



Detroit Food Policy Council Meeting

Tuesday, January 14, 2014

Eastern Market Corporation

MINUTES

1) Welcome and Roll Call

In attendance: Phil Jones, Betti Wiggins, Willie Spivey, Dan Carmody, Suezette Olaker, Mimi Pledl, Roxanne Moore, Marilyn NeferRa Barber, Ashley Atkinson, Lydia Gutierrez

Guests: Eileen Haraminac, Gabriel Gutierrez

Staff: Cheryl Simon, Kibibi Blount Dorn, Brenda Mutuma

2) Review and Acceptance of the October and November Meeting Minutes

October minutes approved and accepted

3) Chairperson's Report

Phil Jones thanked everyone who participated in the end of the year reception held at COLORS in December. He discussed the summit and asked that council members keep the lines of communication open. He welcomed Kibibi Blount Dorn back to work, and congratulated her on her new child. He stated we need to have something positive happen in the city and that could happen around food

4) Emerson National Fellowship Project Update

Brenda Mutuma has spent the last several months working on a survey of adult foster care facilities in Detroit. She has reached about 25% of facilities. The biggest impediment for larger facilities is not being able to talk to the facility manager because their attendance is inconsistent. The larger facilities know about federal food programs. At the smaller facilities they have less knowledge of federal programs. One of the many challenges to serving healthy food is that clients tend to like fried foods.

For her final report, Brenda will explore outreach strategies for the Food Policy Council. She has researched other food policy councils to give case studies of outreach strategies.

Cheryl Simon stated that Brenda will be with the food policy council for another month, and asked that people respond to her in a timely manner if she has questions for her report.

Betti asked about the sizes of small and large group homes, and asked Brenda to share her lists of facilities.

Phil asked if there is any interest in a purchasing collaborative so small institutions can share costs. For the facilities that Brenda has talked to, they have expressed interest in resources that can help them with food. Wiggins would be interested in sharing resources from School Garden

Collaborative with small facilities, but needs assistance providing links. Suezette proposed hosting an event so facility managers and resources could meet. Lydia asked if we could incorporate meet and greet among adult foster care facilities into the summit. Willie Spivey suggested that the urban roots program would also be a good resource if they are interested in starting gardens. Wiggins asked Brenda to find out if the group homes have an association so we can communicate with them all at once. She suggests starting with Health and Human Services Department. Brenda suggested that going to the facilities might be more effective than asking them to come to an event or share a flyer. Gutierrez applauded Brenda's work

5) Summit Update

Cheryl reported that there is a conflict with the dates we set for the summit. The Michigan Equity Conference convened by Michigan Roundtable and others is being held on March 20-21. Several of our council members and partnering organizations will be attending. We propose to change the date to April 3-4. Simon has already confirmed that Focus: HOPE is available that date. Betti asked why the days are Thursday and Friday, and said Wednesday and Thursday are better days for schools, and we should plan for them to go back to school at 1:15. Our next summit planning committee meeting is Tuesday, January 21. Betti asked how many students we are targeting, Phil responded we should set our target at 100. We had a summit visioning session where we discussed possible sessions. Council members who have an idea for sessions should send them to Simon and Dorn by Tuesday. We still need people to help with content.

There was a discussion about the registration fee. It has been \$20 for the past three years with scholarships for anyone who requests one by simply checking the box. Betti said we should think about how much the summit will cost and secure a sponsor so we don't have to charge a registration fee. There was a discussion about the value of having a registration fee so people will place higher value on attendance. Willie invited Gabriel Gutierrez to participate in the discussion about the Summit. Our goal is 400 people to attend, and 100 youth. Betti said that her distributor would be interested in sponsoring the summit. Lydia suggested that the event should have a fee to generate money that we can spend on the summit and for other activities. Jones suggested we keep the registration fee and make every effort to raise awareness about the scholarship option.

Dan suggested we look to the Chicago event that has been happening for 10 years. He proposed that celebrating food is a way to reach out to people who are not currently engaged in the food system. Their sponsors include Crain's and Whole Foods. We could easily get those two companies to sponsor our event. They also have media sponsors; this could help us get more people involved. Betti suggested we have the Saturday programming for people who can't come during the week. The primary problem with getting sponsors currently is that we only have four months before this year's summit. We could push it back to May, but it makes it hard for people who are heavily involved in food systems to participate.

Another issue is that we did not get far enough on our strategic planning to answer some of the question that have been posed. We talked briefly on only taking sponsorships from companies

whose values align with ours. That's why we need to complete the work of the strategic plan. Betti asked if we are hiring an event planner to help with the summit. Jones stated that we released an RFP, but we didn't get any response to it. Lydia knows an event planner that she recommends. Jones asked that anyone who can recommend an event planner send the information to the Summit Planning Committee by Friday. Jones asked for input on a keynote speaker. Ashley will reach out to Maya Wiley, the keynote speaker will deliver an address on April 3. We shouldn't exclude speakers that we've already had. Betti offered that she may be able to secure sponsorship dollars to pay for a speaker.

6) Reports from Governmental Representatives

- a. Department of Health and Wellness Promotion – Dr. Velonda Thompson- Not present
- b. Legislative Branch Report – Kathryn Underwood - Not present
- c. Executive Branch Report— Marja Winters is no longer with the City. We need to request a new appointee. We also would like Winters to continue her involvement if she is interested.

7) Work Group and Committee Reports

a. Healthy Food Access Work Group

Dorn reported that the DEGC proposed that we partner with them to develop the Detroit Food Finder. They contracted Social Compact to build the site, and the Healthy Food Access work group agreed to provide the content. Over a year and a half HFA work group worked with Social Compact to develop the site and generate the content for the site. Just as we were ready to launch the site in mid-summer, our contact at Social Compact stopped responding to our communications. We asked the DEGC to help us get in touch with Social Compact. As of my last communication with the DEGC, it looks like Social Compact will not be completing the work DEGC contracted them for, including the Food Finder. We currently have all the data that was collected for the Food Finder, and have secured a grant to continue evaluating grocery stores listed on the Food Finder. In order to continue with the Food Finder project, the Healthy Food Access work group would have to contract a web developer to build the website and continue with the surveying of grocery stores. We originally allocated \$34,560 for completion of the Food Finder. We estimate that developing the website would cost an additional \$1,800.

Ashley asked if another tool already provides what the Food Finder would do, if there is demand, and what the goals are. We need to be realistic about what this tool will and won't do. Online tools don't often provide a forum for starting change. Jones reminded the council that we need to complete the strategic plan to help us answer these questions effectively. Ashley said that expecting the council to complete the strategic plan is unrealistic given that we haven't completed it so far, and proposed that we empower the staff to complete the strategic plan. She proposed that the staff devote their resources to planning the summit and completing the strategic plan as a priority.

Simon discussed the problems of not having input from the workgroups before a presentation of the strategic plan. Dorn proposed to work with the work group chairs over

the next two weeks to get approval of the work they did and then complete the plan. Jones proposed staff spend the next week getting the feedback on the strategic plan back to the workgroup chairs, and another week to complete the plan based on feedback from chairs, third week compiling the plan, following week reporting the proposed plan to the executive committee, and we can propose a plan to the council at the February meeting. Table the work of the work groups until the plan is complete.

- b. Community Food Justice Work Group
See Healthy Food Access report
- c. Schools and Institutions Work Group
See the Emerson Hunger fellow report
- d. Agriculture Advocates Work Group
Tabled
- e. Research and Policy Committee
Tabled

8) Coordinator's Report

Simon distributed her written report. There have been a lot of changes at the city administration. Marja is no longer representing the executive branch, and she is no longer deputy director of the Planning and Development Department. We need to figure out who to contact to appoint a new representative.

9) Next Meeting – February 11, 2014

10) Public Comments

11) Announcements

Ashley: Garden Resource Program applications will be out Friday

Urban Roots Community Gardener Training Program starts in February. More information is available at detroitagriculture.net. Payment plans and scholarships are available.

NeferRa: Earthworks Apprentice Training lasts nine months. Applications are available now. Participants receive a stipend. Visit the Earthworks website or call for information.

Simon: The USDA is funding an initiative for High Tunnels in Wayne County. There are two workshops being held on January 21 and January 25. See flyer for more information.

Betti has been appointed to the National Local Foods Coalition

Dan has been appointed to the National Farm to School Advisory Network

12) Adjournment – 7:30