

**DRAFT**  
**Homegrown Minneapolis Food Council Minutes**  
**Wednesday, May 16, 2012**  
**City Hall, Room 333**  
**3:00-5:00 p.m.**

**Minutes**

**Attendance:** Ryhs Williams, Gayle Prest, Alison Rotel, Deborah Ramos, Aaron Reser, Kurt Schreck, Neil Oxendale, Beth Dooley, Russ Henry, Tim Jenkins, Erica Prosser, Tracy Singleton, Bob Lind, Patty Bowler, Cam Gordon, Mustafa Sundiata, Eric Larsen.

**Homegrown Youth Leaders Present:** J'onBree Wright Wedges, LaToya Balogun

**Absent:** Kristine Igo, Julie Ristau, Sara Nelson-Pallmeyer, Rebecca Reed

**Others in Attendance:** Homegrown Minneapolis Consultant Jane Shey, Homegrown Minneapolis Administrative Analyst Colin Cureton, Megan O'Hara, Karen Korslund and Anita Davis.

**Welcome, Introduction of Guests and Approval of Minutes**

- Co-Chair Dooley opened the meeting and welcomed the guests.
  
- Alison Rotel moved to approve the April Food Council Minutes which was seconded and approved.

**Homegrown Coordinator Updates**

- Jane Shey gave a report on the U.S. Conference of Mayors Local Food Task Force meeting she recently attended. The group was complimentary of the work done by the City of Minneapolis. The task force has 12 member cities and after the meeting, the food policy directors agreed to a monthly conference call to discuss local food policy issues.
- Jane Shey also met with a Legislative Assistant in Rep. Ellison's (D-MN) office and several staff who work for Rep. Peterson (D-MN), Ranking Member, House Committee on Agriculture. She discussed funding for the Supplemental Nutrition Assistance Program (SNAP) and other local food activities like farmers markets. The staff was impressed by the work of Homegrown Minneapolis and asked to be kept informed of future work.
- The Senate Agriculture Committee recently approved Farm Bill legislation and it now moves to the floor of the Senate. The current version maintains most of the funding for nutrition programs like SNAP and Women Infants and Children (WIC). But there is no increased funding for organic, sustainable and urban agriculture. The House

Committee on Agriculture is currently holding farm bill hearings. In addition, the House Budget Committee recommended cutting \$33 billion from the SNAP program. This deep reduction will not be approved in the Senate and if it is attached to the farm bill, could delay passage of this legislation.

- The Homegrown Minneapolis website was moved from the Minneapolis Department of Health and Family Services to the Sustainability Office and it includes an auto-subscribe feature. The email list has over 300 members who will be updated on a monthly basis with additional efforts to engage Minneapolis' diverse communities through neighborhood newspapers and the city's Neighborhood and Community Relations office.

### **Executive Committee & Member Updates**

- Beth Dooley informed Food Council members that after discussion in the Executive Committee meeting, Food Council members are asked to meet one-on-one with a community member in the next month. Colin Cureton distributed a one-pager providing suggestions on how these meetings could be conducted. The goal of the meetings is to strategically expand the Food Council stakeholders and investigate opportunities for community engagement.
- Co-Chair Dooley is meeting with the Film Board about the possibility of food-related films shown around Food Day, October 24 and will provide an update at the next meeting.
- Aaron Reser updated the Food Council on the opening day of the Mill City Farmers Market which saw its highest opening day sales ever.
- Jane Shey informed the Food Council that the Local Food Resource Hubs are having their warm crop distribution day on Saturday, May 19<sup>th</sup>.
- Megan O'Hara joined Bertrand Weber and Irfan Chaudery from Minneapolis Public Schools on a visit to Thousand Hills, Ferndale Market and Lorentz Meats in Cannon Falls to discuss incorporating more of their products into the Minneapolis Public School menus.

### **Update on Fundraising for Homegrown**

- Gayle Prest informed the Food Council that General Mills gave the city a \$40,000 grant to be directed to the Homegrown Coordinator position.
- There was a brief discussion on the expectation of grantors when funding is provided to Homegrown Minneapolis with several members of the Food Council offering their viewpoints. The Food Council agreed that this issue would be discussed further at the next Executive Committee meeting with the possibility of developing guidelines for the acceptance of foundation funding.
- Deborah Ramos asked how Food Council members can learn about the submission of grant applications, the potential funders, etc. Jane Shey will develop a spreadsheet that will be circulated to Food Council Members and then the document can be updated as grant applications are submitted.

- Patty Bowler stated that the Health Department is applying for a prevention specialist from the Center for Disease Control.

### **Working Group Development and Updates**

- Economic Development: Bob Lind reported that the Economic Development Group is focusing efforts on the ORR Microenterprise grant with Colin Cureton coordinating efforts on the application. Colin updated the Food Council on his efforts to establish a relationship between the Neighborhood Development Center (NDC), Homegrown, and the Center for Asian and Pacific Islanders (CAPI). The project would be a micro-loan fund for refugees' small farm and food businesses. NDC would administer the loan fund, Homegrown would coordinate the project, and CAPI would lead the outreach. The project fits nicely with CAPI's current work of community gardens and small farms, where they recently hired a full-time health and food justice organizer. Megan O'Hara noted that another funding opportunity exists with the Healthy Food Financing Initiative.
- Communications/Community Engagement: Jane Shey provided an update, stating that the working group discussed improving outreach efforts with the one-on-one Food Council meetings as one component of this effort. While Homegrown has an email list and website, these tools do not reach many of the people in the greatest need. Other creative ways will be considered in the future to access these groups.
- Food Safety Working Group: Tim Jenkins said this Working Group will focus on the emerging local foods movement which is not always a good fit with current food safety regulations. Local foods are often treated more as problems than as opportunities. In addition, Tim also noted that he signed up to be on a federal food safety committee called 'cottage foods.'
- Deborah Ramos raised the issue again of splitting the Communications/Community Engagement Working group into two separate groups. Co-Chair Dooley pointed out that both of these working groups will need a Food Council chair.
- Jane Shey stated that the plan is for each Working Group to have two Co-chairs, one Food Council member and one community member. Food Council members will assist in recruiting community members to the Working Groups with Homegrown stakeholders as one source of members. There are also numerous student requests to do projects with Homegrown. One possible option is to include these students in the activities of the Working Groups, which allows the Co-Chairs to focus on strategic management and leadership.

### **Strategic Planning**

- Jane Shey said the goal was to identify no more than 14 priorities with final approval of the Strategic Action Plan at the June Food Council meeting. The question is, "What can we do this year?" The goal is also to identify timeline, activities, potential partners, etc. for these top priorities. The questions Council member should answer include:

- What are the necessary and sufficient tactics to move the metric forward?
  - What is your self-interest or enthusiastic engagement?
  - What is done? How is it done? What is the measure of success?
- Patty Bowler reminded the Food Council that many activities are already happening, such as farm-to-school. One area of focus is where can the Food Council identify “value-added” activities or gaps and focus energy in that direction.
- Erica Prosser asked the question of the role of the Council in certain situations. Is the Council a coordinator? Manager? Supporter? Researcher?

[The Council broke up into three strategic planning groups for 30 minutes]

For the results of the discussion, see Attachment 5, the Draft 2012 Strategic Action Plan

### **Closing Announcements**

- The June Food Council meeting will be held at the Minneapolis Nutrition Center with an optional tour of the Minneapolis Public School Nutrition Center at 2:15 pm. The July Food Council meeting will feature a presentation before the meeting by Appetite for Change and Northside Fresh at St. Olaf Lutheran Church in North Minneapolis.

### **Adjournment**

- Co-Chair Sundiata moved to adjourn the meeting which was seconded and approved.