



Detroit Food Policy Council Meeting
Tuesday, June 13, 2017
5:30 p.m. to 7:30 p.m.
Eastern Market Corporation
2934 Russell St, Detroit MI 48207
Minutes

1) Welcome and Roll Call:

Started meeting with Mimi Pledl chairing

Mimi Pledl, Suezette Olaker, Nick Leonard, Velonda Anderson, Anika Grose, Eileen Haraminac, Sandra Turner Handy, Garry Bulluck

Chair arrived and continued meeting

2) Review and Acceptance of the April Meeting Minutes

Corrections made. Quorum not present, not approved

3) Remarks from the Chair and Financial Update

Thank you to staff for keeping things moving. Sandra gave update on funding gap grant from Kellogg Foundation that was not approved yet. Staff was laid off for a few weeks, and they are back in at part time. The Kellogg grant is expected to start September 1. We received a grant from Erb Family foundation, it is programmatic so it will not fully fund our operations. The executive committee is developing a funding plan for the remainder of the summer months. We had a great retreat in the winter. The experienced members of the council were paired up with newer members at the retreat. Sandra asked all who were matched with someone to meet with their partner so we will have a smooth transition as people rotate off the board.

Sandra addressed the need to do some additional restructuring of the board so we can include people in the city who are engaged in the food system and can help develop the financing of the board.

Summit – thank you to all who participated in the Summit. It was great to have a focus on policy at the summit.

4) Committee Reports

a. Fund Development Committee

A fund development professional will be working with us as part of the package of pro bono services we won in the Impact2 challenge. We will be planning our fundraiser in October of this year (12 or 19). The fund development committee will meeting with the fund developer.

b. Research and Policy Committee

The legislature is discussing a budget that will affect some food programs, there is now additional funding for food access programs. We met with statewide group to talk about

state legislature on urban livestock. The bill is still in committee, and the group came up with some additional suggestions.

The land use subcommittee reconvened. We will be putting together list of recommendations to make to the DLBA.

Food waste subcommittee met and is looking at model of neighborhood based food waste reduction, and are discussing piloting it in West Village because it has a lot of restaurants

The Health Department is partnering with us to produce the next food system report.

Amy attended the Farm Bill hearing in Frankenmuth.

Amy wrote a sign on letter to urge the DPSCD to keep programs that Betti Wiggins started in the Office of School Nutrition. We need to determine when to send the letter to the School Board. Amy would like to send it to the school board members, superintendent, and a media outlet.

We would like to do a candidate forum this fall with candidates for city council.

Discussion: send the letter to the Michigan Chronicle. The editor of the Michigan Chronicle has approached us to submit regular articles.

If there are any radio stations that would do a story on it we should approach them.

The letter seems to be geared towards organizations, it would be good to have something that is geared towards individuals.

Amy will send the letter out again to sign on to.

Have we identified any successor champions for Betti? It would be good to follow up letter with face to face meetings? Winona and DeWayne met with the interim director, Sidney Benson, and he is receptive to maintaining the programs.

Is there a suggested policy that we want to push? There is a wellness policy that we want to ask them to adopt. The beyond the plate programs are the part that could be lost if they are not put into district policy.

c. Education and Engagement Committee

i. Summit planning/visioning

We need to start the planning with getting funding for the summit. We will focus on crating a financial plan for the summit so it is self-sustaining and moves forward to grow for the 10th summit in three years. To achieve funding and financial goals we need to have a public face for the summit, strengthen networks to become the overarching organization. We need to create sponsorship plan that will cover next three years of summit. We will also start to talk about content.

Discussion: how much do we need to raise per summit? This past year was \$20,000, which is down from \$29,000 in 2016 and \$49,000 in 2015.

Kibibi will send a doodle meeting for the summit, and we need to have a group of people to help develop the sponsorship package.

Can Phil and Kibibi set goals for the next three years so we can start to work towards those goals.

Start with \$35,000 and have an increasing goal every year, and stretch out donor's commitments across three years.

Does this include the staff costs and operations costs to produce the summit?

We have not included this in our summit budget in the past.

We should think about where the summit ranks as a priority for the council.

The funding we get for the summit comes primarily from donors who would not provide funding for other work of the council; essentially the summit funding comes from a different pool of funds than the rest of the operations.

Should we also discuss putting the youth track back in the main summit? It would be hard to do without additional staff.

What's the budget shortfall for this year? Approximately \$10,000. We thought we were getting funding at the beginning of the year from Kellogg, but we found out that would be changing at the beginning of the year.

ii. DEAL Communication Training

DEAL hosted a communications training for member organizations. The training was geared towards social media campaigns, but many of the principles can be geared towards other types of media campaigns. We reviewed a process for developing a media campaign by setting clear goals, determining your audience, developing your message(s) to communicate to your audience(s); and selecting engagement tools that fit your goals, audience and message. We also learned to use several programs and tools for developing media pieces and infographics.

d. Youth Leadership Development Committee

The Good Food Ambassadors program ended for the year in April and we are analyzing data that was collected

The Youth Leadership Development program is starting this month and will only operate during the summer this year.

Olivia and one of last year's youth leaders were featured in Model D, please share the facebook post on DFPC's facebook page with your networks.

5) Director's Report

Erb Family Foundation would like the council to work closely with our program officer.

Partnership activity: Michigan Local Food Council Network, Detroit Future City, Authority Health, Motion Coalition

We partnered with Black Mothers Breastfeeding Association to host a book reading and discussion with Kimberly Seals Allers

We are also working with a communications professional as part of the pro bono package we won in the Impact2 challenge.

Winona attended the Macinack Policy Conference.

Look for information on the Nominations Committee. We need to look at how the board is structured also, if you have interest in working on that please come to the nominating committee meeting.

Please look at the Facebook page and social media pages to stay updated on what is going on with the organization.

We have a student volunteer from the University of Alabama Dietetics program with us for the summer, Tisa Allen.

6) Reports from Governmental Representatives

a. Health Department – Velonda Anderson

Velonda sent Dr. Joneijh a note to confirm the appointment of a Health Department representative. She has not heard back from them about if she will remain on the council or if they will appoint a different representative. The department is working on issues related to food access.

b. Legislative Branch Report – Kathryn Underwood

Kami Pothukuchi will be leaving WSU in August to go to Cincinnati. We need to have a conversation with Kami and do something to celebrate her before she leaves. She was a founding member and was responsible for the first food system report. We need to ask what of her work does she want to continue and what of that can we do.

Joel Herani Heeres is the new director of Sustainability Department. Betsy still heads and internal workgroup that is looking at food policy from the government side.

MSU proposes center for agriculture and forestry research that will be located in Brightmoor on the site of the former Lamphere School. City council is working on lease of the school to MSU. They are challenged to come up with what they will contribute to the surrounding community. There is a lot of work for them to do to engage community where they will be located and wider agriculture community. They are waiting until they get someone on board as the director to reach out to people in the community. Kathryn will suggest that they should present to DFPC about what they are doing and ask us how they can help with our initiatives.

Kathryn will moderate a panel at a conference in Denver as part of Slow Foods on policy and farm bill.

c. Executive Branch Report – Garry Bullock

Garry has a new position as deputy director of mobility and innovations, and there may be an appointment from the newly staffed Department of Sustainability.

We should go before city council to tie our work to current decisions city council is working on and initiatives of the administration. We need to start thinking about what where the city can support the operations of the council also.

Land use strategy for the city – continue to talk to the Jobs and Economy team and the Detroit Land Bank Authority.

Garry would also like us to meet with the person who does philanthropic support for the city.

The mayor has 10(-11) point plan for developing neighborhoods. We need to find ourselves within those points.

When we talk about convincing someone to support a project we need to find out what are the important things to people and speak in that language.

What is the food policy workgroup considering?

There is a lot of talk about the breadth of issues around food, so there is not a specific direction about what it will do. Food Policy is a priority of the mayor but it's not clear what that means. He is trying to determine what is the role the city can play, and where can the city help the food sphere grow.

Is the group going to open up to non-governmental members, or is it going to stay within the departments?

It will stay internal in order to help departments work out what their roles are and how they support work of organizations like DFPC.

7) Next Meeting – August 8, 2017 – TBD (No Tigers Home Games so may be at DFPC Office)

8) Public Comments

Mariah Van Erman is a fellow in the Office of Sustainability

Monique McGraw – community members

Kevin Kay – part of Wasted Food group

Jeff Rowe – graduate student at WSU, works at Oregon Tilth, and part of Education and Engagement Committee

Anne Ginn – Forgotten Harvest

Nate Kay – Fellow working on action project and would like to start organic market in Chandler Park

Ilana Unger – Hazon

9) Announcements

Fresh Wagons go Eastern Market will be running Saturday; one will go to each district. Garry will send the flyer. Want to increase numbers this summer, and looking for feedback from people who have used it. Also looking for ways to promote the summer community markets on the Fresh Wagons.

Slow Foods Detroit Central City Cook Book Swap Luck on Saturday, bring a dish from the cookbook, 5pm at AIHFS on Lawndale.

Think about for the summit how we can broaden participation in the summit by offering CME's for people of different professions.

10) Adjournment 7:10