



MEETING MINUTES

December 12th, 2012

John F. Street Community Center, 1100 Poplar Street
Philadelphia, PA 19123

ITEM	ACTION TAKEN	PAGE
A. WELCOME & OVERVIEW COMING YEAR	Called to order at 5:30pm	2
B. ROLL CALL	Quorum not met	2
C. APPROVAL OF MINUTES	Quorum not met/Not Approved	2
D. FPAC 2013 STRATEGIC OVERVIEW	Discussed	2
E. OPPORTUNITIES FOR CITY TO FACILITATE CURRENT FOOD WORK	Discussed	2-3
F. ACTION ITEMS		
1. Appointed member nomination process	Quorum not met/Not Approved	3
2. Slate of appointed members, Class of 2015	Quorum not met/Not Approved	3
G. SUB-COMMITTEE UPDATES		
1. Anti-Hunger and Local Food	Discussed	3
2. Workforce Development Strategy	Discussed	3
3. Vacant Land	Discussed	3
H. OTHER BUSINESS/ANNOUNCEMENTS	Discussed	3
I. DETAILS OF NEXT MEETING	Discussed	3
J. ADJOURNMENT	Adjourned at 7:30pm	3
K. PPT FPAC 2013 STRATEGIC OVERVIEW	Enclosed	4-5

A. WELCOME & OVERVIEW

A general meeting of the Philadelphia Food Policy Advisory Council (FPAC) was called to order by Co-chairs, Carey Morgan and Sarah Wu, at 5:30pm.

B. ROLL CALL

Roll call indicated a quorum was not present to conduct official business.

Members Present

John Byrnes	Ann Karlen	Johanna Rosen
Mary Seton Corboy	Carey Morgan	Nicky Uy
Nic Esposito	Lisa Mosca	
Alison Hastings	Bob Pierson	

Ex-officio Members Present

Joan Blaustein, Philadelphia Parks and Recreation (Co-chair)
Amanda Wagner, Philadelphia Health Department
Sarah Wu, Mayor's Office of Sustainability

Members Absent

Glenn Bergman	Shiriki Kumanyika	Patricia Smith
Diane Cornman-Levy	Jessica McAtamney	Carly Spross
Leanne Kruger-Brankey	Jamie McKnight	Viery Ricketts Thomas

Others Present

Amy Laura Cahn, Public Interest Law Center of Philadelphia
Jen Kates, Office of Councilwoman Maria Quinones-Sanchez
Aimee Hill
Addison Vawters, Federation of Neighborhood Centers

FPAC Staff Present

Sasha Swayze Dews, FPAC Coordinator

C. APPROVAL OF MINUTES

Minutes from October 16th, 2012 were not approved since quorum was not met. Approval of minutes was tabled until the next general meeting in February.

D. FPAC 2013 STRATEGIC OVERVIEW

Carey Morgan and Sarah Wu gave a presentation on the course of action they plan to lead during their tenure as Co-chairs. (PPT slides included at end of these minutes).

E. OPPORTUNITIES FOR CITY TO FACILITATE CURRENT FOOD WORK

Following the strategic overview presentation the floor was opened to identify "low-hanging fruit" policy opportunities. The discussion was intended to be a platform to hear about issues affecting members' work and an opportunity to start setting some concrete policy change goals. Identified issues were:

- New zoning code - vacant land - market and community gardens
- Parking fee code enforcement at farmers' markets
- Barriers to large-scale food events

The Philadelphia Food Policy Advisory Council (FPAC) facilitates the development of responsible policies that improve access for Philadelphia residents to culturally appropriate, nutritionally sound, and affordable food that is grown locally through environmentally sustainable practices.

- Community kitchens
- Establishing new food businesses

F. ACTION ITEMS

There were two action items on the agenda. The first was to approve a nomination, application, and appointment process. The second was a vote on the Governance and Membership Sub-committee's recommended slate of nominees for new appointed members. Both action items were tabled until a future FPAC general meeting and a request was made for further discussion at the Governance and Membership Sub-committee meeting scheduled for January 10th. All appointed members, ex-officios, and sub-committee participants were encouraged to attend the January 10th meeting. The sub-committee requested FPAC to vote via email on an interim nomination process for 2012. (This action item was approved on 1/25/13).

G. SUB-COMMITTEE UPDATES

A representative from each sub-committee gave a brief update.

1. Anti-Hunger and Local Food Sub-committee

The Anti-Hunger and Local Food Sub-committee did not hold a meeting since the last general meeting and had no updates.

2. Workforce Development Strategy Sub-committee

Nic Esposito credited Patricia Blakely and Leanne Krueger-Braneky for helping the sub-committee to realize new potential around the sub-committee's policy recommendations. A representative from Philadelphia Works met with the sub-committee about job training programs, salary reimbursement programs, and potential partnerships with the food industry. The sub-committee has started to explore possibilities around legislation for food training accreditation in high school programs and finding a partner for a food industry stakeholder data collection project and report.

3. Vacant Land Sub-committee

Amy Laura Cahn informed the Council that the City agencies and departments involved in vacant land are still looking broadly at how properties are held and made available. Amy Laura encouraged the Council to define a role to play around zoning and strategic opportunity creation for new gardens and larger farms. John Byrnes stated that a PSU/NYU research project focused on profitability dovetails with the sub-committee's needs assessment and will soon be available for comment.

H. OTHER BUSINESS/ANNOUNCEMENTS

Amy Laura Cahn gave an update on the zoning code amendments. Jennifer Kates gave an update on the Philadelphia land bank bill and suggested FPAC may be able to seek input about the process and help facilitate conversations around it. The Co-chairs are looking for feedback on evening meeting time in community locations, and whether anyone would like to help establish the communications sub-committee or begin working with a different sub-committee.

I. DETAILS OF NEXT MEETING

The next general meeting will be Monday, February 11th, 2013 from 10:30am-12:30 at One Parkway Building, 1515 Arch Street, Room 18-020, Philadelphia, PA 19102.

J. ADJOURNMENT Meeting was adjourned at 7:30pm.

K. PPT FPAC 2013 STRATEGIC OVERVIEW

12/12/12



WHAT WE'VE HEARD FROM YOU

- Need more clarity on mission
- Need better understanding of what the Council is empowered to do
- Want clear goals, with definitive strategies and actions
- More opportunities to share expertise
- Additional structure to the meetings
- More engagement with the community
- More inclusiveness in terms of membership/more emphasis on expertise

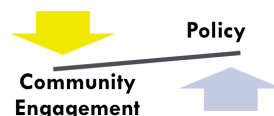
Meeting Structure

- 1st Hour: Business/Process (i.e. action items, paperwork, etc.)
- 2nd Hour – Strategy
 - Inviting speakers in to discuss strategies around specific policies (e.g. city officials, reps from other food policy councils)
 - Inviting stakeholders in to discuss their role in changing the policy (e.g. students to discuss school food issues)



Mission of Council

1. Advise the City about how to achieve the goal of increasing access to local, nutritious, affordable and culturally appropriate food.
2. Facilitate the development of responsible city policies to improve food access



COMMUNITY ENGAGEMENT

Role	Vehicle
<ul style="list-style-type: none"> • Understand community needs and interests around the food system • Educating the community about relevant policies • Mobilize support from the community to support responsible policy change 	<ul style="list-style-type: none"> • Community meetings • Invitations to FPAC meetings • Website

POLICY : WHAT ARE WE EMPOWERED TO DO?

1. Identify the problem and the policy that creates it
2. Research the problem and the interested stakeholders
3. Craft recommendations that support the desired outcome
4. Identify the decision-makers who have the power to change the policy
5. Identify the stakeholders who can influence the decision-makers
6. Conduct activities that mobilize people around the issue or educate the decision-maker
7. Monitor and evaluate the policy once it's passed

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Legislative vs Administrative Changes

Legislative	Administrative
<ul style="list-style-type: none"> • Law - any part of the Philadelphia Code • Zoning • Health code • Taxes 	<ul style="list-style-type: none"> • Logistics, implementation, & enforcement • Regulations • Policies • Inspections

2013 COUNCIL GOALS

- ☐ Conduct an existing policy scan
- ☐ Craft a policy change agenda
- ☐ Conduct quarterly town hall meetings
- ☐ Launch website
- ☐ Year-end meeting with the Mayor

FOOD SYSTEM



SUBCOMMITTEE COVERAGE

	HUNGER	VACANT LAND	WORKFORCE DEVELOPMENT
Production		X	X
Processing			X
Distribution			X
Access	X	X	X
Consumption	X		X
Waste			X

COMMUNICATIONS SUBCOMMITTEE

- ☐ Purpose:
- ☐ 1) Work in tandem with other subcommittees to manage public communications
- ☐ 2) Manage opportunities for community engagement

PUBLIC COMMUNICATIONS
(Need vetting)

- Press Release
- Op-Ed
- Letter to the Editor
- White Papers
- Public Testimony
- Minutes
- Grant applications

PRIVATE COMMUNICATIONS
(Not vetted)

- Emails
- Letters
- Invitations

Policy Opportunities

What is the low-hanging policy fruit?

Additional ideas due Jan 25, 2012

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