

**AFPC Meeting March 27, 2009**  
**Good Shepherd Center**

**Members attending:** Erin MacDougall, Mary Embleton, Kelly Horton, Tammy Morales, Pablo Monsivais, Jen Lamson, Laura Niemi

**Absent:** Branden Born, Steve Bauck, Linda Nageotte, SuJ'n Chon

**Guests:** Phyllis Schulman (Legislative Aide Council President Richard Conlin), Aaron Waldkoetter (Central Co-Op Madison Market), Tim Bernthal CTED, Susan Lewis (Community Member).

**1. Transition Staffing and Move to PSRC**

The current contract with the City can be extended through June to allow for the transition to be completed. Tammy will continue to work with PSRC and others to develop the necessary proposals for PSRC consideration.

The PSRC will allow self regulation of a food policy committee, which will be part of PSRC's Growth Management Board. The AFPC should propose a process for appointing the food policy committee and a structure for how the committee will function.

There is very minimal assistance available from PSRC for staffing – at most 20 hours a month for administrative work and some research.

Tammy is presenting to PSRC May. She needs assistance in preparing a presentation and would like to have at least 2 other members of the AFPC at that meeting.

A transition plan is due to the City that will outline the work needed to make a move to the PSRC.

**ACTION ITEMS:**

- 1. Tammy to develop presentation for PSRC Growth Management Board.**
- 2. Two other AFPC members needed to attend PSRC presentation Thursday, May 14<sup>th</sup> 10am.**
- 3. AFPC to propose process for appointing new food policy committee.**
- 4. One or two AFPC members needed to form transition committee to review plan.**
- 5. Transition plan due June 30.**

**2. Strategic Plan**

Following our retreat, Pyramid Communications created a first draft of the strategic framework. The AFPC needs to add content to the framework before Pyramid can proceed with a final version.

Additional work began on defining our strategic areas and prioritizing goals. This work was not completed during the March meeting. A smaller committee was authorized to complete the next draft of the strategic framework, then share with the AFPC. The work will include:

- Defining each strategic area and each goal in the framework.
- Ensuring that each goal is SMART.

- Establishing a priority level for each goal. According to Pyramid, our framework has more strategic areas, goals and tactics than most they've seen. It would be a good idea to pare-down and or consolidate goals and tactics.
- Under each goal, tactics may need to be added or refined.
- As a general rule, the committee will aim for 2 goals/strategic area, 2 tactics/goal.

There was some discussion about whether having a separate strategic area called “policy change” is appropriate given the whole point of this group is policy work. There was agreement that a better approach might be to address the general approach of research and policy work in the introduction, then include reference under each strategic area. For example, the primary goals under of the SAs could follow the basic form: 1) What do we need to know? (Research needs) 2) What do we need to do? (Policy)

There was discussion that research and policy needs should be addressed somehow, but that eliminating the details of the retreat day would lose the creative energy that went into developing the framework. There should be a balance between some level of uniformity and staying true to the ideas and work that were captured at the retreat.

**ACTION ITEMS:**

- 1. Plan committee to draft next version of framework.**
- 2. AFPC members review Draft 2**
- 3. Pyramid finalizes draft and designs framework**

3. There was discussion about applying for a Community Food Project Grant to help support a staff person for the regional food policy council. Opportunities include a \$25k planning grant and a \$300k/3y “boots on the ground” grant. CFP grants need to demonstrate that low-income or disadvantaged groups/areas will be the primary target. There was agreement that it may be too early for this group to apply, especially given our limited staff capacity.

Other grant opportunities were discussed, including the USDA Specialty Crop block grant. There was agreement that it was worth investigating to learn whether food policy councils could apply for this funding.

**ACTION ITEMS:**

- 1. Tammy to learn more about block grant funds.**