



Homegrown Minneapolis Food Council Minutes

Wednesday, August 9, 2017

5:30-7:30 pm Food Council meeting

5:00-5:30 Food Council info session

Pillsbury United Communities Urban Institute, 125 W Broadway Ave, Suite 130, Minneapolis

Members in Attendance: Allison Meyer, DeVon Nolen, Journey Gosselin, Kate Seybold, LaCora Bradford Kesti, Latasha Powell, Patty Bowler, Casey Dzieweczynski (for Andrew Dahl).

Members Absent: Beth Dooley, Caroline Devany, Cam Gordon, Donald Warneke, Ellen Kennedy, Halston Sleets, Jillia Pessenda, Mai Yang, Martin Brown, Miguel Goebel, Pakou Hang, Ruhel Islam, Saba Andualem, Zoe Hollomon.

Others in Attendance: Tamara Downs Schwei, Bengi Durgunoglu, Arianna Reid, Kristen Klingler, Miah Ulysse, Emily Houser, Deborah Brister.

1) Introduction of members and guests, approval of the agenda, as well as June and July meeting minutes (Attachment 1, 2) (DeVon Nolen)

The Food Council and guests introduced themselves. They briefly looked over the June and July meeting minutes to make sure there were no additional edits needed. Due to not reaching quorum, the council postponed approval of the agenda, as well as the June and July meeting minutes.

2) Presentation and discussion: Potential 2018 State Health Improvement Partnership (SHIP) activities for Minneapolis (Kristen Klingler, Minneapolis Health Department)

Kristen Klingler talked about her work on the Healthy Living Team, which has a focus on healthy food access. She shared a variety of her team's projects, including healthy eating, physical activity, and chronic disease prevention. She said the Healthy Living Team is looking at potential next projects including potential partnerships with the Food Council. One of their main grants to fund projects is the State of MN SHIP grant. Kristen asked for feedback about how the Healthy Living Team could be more involved with the community. Members gave various suggestions, and recommended that the Healthy Living Team's project updates be shared in the monthly Homegrown Minneapolis newsletter.

3) Presentation and discussion: Homegrown Business Development (Casey Dzieweczynski, Minneapolis Community Planning and Economic Development Department (CPED); Tamara Downs Schwei)

Casey Dzieweczynski explained how his department helps provide support for businesses in Minneapolis. His presentation specifically emphasized the tools available for helping food-related businesses. One of the loans they help manage is the Homegrown Business Development loan through partnership with MCCD (Metropolitan Consortium of Community Developers). The contract for the loan management is up for renewal at the end of this year, so Casey will be working with Tamara and others to gather feedback on the loan program to help determine any proposed changes. Tamara mentioned



the development of a Food Council task force for this project to help frame and support input on this process and will be in touch with Food Council members to schedule a conversation.

4) Presentation and discussion: Appetite for Change / Public Health Law Center food system resource guides (Miah Ulysse, Appetite for Change)

Miah Ulysse shared three detailed pamphlets that Appetite for Change, Northside Fresh, and Public Health Law Center developed about the Minneapolis food system and its rules and regulations. The pamphlets provide an easy to digest overview of the food system and rules about food waste / disposal; and food production. Appetite for Change and Northside Fresh are distributing these pamphlets to the community and they'll be online as well to make information about the food system more accessible.

5) Farmers Market Week and Farmers Markets of Minneapolis collaboration, metrics and marketing pilot (Arianna Reid, Bengi Durgunoglu, DeVon Nolen, Tamara Downs Schwei)

Tamara kicked off the presentation about the Farmers Markets of Minneapolis collaborative marketing campaign. She talked about the background of the formation of the collaborative and its metrics project with the University of MN Applied Economics department, and the work that the collaborative and leadership team have been doing to promote all of the farmers markets in Minneapolis, with support for marketing campaign from the City of Minneapolis Great Streets program and General Mills Foundation GoodWorks program (and other partners). DeVon Nolen, Miguel Goebel, Alex Cortes, Martha Archer and Pat Nelson are the market managers in the leadership team along with Tamara and Hikaru Peterson and Joe Nowak with the University of MN. The Health Department and Kristen Klingler partnered to pilot Power of Produce Program at 10 new Minneapolis markets via SHIP funds during farmers market week. Arianna Reid and Bengi Durgunoglu have worked to support marketing campaign pilot implementation during their internships with Homegrown Minneapolis.

Arianna introduced herself and shared her role in marketing and outreach with the Farmers Markets of Minneapolis via social media and distribution of materials across markets. Bengi shared his role in promoting Pollinator Week via seedle distribution in partnership with Minneapolis Environmental Health, as well as promoting Farmers Market Week via the distribution of reusable bags with Farmers Markets of MPLS logo at all markets and "At the Farmers Market" children's books through partnership with Mayor's office. DeVon mentioned the challenges markets (and market managers face) and how there was rigorous debate in development of marketing campaign to fit the needs and perspectives of all farmers market managers.

6) Update: Food Council recruitment (Tamara Downs Schwei)

Tamara and the group discussed recruitment efforts for new Food Council members. The application to apply for the 2018-2019 Food Council is due by October 20, 2017. All members are encouraged to help with recruitment. Flyers are available to distribute electronically and as paper copies.

7) Updates: Food Council working groups and task forces (All)

Food Donations Task Force: Tamara shared (on behalf of Minneapolis Environmental Health and



Hennepin County partners) that the draft handout for food donations guidelines is nearly ready for review and distribution.

Parks and Food/Land Access: Tamara shared on behalf of Ellen Kennedy that Ellen was unable to attend because she is currently making a presentation to the MPRB Commissioners at their meeting regarding an update on implementation planning for the Urban Agriculture Activity Plan. This precedes an official consideration of changes to the “Molestation of Vegetation Ordinance” and potential adoption of the new proposed Community Garden Policy, both of which will hopefully occur soon.

8) Food Council member and guest updates; future agenda items (DeVon Nolen)

Kate Seybold promoted the MPS Farm-to-School BBQ, which is a free event on Tuesday, September 12. She will send the event info to all members and encouraged everyone to promote the event on social media. The Food Council will have an interactive table at the event.

LaCora announced that she will resign from the Food Council due to personal matters. The Food Council members thanked her for all of her contributions and wished her well.

Tamara and Zoe will be tabling at Mill City Farmers Market on Saturday, August 12 to promote farmers market week and the Food recruit prospective members to join the Food Council, and invited any additional interested members to sign up to table.

9) Meeting adjourns (DeVon Nolen)

Next Food Council Meeting:

Wednesday, September 13, 2017

Corcoran Neighborhood Organization, 3451 Cedar Ave South, Minneapolis, MN 55407

Food Council Info session from 5:00 – 5:30pm; Meeting from 5:30 – 7:30pm