tagan explains request.

Monique: She has a lot of experience: publishing, etc.

Diana moves, Rob approves, all vote to approve.

- Potential request for funding (if we do not receive grant funding \$800 to complete Food Action Plan layout. We will know by the end of August if we will receive funding from Kendall Foundation.

We are supposed to get \$3500 per year. We got \$7000. We also had \$6000 allocated but not used. Graphic design comes out of that \$6000.

Diana moves, Rob seconds, all approve.

**CEIO – Strengthening the NHFPC Structure and Operations**

- CEIO Capacity Building Team will research information and will facilitate committee to make decisions and set next steps
- Volunteers needed for Restructuring Committee

Sonia: A lot of the discussion you’ve had today is the kind of discussion that needs to happen: re. structure of the council, relationship to CitySeed, etc. Sonia and Ingrid met last week with Monique, Tagan, Nicole, Lisa Holmes, to talk about relationship between CitySeed and Council. This was the issue that rose to the top: Ask for a small working group to look at the relationship, the Food Policy Council structure. The purpose is to move the structure and operations to a place that can be sustainable over time. CEIO cannot do that for you; but we can work with you, offer support.

Sonia provides description of the role: Meet 4-6 times between now and end of year/early 2013. Meetings would be 2 hours or more in length – necessary to have the time for substantive discussions. Sonia and Ingrid will bring research and proposals to the group ... the working committee would hone, make additional research requests, etc. Along the way, the working committee would come back to the Food Policy Council a couple of times.

Diana volunteers to join. Non-Council members are welcome. Robin is interested, as well. Perhaps around 6 people. This group will come to the meetings and do analytical work, systems thinking, not project planning and implementation. A variety of points of view are valuable in the mix: . Alycia is interested. Monique is a maybe. Tagan is interested. People might come to a first meeting, then decide whether it’s a good match. Frank may be interested in an as-needed basis

**OUR WORK – creating a work plan and choosing tasks - (see back for more details)**

Tagan is interested in getting people to start to work on these events. We can also decide not to do any of these items if we cannot find people to do the work. We will be working now through October to get us through some of the major work we’re planning. Highlighted items below are where we are looking for volunteers.

Rob is still comfortable working on annual reports

Grants –

- Food Action Plan- this is the priority – rob is doing copy-editing.
  - All members are being asked to read the entire report and make comments and we all need to be able to stand behind it. It will need to go out in the next few weeks. We are working on tweaking at this point. If members have no comment, they may vote on it by email.
  - There will be a comment period and it will need to be approved by email.
  - FAP outreach – handout – we need to create a survey monkey to get feedback on food action plan.
  - Diana discussed distilling the community feedback form for DESK. We are going to put up a survey monkey to get further community feedback.
- Community Outreach & Engagement – discuss how to schedule events
- Food Month/ Food Day
- Food Summit - getting last round of feedback on FAP - Rob will work on this. Brad from New Haven Farms wants to help too.
- Big Food Big Change – Frank will help on marketing of this. –YSFP is helping on this, as well as CARE.
- Marketing/communications – the blog would give up to date information – we can add a link to the website which leads people to our current work.- we are looking for a group of people to commit to this. There is a potential volunteer from The Grove who can help us with some of the technical aspects of getting a website. George Vasilopolous. Frank and Diana are also going to help on this. We have to discuss if the link will route to a new page of to the blog. The site itself will need to be discussed quickly since we'd want to have people use it to follow all of our upcoming events in October. Tagan will also be working on this.
  - Website/blog development-
  - Press
  -

Grant Writing-Kendall Foundation – FAP and Food summit

- Aetna will be about sustainable development- working groups outreach
- Council restructuring & Working Group Creation

BILLY: billy and tagan did a facilitation training about how we would run a community outreach meeting. There will be another scheduled by the end of this month.

Each meeting will need facilitator, note taker and ?

Billy will run the training – it will run 1.5 hours.

All members will need to attend one.

FPC will send out original request to attend meeting and cc the person who is going to be facilitating.

Members will need to look at a list and sign up for a specific date: Cara will send out a google doc with the list. There will need to be two people per meeting.

We can add any kind of meeting we want to this list. – Diana suggests ICM –interfaith community.

#### **Announcements other updates**

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**Next Food Policy Council Meeting**  
**Wednesday September 19, 2012 - 8am - 9:45am**  
**City Hall Meeting Room #3**  
**Contact: [info@nhfpc.org](mailto:info@nhfpc.org)**

**NHFPC Work on the Table**

**Bold items are requests for volunteers**

**NHFPC**

**Council Structure and strengthening – group**  
*facilitated by CEIO*

- Set up committees
- Set up standard procedures
- Clarify work of council and responsibilities of members
- Clarify relationship with CitySeed and new Community Food Systems Coordinator
- Affiliate membership define and invites Intern – administrative work

**Annual reports finish - Roberta**

### **WEBSITE**

Fix city page - Frank & Tagan

NHFPC Wordpress site

Set up blog page for easy updates

Use simple URL to connect them all figure out details

**Help pull all the web info together** – Frank M, Diana, Tagan, Anika?

### **GRANTS**

– to support outreach and Food Summit

Aetna - Monique

Kendall Foundation proposal - (due end of July, Tagan and Nicole + Committee feedback)

### **FOOD ACTION PLAN:**

**Finalize all language** – committee

**Copy Edit** - Rob

Complete graphic design –Tagan/Monique

Design other visuals for FAP –

Monique/Tagan

**Council full read and approval**

Send plan to key people for feedback - all

Implementation plan - (including ordinances)

### **Contact CMTs and many other locations (?)**

Create outreach schedule July-Oct -

Tagan/Cara

Bus stop survey?

Food for meetings/outreach

Data Sheet with completing info

Cooking/garden events or other fun events to get feedback

Contact Alder People and community leaders for one on one or small meetings

### **FOOD SUMMIT – OCT 12, 2012**

Send hold the date email

Complete one pager

Complete Food Month Poster

Program committee finalize plan and space

**Marketing plan** - Frank

Communicate with Will Allen

Invite list

### **BIG FOOD, BIG CHANGE – OCT 20, 2012**

Meet with YSFP, CARE, Peabody to plan

Outreach to organizations and groups

Marketing plan

### **FOOD MONTH + FOOD DAY**

Poster

Request for events

Food day info out

Food day intern or helper

### **WORKING GROUPS**

*(this will be part of council restructuring too, and part of Food Summit work)*

Working group development

Working group notes and communication process

### **INTERNS**

Decide on project needs for Interns

Write proposals, send to colleges/universities

### **FOOD ACTION PLAN OUTREACH**

Out reach trainings organize

Outreach packets complete –intern help

**Create online location to document info**

Outreach posters

**Online survey - create**