

Seattle – King County Acting Food Policy Council Meeting Notes, February 16, 2007

1. Introductions, in attendance: Fe Arreola, Steve Bauck, Branden Born, Sylvia Kantor, Erin MacDougall, Tammy Morales, Linda Nageotte
Guests: Andrew Bjorn, Laura Neimi, Amy Parent
Staff: Jen Naas
2. Update about working with the county
 - Meeting for county staff starting a county IDT – called by Kathy Creahan,
 - Included a presentation with Laura R.
 - County wants to meet on their own next before further work with the AFPC
 - Then they want to have a giant joint meeting with city, AFPC and county
 - County staff – particularly Karen Wolf from the Exec's office wants things to progress
 - Question came up about how all other cities in county might fit in
 - Still unsure how it would be housed, funded, etc.
 - Parallel to this, Sylvia, Tammy and Erin had been working on proposal to Ron Sims. The draft is done, but realized it was Ag focused and missing some important pieces. Claire Dyckman his the draft, but all will continue to work on it
 - Branden also has a student paper that talks about all the things that the county does that relate to food. We all should have a draft of this.
 - Still concern about overlapping Ag commission work
 - Ag commission will come to next AFPC meeting to give presentation
3. Erin's update on Kellogg foundation site visit
 - Seems to have been a success and will know by March 15 if we got the grant... six will be funded out of 11 communities. With start on grant by April
 - They did get two questions they need to respond to... they need to respond to the minority interest, and what is the role of city planners
4. Site visit by Seattle Foundation for Farm to School
 - Went well
5. Update on Luce group
 - Group is doing two neighborhoods for food system assessments using the International District assessment method
 - Will supplement with focus groups
 - Tammy is working with group to coordinate focus groups
 - Looked at 10 communities, with the top four to try to communicate with... First Hill and Beacon Hill are looking more promising
 - Focus group are using samplilng, not neighborhood-wide focus group
 - Work also includes greenhouse gas emission tracking, dovetails with Mayor's climate agenda
 - Greenhouse Gas tracking for specific foods: potato, salmon, asparagus and wine (tentative list)
6. Update on City of Seattle – request for investments

- (\$1.7 million) for emergency food
- Systems advocacy and outdoor meals will not be rfi'd
- Informational sessions in the end of the month

7. Committee Discussions

- *Community Relations:*
 - Role is working with community members to strengthen role of AFPC in working with stakeholders
 - Another task is creating outreach materials
 - Creating brochure: more general language than previous brochure with “did you know information” and why this matters to the regular citizen
 - Also working on a short form and long form PowerPoint to take to different groups to talk about the food system for people in support of food system work. meant to be a community outreach tool
 - All committees can use this PowerPoint, but individuals may need to customize it to fit more specific needs
 - Another task is drafting media talking points – meant for media and determining who might be available to talk to media contact for better and more in-depth information. Jen passed around a sheet detailing AFPC member areas of expertise to edit.
 - CR committee will be working on gathering information to take to community groups, finding who is left out of our contacts right now
 - Question about raising expectations in public – balancing the outreach with work within the city/county
 - Ideas raised to see a parallel effort in grassroots as well as gov't
 - Discussed about how Portland grew out of community support and that Seattle/KC might be lacking this support. That we may need to rely on support of citizens to pressure gov't to adopt an FPC
 - Concern over making it clear why we need the govt. piece and how to get things done with the govt versus without for public to understand.
- *Resource Development*
 - Identified some potential funding for foundations to support the AFPC
 - Reminder for funding through June is covered
 - Any perceived competition from other food projects: i.e. getting some money from Kellogg or farm to school?
 - This raised the issue whether or not Farm to school is really a project of the AFPC
 - This is essentially what the funder groups suggested: why would anyone fund a coordinating group?
 - Seek out funders who might fund coordinating effort groups. There are a few funders out there that do this.
 - Will money be attached to a govt mandate?
 - Perhaps having very clear wording as pointing out that this group is necessary
 - What is the compelling force in the community that would make this group necessary to reform if it dissolved right now?
 - Resource Development group should help come up with language for a brochure or PowerPoint to clarify this

- One argument that an FPC is an efficiency measure; consolidation of resources (example of labor unions or DNC/RNC)
- Would we consider ourselves a systems advocacy group – like education? City RFI has some money for this
- Also important to understand the fiscal agent issue... getting funding will need this information
 - We are a part of WSU foundation (which is the fiscal agent)
- *Strategic Planning*
 - We need to answer the question of what are committee roles and responsibilities, and keep March agenda open for this?
 - Didn't have meeting because we didn't have enough feedback on strategic planning document
 - Maybe reframe the process? Instead of having the outcome of a strategic plan, do more relationship building with govt and community groups
 - Need to wait to hear what county and city groups have as priorities to see what our priorities are
 - Need to discuss what the appropriate mechanism is for feedback
 - Might need the brainstorming sessions, too difficult to do this alone without bouncing ideas off of other people
 - Too many steps to get on sharepoint
 - Too hard to answer a broad topic over email. Easy to use for a short question, very succinct points
 - Set of discussions with a few conference calls
 - AFPC should be thinking in terms of a "wish list" instead of a set policy platform because county and city might still not be able to identify their priorities
 - Jen, Tammy and Sylvia are working on this a bit – looking at many different aspects of presenting a policy platform
 - Idea of extending for a three-hour session every once in a while. In addition to conference calls. If three hours, we need a good structure, good focus
 - Any timeline for revision of the strategic plan? No
 - Discussion of attendance

8. Third education session: may have this for March

9. Guest: Thomas Forster

Note that these are very brief notes taken on a 45 minute conversation. Much more was discussed than is present in the following notes.

- Farm Bill: Urban/rural agenda
- Seeking balance is the agenda
- Discussion of big issues, how these things are changing and how the change in times in the tide of government and hot issues (obesity, etc).
- This is not an alternative farm bill, but a way to help add and innovate what is currently in it
- Asking for resources for FPCs... there are other communities which have endorsed this... New York, SF, Portland, Chicago sometimes with or without help of the local food network
- Looking for resources for regional pilot programs

- Erin asked for resources about energy crops and GMO
- Opportunity to see the state level get involved with this, even if they are not on the committee, Rick Larson is a key in this

January Intern Report

1. **New CFSC Food Policy Council website is up.** The website has info from North American FPCs including documents and even sample budgets. Check it out at <http://www.foodpolicycouncil.net>
2. **Food related projects going on at UW.** Many quarterly and thesis (-like) projects on food are happening through different venues at UW. In my sustainable business class – Organic Vs Local, New Belgium Brewing and a discussion on industrial organics are projects looking at the business aspects of food.

There are also multiple projects at Evans for Public Service Clinics – two quarter policy and research work:

Halibut Commission, Walk a Mile Program, WA Food Coalition, DSHS... also Communities Count, Community Health Network, WA Health Foundation, City of Burien, US Climate Change

3. **Of interest:** Just read the January, 2007 speech given by Sir Terry Leahy on how Tesco is working toward sustainability. They are starting by putting forth a major research effort into food miles to label their foods with ecological footprint impacts.
4. **Update on me.** Just wanted to give everyone an FYI that I'm currently working on my thesis (which of course is food related). I am looking at the interaction of youth-focused urban agriculture with government. How funding and reciprocal information sharing works and might work for such programs.
5. **Farm Bill: CFCS "Seeking Balance."** We have the "endorser press packets" for the Farm Bill info if anyone wants it. It is over an email sent by the coordinator.
6. **Current informational material.** I have many brochures (WSU – based) if you are going to meetings. Let me know and I'll send them to you. We are working on new material, so I will print as needed. Give me a few days notice.
7. **Communication.** Another project I'm contemplating is producing email bulletin to Seattle/KC AFPC list serve – like Vancouver but shorter. Might have events or maybe a quarterly update on what the AFPC is doing. If you have comments, let me know.