

Seattle – King County Acting Food Policy Council Meeting Notes, November 17, 2006

1. Introductions, in attendance: Fe Arreola, Steve Bauck, Trudy Bialic, Branden Born, Rabbi Leah Herz, Sylvia Kantor, Jen Lamson, Erin MacDougall, Pablo Monsivais, Tammy Morales, Linda Nageotte, Laura Raymond

Guests: Claire Dyckman (King County Ag), Ryan Hawkes (P-patch Trust), Kelly Horton (Food Policy Consultant), Karen Luetjen (Seattle Tilth), Laura Niemi (Seattle Tilth)
Staff: Jen Naas

Absent: Chantal, Mary, Rosalinda

2. Quick announcements

- a. Erin sent out email requesting letters of commitment for the Kellogg foundation
 - What to say? Erin will send something else out in the interest of time
 - Kellogg Grant due December 11, 2006.
- b. Request a joint meeting with Farm to School connection.
 - F2S usually meets on Mondays at 11:30 to 1:30 at PCC or in Renton
 - Should this be a part of the regular AFPC meeting or not?
 - Concern that there is a lot for the AFPC to do, so maybe do a separate meeting?
 - Would like all AFPC members to be there, so a separate meeting might be too much
 - Maybe talk about December meeting
- c. December meeting:
 - Jen will email out reminder, directions and request about whether to have a four or three hour session
 - At Center for Urban Horticulture at UW
 - Need good leadership for the strategic planning, well planned to make the best use of time
 - Ralph Coolman will be the facilitator
- d. Guest comment: Kelly Horton
 - Kelly is part of a group which is conducting farm bill education forum
 - Will have some dates for education for groups, right now only have one date set
 - Will do education for individual groups
- e. Announcement: Op-Ed was published in PI
 - There were responses, check online:
<http://seattlepi.nwsourc.com/soundoff/comment.asp?articleID=292184>
 - Good timing for the IDT to do their presentation, good backup for the presentation on climate change.
 - This is also a good follow-on for the Luce team to do their work with climate change

3. Community Relations Committee report

- a. Big announcement was published the Op-Ed in the PI, this may spur info in the Seattle Times
- b. Next Op-Ed is food access

- Concern about being careful about talking about lack of grocery stores
- c. Next work of CR Committee is about reaching out to community at grass roots level
- d. Also asked to look at website updates and send Jen N any news items
 - Want to check on hits to see what kind of traffic the website is getting
 - Link the op-ed from the PI

4. Funder presentation by Tammy: outline will be posted on SharePoint

Follow-up

- Question: Please tell us more about food and fitness grant?
 - increasing the awareness of nutrition and fitness opportunities, the AFPC is a part of this, it's a multi-year planning grant for a community-based approach.
 - Kellogg is promoting an agenda change, first time for collaboration between different food groups and for this type of work.
- General comments

Bullitt: founded in the 1950s to support a few specific things. Now they only focus on environmental grant making. Budget: 4.5 million across seven program areas

 - Hardest things for coalitions is to assert and demonstrate the value of the group versus value from the individual members
 - Need to clarify what the coordinating body contributes.
 - Be very clear in the strategic plan to show something more specific than coordination to fill what is lacking
 - Don't try to do too much, think about what to do to put the group out of business. How would the group get to that point? Do this exercise to help define the mission and develop a list of things to get done.
 - Good to mention protecting the resource base and agricultural issues – important for Bullitt
 - Multi-organizational factor is a challenge – (meaning public agencies) this is tough and might be a tougher case to gain funding opportunities. At the same time, this is also a good connection between other agencies and government officials
 - Think about accomplishments, what gives the AFPC identity
 - Listed examples were outputs but looking for outcomes – what is the end result of the Op-Ed example?
 - Question of measurement? One way to measure, example of organic is to see the money spent in that area

SVP: 10 years old. Founded as a way to get philanthropists more interested in philanthropic pursuits, get them more engaged. This is done through partner education sessions, donors help out with a nonprofit one on one. Focus on developing the infrastructure and systems of non-profits, i.e. bringing in expertise in financial mgmt and human resources. Strengthen the core of an organization. Program areas include children, out of school time and the environment, K-12 education.

 - Important to understand the organization and the organizational entity.
 - Since AFPC is not a 501c3... important to understand the organization
 - Looking for programs with a clear need
 - Like to fund organizations with good approach, proven methodology, clear target audience

- Clear understanding of what organization wants to achieve. Know what success looks like either through anecdotal evidence or with numbers
- Program goals for 3-5 years and organizational goals for 3-5 years, this way they know that the organization is ready for the help.
- SVP would like to support the leaders in the nonprofit sector, so looking for passionate and strong leaders
- Question: Please give an example of one organization SVP funds
 - Facing the Future – focus on global sustainability curriculum. Training teachers how to use the curriculum in the school system.
 - Although they are not doing specific K-12 education and not really trying to find academic outcomes, it is still a good fit
 - Able to state the need, and state vision for programs to expand them.
 - Needed help strengthening board and develop database system
 - Very concise and clear need
 - Very strong leader passionate about the work

Seattle Foundation: 60 years, \$500 million primarily through donor advised funds. Local grant making program and international work. Program areas: Basic needs, health and wellness, education, economy, arts and culture, neighborhoods and communities, environment.

- Helping with Kellogg grant as well, doing some funding of discreet project work. Funders want to be involved with the Kellogg grant and not just fund it
- Impact on kids really resonates with donors as well as the idea of intersection of multiple organizations and connections of many of the topic areas.
- Economic justice issues are also very important to funders.
- Can't really fund the council, but perhaps the individual agencies the council works with

Questions from group?

- Comment on making connections: seeing the AFPC coming together is one part of success
- Building social capital is another important piece of the work
- Issue might be in competing for resources with the groups that we're trying to help.
- There is an agricultural group forming with some priorities to go to the legislator: council should connect with this resource (see Amy Solomon from Bullitt for more info)
- Question: Is there a reluctance to fund policy work?
 - Policy work is hard to pin down the outcomes.
 - It is harder to understand the work of policy – but SVP does do some work with advocacy. They are forming an advocacy and policy group for donors currently
 - From Bullitt – they do a lot of policy funding, this is different for private foundations versus collections of donors. Also spoke of different compartments which fund different topic areas and the isolation of these. It is great when these interact. Mentioned the environmental community -- NW environmental Grantmakers, which collectively learn about issues in the environment. AFPC might take this as a great opportunity to speak to this group of people. No direct pitch allowed.
 - Currently not many local or regional funders helping to support food systems work. Really no official areas focused on this. This does not mean there is no opportunity.
 - Climate change is a very big part of the work.

- There is more attention on health now and donors are looking at food and ag in a different way.
 - Look for vehicles and external drivers connect to something bigger? Example of the farm bill.
 - Question about the resonance with funders about food systems – this is generally thinking in a new way and wonder if this is a good way to proceed?
 - Example: SVP and Bullitt are very well connected. WA Toxic Coalition did a report on Pollution and People
 - This group has lead to connection with nursing to help talk about environmental impacts and health.
 - This is more interesting to partners to see these new connections and see the more effective and strategic connections.
 - Think about the name and what that means something to the audience.
 - New messages are great, and helps to be more compelling.
5. Strategic Planning Committee report
- a. Education sessions are decided
 - January: committee to end homelessness
 - February: refugee service center in White Center
 - b. December work session
 - Focus on : what will benefit the AFPC and moving toward the FPC
 - Developing policy platform
 - Review mission statement
 - What types of outcome measures, what types of success
 - c. Committee suggestion for structure
 - Strategic planning and resource development with community relations
 - Suggestions for the specific people, now is the time to talk about this.
 - d. Strategic planning will do a bit of lingering issues while some will continue
 - e. Resource development committee will need to deal with short term and long term funding
 - f. Question about community relations committee should be doing
 - a. Only about press? Is it public or politicians focused?
 - b. Need to really get to the ideas of what the CR committee does and fill out the roles, avoid overlap
 - c. This will need to really be a discussion of the December meeting
 - g. Strategic planning
 - Continue working on the work plan
 - Getting the mandate, including what to do with the politicians and pre-package
 - Taking some of the policy platforms issues and finishing them
 - Finishing the operating procedures, committee development
 - Design December work sessions and education sessions
 - Question about education piece under the CR? Only two that are required. And those are pretty much done.

6. Discuss the formation of the resource development committee

- Laura moved to approve the resource development committee. Form committee even if the committee does not meet before the 12/15/06 AFPC meeting
- Discussion about setting up the committee even if there is no work right now

7. Miscellaneous

- Re-emphasized the use of SharePoint
- Grant to Carolyn Foundation is in to support intern
- Laura's (IDT) presentation about the food work and AFPC.
 - Talked about what the issue is, why it is important to partner city with AFPC.
 - Current strategy to bring to sub-cabinets composed of department leadership. This is the next higher level above staff on the way to mayor.
 - Didn't ask for anything, but pushed for a plan and working with AFPC.
 - Parks, DPD, Planning management, Parks, OSE, Economic Development. Mostly directors or senior staff.
 - No critical challenges, more questions about actions and what they can do.
 - Plan will be to do the same presentation to the Mayor's urban sustainability advisory panel on the 30th. Many environmental non-profits EDs
 - IDT will then go back to subcabinet next year with recommendations.
 - Good timing to have a meeting between IDT and council.
- What is the relationship between sound food report and the IDT/city? This has been mentioned through IDT, mentioned the importance of the relationship. This might be buried a bit since the UW and city partner a lot. People were aware of this program with Program on the Environment
- Could London food strategy be next step toward showing work done for food policy? They did talk about examples in the meeting. Portland is very compelling to group.
- December meeting; preface the discussion with opportunities from the IDT. The AFPC should really be the way to move forward.
- Volunteers to help plan the December work session?
 - Pablo, Branden, Tammy for part of the time
- CR committee description would be helpful.
- Everyone should think about the policy recommendations
- Neighborhood assessments, climate change and maybe a third thing which the AFPC could direct. And/or be a good part of the neighborhood assessment.