

## Seattle – King County Acting Food Policy Meeting notes, July 21 2006

1. Introductions, in attendance: Sylvia Kantor, Braden Born, Laura Raymond, Linda Nageotte, Fe Arreola, (Mark - visitor), Mary Embleton, Erin MacDougall, Steve Bauck, Jen Lamson, Pablo Monsivais, Jen Naas
2. Rob Holland was unable to attend the meeting, Ag commission update postponed.
3. Committee updates:  
**Strategic Planning and Resource Development (SPRD)**: Braden Born reported on recent committee meeting.
  - Members of the Steering Committee have spoken with Richard Conlin in the past about support and have cultivated other relationships in city and county for more support, but more work needs to be done.
  - Want to refine what we are asking for, working on documents to send out for support the “ask” document.
  - Committee also looked at budget as had been done previously. Will forward this by email.
  - Email will come out asking three things of AFPC members: (1) budget/resource request to see if missed something; (2) decision on where to house the FPC and for (3) edits/suggestions on the “ask document.”
  - The AFPC will also be asked for names of any key informants in city and county.
  - Listed off several potential places to house the FPC (see committee notes) – asking for small resource commitment, infrastructure but still a strategic decision... asking for a rank order decision. No one in any of the potential places has been contacted yet.
  - In reference to resource development, more research on implications of finding and sourcing resources, i.e. what does it mean for a 501(c)(3) to act as a fiscal agent, strategic planning, etc.
  - After these items, next step is to start drafting a resolution. Asking for opinions, suggestions, etc.

**Community Relations**: Jen Lamson reported on recent committee meeting.

- Committee talked about getting the word out, developing key materials for all council members to have on hand (one-pager) in more creative fashion like a “did you know?” ... with main message of the FPC being a good place for info.
- Discussed rough plan for media relations including a letter to the editor campaign, Jen will put together a tip sheet on letters to the editor for any AFPC member to use. Get a couple of op-ed pieces out, hopefully with other co-author outside of the group. Topics include 1) global warming/climate change – this is something new for local media 2) access to quality food ... also talking points for other meetings.
- Other ideas for community relations: Listening sessions with different communities like farmers, low income, minorities, seniors, faith, environmental groups, etc.
- Suggestion to link to the AFPC website from other organizations represented by the AFPC members..

- Question brought up about missing retail sector representation in the AFPC... why not a larger council? This spurred discussion on absences and forming subcommittees to reach out to those groups not represented by the council. This is something for the CR committee to discuss.
- Idea presented for OP-ED pieces to have a set of talking points for letter to the editor ... could possibly tack this on to a letter (maybe three bullet points) or a whole list to pick and choose depending on the audience. SPRD Committee's FAQ could be the document for info.
- Idea for greenhouse gases co-author: Joyce Cooper.
- Idea for focus groups (listening sessions) for class projects or thesis work

**Council Development:** Mary Embleton reported from recent committee meeting.

- Committee focused on bylaws, transition, and structure for on-going FPC, etc. some longer term than others.
- Most pressing, meeting format and committee structure, then by-laws, leadership transition and ongoing structure.
- Can provide template for suggestion of by-laws, but don't want to really push onto the FPC itself.
- How to format meeting – fixed group of meeting organizers to avoid confusion for contacts, and coordination. Leader for each meeting and a co-chair.
  - Each committee needs to choose a coordinator and the three coordinators will be the rotating AFPC meeting leads.
- Meeting outline: reports and recommendations, education component, new business.
- What will education be? Perhaps identify stakeholders to bring in for education.
- Transparency important so meetings should be open, but hadn't discussed how to get people in.
- Discussion on open meetings: how to deal with guests and decide how to set up the ground rules.
  - Idea of ongoing agenda item for input or public comments – 15 minutes or 10 minutes?
  - CD Committee sets ground rules as next task.
  - How to get guests on agenda? Part of the announcement? How to decide what should go on the agenda? Have potential guests send a request? If not a part of the mission and goals of the AFPC should it go on agenda? How long should people get? If someone has an issue, it would be a new business item or its own item?
  - Question asked if there was a process for or if the AFPC needs to report to anyone or anything. Are meeting notes posted to the web?
- Agreed that more transparency was better. Agreed to post meeting notes on web a week before next meeting. Send note to list serve to announce minutes since went through nomination process on list serve, so should continue this relationship.
- Discussion on how to include people who were nominated for AFPC but not elected –
  - Council development committee should handle.
- Ideas on publicizing the next AFPC meeting:
  - Send one email to everyone on the meeting time, and check on web?
  - Agreed to send email once a month with link and announcement to list serve for better transparency and outreach.

- Question on the relevancy of the name of the list serve? Change name or start new list serve?
  - One idea was to announce that the list serve was for the starting of an FPC and that it will change to reflect the work of the AFPC.
  - Another suggestion that it should be a question to the list serve. Community relations committee might take charge of this? How would this affect Eastern WA farmers? Would it be a problem for their expectations?
  - Logistics of changing the name. Possibly announce the change of name and ask for off-list contact if there are issues.
  - Would changing the list serve really advance the mission? Sent issue back to CR committee
  
- 4. Committee leads: who are leads? Tammy is for CD committee, other committees should report back who leads are. Structure is 10 minutes per report. Question on notes and reporting? Condensed version is fine to send out prior to next AFPC meeting.
  
- 5. Strategic planning: Linda Nageotte led discussion on outline of strategic plan.
  - How to develop the strategic plan? Need general and pointed feedback. Reviewed four goal statements.
  - Any missing areas? None suggested
  - Next was to get into objectives:
  - Question about was the strategic plan for AFPC or FPC?
  - Discussion that December too late for goals/objectives.
  - Add objective 2 -- Getting the Mandate and housing for AFPC
  - A1.01 should be AFPC, but implications for FPC
  - Suggested language should be more towards suggestions so that this is not the set structure, give future FPC the say. Don't mandate the structure, process, etc. Perhaps laying out values and criteria for success of FPC instead of into details. Maybe compile best practices? The idea is how to get the AFPC to work, not necessarily how to get past the 12 months.
  - Clarify whether each objective pertains to AFPC or FPC, also that this does not set structure, but informs or identify criteria for future FPC. Guiding principles or paragraph on assumptions could be attached to maintain this idea.
  - When to have the strategic plan done? Do we need CD committee the whole time? SPRD should tackle this issue next time to bring back to the group.
  - Strategic plan is thought of as 3-5 year. Maybe this is a work plan instead? General agreement to support the idea of a work plan instead of strategic plan.
  - Need more structure to take to possible supporters, have general idea to avoid being too wishy-washy. As long as AFPC does not set the final structure.
  - Develop subcommittees (under B-1) and identifying the public participation process. Add under B?
  - We need by laws or best practices? Suggestion that this should be agreed upon rules to allow the committee to work efficiently.
  - Suggestion to not develop by-laws, just have format for AFPC -- basic bare bones structure.
  - For future FPC, develop best practices, etc.
  - Suggestion to create rules for attendance, etc. Formalize the rules which were sent out when you agreed to be a part of the AFPC. Formalize them by dismissal or let them fade away.

- How to come to decisions is also a crucial part of the “by-laws.” Should this be formal?
  - Goal B; Should have subcommittees, public participation, reporting requirements and (decision making, communication?? missed the last one)
  - Goal C: resource development and understanding the implications of it ... add the budget (SPRD)
  - Goal D: Is order appropriate? Listserve ideas? Publish list of related list serves? Add links to AFPC website to organizations?
  - Objective D-4 is related to A, so must strengthen this relationship.
  - D-3.02 – white paper under goal A and reword... “coordinate with existing efforts in city.” Generalize language
  - ID groups and individuals under objective 1,
  - Hold educational and philanthropy workshops. Goal C is financial workshop with funders as part of the grant
  - Goal B structure/ground rules should be included
  - Next steps: Email track changes... put this into two separate documents? Then develop timelines and assign responsibilities.
  - Include a status or tracking progress column in the chart
  - Timeline should happen soon!
6. New business
- a. Previously covered the **public involvement** new business item
  - b. **Absenteeism.** 3 absences is grounds for removal and the seat may become available to the nominee with the next highest number of votes or perhaps selected by the council.
    - If seat vacant, goes to next highest vote and as a separate issue, to make decision if council should select based on current representation.
    - Suggested to first look at top vote getter and see if this person is part of a group not represented.
    - Should we create more seats? Also need to justify why this would happen if they do bring on more seats.
    - Question about how to make decisions based upon who the AFPC previously identified itself with which was a trade association. Refer adding seats back to committee. Then looked back at original structure with no real answer.
    - Also identify advisory committee and find interested parties in committee work ... for the next meeting.
    - Invitation to Trudy and then send list of nominations to Tammy and Mary. Also remember that this is structure, and getting the mandate, not yet making decisions for food policy in city/county.
7. PSRC Vision 2020 update.
- Open for comment till July 31.
  - AFPC should comment to get food on the agenda. AFPC should write letter, comment and maybe send to media.
  - KC executive office is currently preparing comments, there is a food angle coming from Public Health. Comments related to KC is from KC health related to physical activity and air quality. Look online for comments.
  - Branden, Tammy and Mary to hammer out in the next week for comment to AFPC.

- Question if comment letter should be sent to media as is, is it an OP-Ed or a quick email? Quickly saying this is an issue that needs to be brought up by AFPC.
- 8. Kellogg update – new food and fitness initiative. Food systems and physical activity to prevent obesity in youth and families. Six communities will be funded throughout the nation, KC was invited to apply along with 15 other communities. \$3 million in funding. Had a meeting with ~40 people who are interested. Mary, Sylvia, Laura, Branden, Jen, and Erin went to this meeting. 10 people are involved in writing the letter of intent to Kellogg, includes Laura, Jen and Erin.
- 9. Philanthropy
  - Tim Crosby is organizing a funder workshop in the fall. Wondering about AFPC inclusion in this workshop.
  - Bullett and Russell foundation going through Tim Crosby's group, but not room for AFPC. Question of why AFPC can't be involved but don't know who to contact.
  - CFP – community food project planning (Cascade Harvest Coalition did not get the USDA CFP grant) grant which had some overlap between AFPC and farm to school.
  - FPA is having conversation with Seattle Foundation.
  - General feeling of things happening but not organized and not enough info.
  - Need to find out what is happening first before proceeding with our own things. **Jen will speak with representatives to get a better understanding.**
- 10. Meeting adjourned at 11:10am

### **Action Items:**

Items to act on in addition to individual committee activities.

#### SPRD Committee:

1. Email budget/ resource request to make sure everything is covered
2. Email out committee decision on where to house the FPC
3. Email out finalized "ask" document for comments and suggestions
4. Email request to AFPC for key city and county informants
5. Report back on committee leadership

#### Community Relations Committee:

1. Discuss and recommend subcommittee idea for particular issues
2. Discuss and recommend name change for list serve and if needed draft email to list serve
3. Report back on committee leadership

#### Council Development Committee:

1. Create ground rules for meetings (including guest policies)
2. Discuss and recommend whether to add seats to AFPC
3. Discuss and recommend how to involve nominated but not elected individuals