

March 9, 2007
F2S Steering Committee,
Beecher's, Seattle

Attendance: Erin, Sylvia, Tim, Alison, Mary, Tom (via phone until 10:20), Heidi

1. Updates:

Tom has talked to Congressman Rick Larson (2nd Congressional District, WA, House Agriculture Committee) and Congressman Dennis Cardoza (18th Congressional District, CA, Chair of the House Agriculture Committee's Subcommittee on Horticulture and Organic Agriculture) about issues concerning farm bill; very receptive of Farm Bill ideas and Child Nutrition Act; higher reimburse rate; How to offer incentives to school districts/funding to people who might be doing food issues in school; policy around public school districts; will have an opportunity for follow-up

Sylvia is going to Lobby Day on March 19 on Capitol Hill as part of the F2 Cafeteria and Food Policy Conference, Baltimore; Lobby Day is focused on the Farm Bill; if anyone has information they'd like her to share, please give it to her ASAP.

Erin spoke to Shakti Hawkins in Senator Cantwell's office, to follow-up with farm Bill literature; Pat Nicklin, Share your Strength, interested in giving money to hunger issue; address hungry kids try to make an impact;

Mary submitted Community Food Projects proposal; would make vouchers for students available to kids to use at Farmers Markets; a three year program; CHC has been invited to submit full proposal; are looking at \$20 per child.

Tim met in Olympia with Representative Brian Sullivan (21st District, WA; Chair, House Agriculture & Natural Resource Committee); talked about using local food for economic development; lots of momentum on climate change and connecting it to food/agriculture; Senator Paul Shin (21st District, WA Senate, member of Agriculture & Rural Development Committee); Check out Senate Climate Change Plan, 6001; Senator Ken Jacobsen (46th District, WA Senate) co-sponsor; climate energy bill; Tim announced he will also be more focused on policy issues and 'on leave' from outreach; He and Erin will be working to plan Policy Committee meeting.

2. Revisit road blocks & hard questions:

- What are the most important questions to answer first? What do we want to be? How to function? What about the hybrid model idea? Tom, Mary and Sylvia will meet soon; and could come back with working model idea; Funding? There is \$12,000 available for F2S from KC Conservation District (current until December); but need to determine what we are and what we want to do before decide how or what to fund;
- Finishing the White Paper and filling in its holes could help create a roadmap to where we are headed; some final editing on the Executive Summary and recommendation is being finished; it's important to finish what we started before we

start taking on new things; we have many things started, but no concrete plan; lots of energy around efforts

- Do we need another half day Planning Retreat to finish this? Difficult to find 4 hour chunk of time to do this; should continue this at our next regular Steering Committee meetings
- We need something like the UC Davis – strategic objectives and plan
- Sylvia and Erin submitted a grant to the Seattle Foundation to do an assessment of area schools' readiness to handle F2 Cafeteria programs – looking at capacity, infrastructure, data collections, survey instruments; this will provide data to build evidence (Seattle, Highline, Tukwila, Federal Way, and Kent); could fill the gap of the White Paper; bring it together under the auspices of a research project; hopes that F2S group would sign off on it and support this effort.
- Question about how we are working as a group; we are all off in similar directions but doing similar things; We have many decisions to make as a group: funding, how to make decisions; Are we advisory? Action? We have lots of synergy around this, but we need to be highly focused and then could carry a lot of weight and funding potential; Or are we just an information center?
- We decided we were an action and advisory group; and to research the hybrid model idea; with a hybrid model, we would be that action body; item left on the table last time was that policy and providing direction and support for other efforts is critical;
- Time is limited for everyone; without funding it is difficult; we would be able to attract funding if we were action oriented; become that hub for various actions that are needed;
- Interest in creating the relationship between F2S Steering Committee and AFPC; keep our minds open to working together; have opportunity to act together to leverage the food policy piece
- Being action oriented means research, policy action, and education, outreach, coordinating projects; moving things forward is the next step; much of groundwork is already there; Outreach Committee is getting the grassroots piece going with the development of the Toolkit; we also want to be that go-to organization for F2S issues
- Discussion about the social entrepreneurial sector; Tom: We're not sponsored by any organization; interested in not having to operate another organization; but working to advance our agenda through F2S organization; can we collaborate on funding opportunities? Fund money through organizations we already have? If I'm just lending thoughts and energy to what we are doing, don't know how long that will hold my attention; philanthropy model is demanding we do something that is sustainable;
- Hybrid vs. own program or program within an existing organization: If we are an affinity group: if there are funds available, there isn't one organization or program designated to write a grant for funds but it would be left up to who wanted to; if we are a program/program within organization, then it's de-centralized grant writing process and it comes from the organization;
- Some good F2S examples in California; some are entrepreneurial and some are non-profit; (CAFF); we could turn this around and have it that any individual can do what they want in their own organization, but be informed by and aligned with this group;

3. Define our goals:

- Have a need to define our goals and make a roadmap before we figure our structure; we have to finish what we started and make statements more concrete
- We have project ideas and goals; part of it is just refining and nailing it down;
- Also need a more concrete organizational structure; but can we have this without a clear roadmap?
- Two key things we're talking about: 1) Decide infrastructure format – Hybrid? Non-profit? 2) Clearly define goals and objectives
- We have this information, just need to get these goals written down; decide what to support; brainstorm projects;
- Think of this in business terms: We have an existing line of products; each of us is in our own business; this is a merger and acquisition – for social and financial gain;
- Vision, Mission, Goals, Strategies; already written down; things are being done; but coordinating this is what we have to do; next steps?
- We identify a school that is ready to implement a F2S project; frustration when there are duplication of work and missed opportunities; we already know the price points are not there – especially for large districts;
- Either we are a hybrid model and we push forward; or we continue to serve as informational body;
- Lay down Strategic Planning goals right now; break down collective knowledge; do we all agree of definition of F2S?
- If we have a school district ready to purchase food locally; we could then identify funding for this project; do this on a case-by-case basis; if we see a school that is ready to go and have capacity for local purchasing, they could go to an organization that is already doing work there;
- Formalize this knowledge; identify needs and resources so that resources can be shared; which farms are approachable? If a resource or project is successful by great; if the need is not being addressed, then we as an organization act on it; unless we hire others to do it; what if there are other groups ready to do that work; let groups decide and sort it out; it's best left to the organizations to decide if they can take on the project;

4. Structure:

- Repository/warehouse of information vs. a coordinating entity (formalized structure).
- There are activities that we are not aware of; we should trust each other to share the information; we're a clearing house of information like this; takes time to learn what groups are out there doing this work; create a trusting environment; meetings have shown this over the four years;
- Is there a different time line/needs required for entrepreneurial interests (looking for more immediate opportunities) versus agencies/community organizations (looking for sustainability)
- Strategies: Do we agree that those Strategies (from 1/06) are what we want to work on?
- Do we want to continue to do this work outside of the organization?

- Our work aligns with Extension's mission; the repository of information could be an Extension piece; funding for projects, maybe;
- Is there confusion in schools and in the farming community about what F2S is? How are messages coming from school district staff not clear? Don't know about it, so would like to know about it; tabled and info will be shared between Erin and Tom regarding this;
- Cascade Harvest: would be great to have resources for staff to make meetings like this happen; will help move this to formal method;
- Needs: Staff to coordinate information and community outreach; keep website; serve as liaison between organization; F2 institution coordinator; we need to know what projects are out there – location, scope of work, and do they have capacity to take on more?
- Potential Staff needs: 1 person- Repository of information; Education session and meetings; a second .5 person – research and engaging community
- Don't have our strategies in place; if we had unlimited money; what would we do it currently?
- Prioritize low-hanging fruit; know barriers; systematically break them down;
- Identified area of F2S and priorities: need objectives (the step between goals and strategies); goals are very broad; brain storm on the following 7 fronts:

5 F2S Areas/objectives:

Infrastructure – multi-use facilities
 Nutrition & Farm Education - health
 Policy
 Cafeteria -
 School Gardens
 Farmer Viability
 Public Awareness/Education

Action Items:

1-Explore hybrid model idea: Mary, Tom and Sylvia (with Brad) will try to meet in person before April 6 Steering Committee meeting; tentative date: Monday, March 26;

2-F2 Cafeteria & Food Policy Conference in Baltimore, March 16th-19th: Sylvia attending; Committee requested she bring back information regarding other models for F2S programs; Sylvia will be attending Lobby Day on Capitol Hill – focusing on the Farm Bill - on Monday March 19; if Steering Committee members have information for Sylvia to share, please get it to her ASAP; she leaves March 15

3-Next Steering Committee Meeting, Friday, April 6, 9-11 at Beecher's; work on defining strategies and objectives;

4- Heidi will develop a working draft of objectives (how to achieve the mission), based on list of seven strategic goals created at today's meeting.

5 F2S Areas/Objectives:

1-Infrastructure

- 2-Nutrition & Farm Education - health
- 3-Policy
- 4-Cafeteria
- 5-School Gardens
- 6-Farmer Viability
- 7-Public Awareness/Education

5-Beecher's may not be available for May 4 Steering Committee meeting; Heidi to identify another location;

6-Need facilitator for April 16 Team Meeting; Heidi to ask Goldie; if not available, Tim will facilitate; Ann Lanning has agreed to speak about Chef in the Classroom projects; Tom French may also participate

7-Plan for May 7 F2S Team Meeting/fieldtrip to a farm; Heidi will organize;
Ideas: Time – regular 11:30-1:30 time or 12- 2? Have team members bring lunch; Need to know number of participants; will announce/get input at March and April Team meeting and via list serve; invite Chef Collaborative members and others; think about a summer fieldtrip for teachers and those not as available during the school year

Potential locations:

Jubilee Farm, Carnation - Julie Haakenson
21 Acres, Woodinville - Clayton Burrows
Full Circle Farm, Carnation - Andrew Stout

8-Suggestion to Steering Committee to take a look at new F2S document from the National Farm to School organization; Heidi will forward to Steering Committee