



Portland Multnomah Food Policy Council



Portland-Multnomah Food Policy Council Meeting
Wednesday, February 8, 2012
4:00 - 6:00 pm
Multnomah County Building
501 SE Hawthorne, 3rd Floor – Room 315

FOOD POLICY COUNCIL MEMBERS IN ATTENDANCE

David Barmon	Patrick Gorman	Stephanie Jo Pearson
Kyle Curtis	Hannah Kullberg	Charles Robertson
Shawn DeCarlo	David McIntyre	Jeffrey Rowe
Michael Doherty	John Mitchell	Blake Van Roekel
Andy Eiden	Will Newman	Tammy VanderWoude
Andy Fisher	Amelia Pape	Adriana Voss-Andreae

FOOD POLICY COUNCIL STAFF IN ATTENDANCE

Steve Cohen, City of Portland Bureau of Planning and Sustainability (minutes)
Katie Lynd, Multnomah County Office of Sustainability
Tera Wick, Multnomah County Health Department

FOOD POLICY COUNCIL MEMBERS NOT IN ATTENDANCE

Lisa Barba	Sara Pool
Monica Cuneo	Anita Yap

OTHERS IN ATTENDANCE

Melissa Balding, AmeriCorps	Janet Costello, OSU Extension
Moanna Wright Barbour	Zachary Barmon
Beth Cohen, Oregon Food Bank	Corey McAuliffe
Stacy Ho Richardson	Anna Stulz, Slow Food PDX
Emmeline Friedman, Urban Gleaners	Ron Paul, James Beard Public Market/Marylhurst

Welcome/Introduction

David McIntyre called the meeting to order at 4:10pm.

All present introduced themselves.

Approval of Minutes

Will Newman moved that the minutes from the January meeting be approved; Shawn DeCarlo seconded.

Michael Doherty moved to amend minutes to clarify the grant amount to be disbursed by the Healthy Retail Initiative.

Steve Cohen said that he would send a correction to Katie Lynd via email regarding Adriana Voss-Andrae's GMO statement in last month's minutes.

McIntyre moved to accept the January minutes as amended; Newman and DeCarlo seconded.

The January minutes, with amendments, were approved unanimously.

Announcements/Public Comment

A fundraiser for Kitchen Share—a new kitchen tool lending library in SE—will be held at the SE Hawthorne food cart pod.

Blake Van Roekel announced that there will be a farmers market cooking class at the Chef Studio on Saturday, February 18.

Steve Cohen reminded attendees about an upcoming Friends of Family Farmers listening session in McMinnville. There will also be a February 20 showing of the documentary "Food Stamped," accompanied by a discussion of the Farm Bill with Congressman Earl Blumenauer.

Steve Cohen encouraged any business owners who exhibit exemplary work in sustainable food systems to apply to the BEST award in that category and, if anyone present knows of potential applicants, to please help get the word out. Application deadline is Friday, February 10.

Steve Cohen announced the GOOD Magazine is sponsoring a program to find creative solutions to urban challenges. There are a couple of food-related projects in the mix, and they'll be part of an upcoming event at Ziba Auditorium on February 16. The event is sold out, but there might be seats available at the door.

Kyle Curtis mentioned a U of O workshop hosted by the author of 'Cultivating Food Justice: Race, Class, and Sustainability.'

Tera Wick announced a Policy Link event with Chair Jeff Cogen, which will be a two-day institute focusing on policy and civic/stakeholder engagement. The event is free, but space is limited.

Shawn DeCarlo highlighted the 2012 series of Urban Growth Bounty classes, which are now open for registration.

David McIntyre pointed out that OSU Extension is bringing back its Master Preserver classes and that he would be willing to share a car to the Friends of Family Farmers McMinnville session.

Curtis mentioned the upcoming Friends of Family Farmers discussion regarding GMOs.

Dave Barmon followed up on Cohen's announcement by encouraging others to apply (his company was runner-up for last year's BEST award).

Steve Cohen brought up the email that he sent to the group that included the FPC Annual Report from last year, which discusses ways we can utilize policy to influence behavior change (with examples). In response to a question of how the general public can get access to these emailed documents, Cohen stated that he will email them out on request.

Adriana Voss-Andreae announced her interest in looking at existing language for a GMO ballot measure, and brought up the possibility that the City and County could eventually endorse it.

City/County Updates

Katie Lynd and Tera Wick spoke about the background of the Multnomah Food Summit, which started in 2010 as an organizing event for the Multnomah Food Action Plan. The community responded enthusiastically to the Summit, and it transitioned into an annual event.

Wick mentioned that it would make sense for the FPC to be involved in the Summit, as participation fits its role as a policy advisory body. Ideas for FPC involvement include:

- Increasing the diversity and representation of Summit members and attendees
- Assistance with outreach projects
- Participation in the Summit planning committee

Wick emphasized that if others have any ideas or suggestions about FPC involvement, they should make sure to propose them.

Participation in the Summit planning committee would involve five meetings of roughly an hour and a half, as well as an additional commitment of time to help with outreach and logistics. The FPC can nominate two members to serve.

David McIntyre pointed out that there was some disappointment with FPC participation at last year's Summit, and that member attendance was underwhelming. He stressed that the FPC should help shape the Summit, as it speaks to the FPC's role as a convener and conduit to the community.

Wick mentioned that the planning committee would help clarify the appropriate roles for different stakeholders. Part of what came out of the critical feedback from previous Summits is the focus of this year's event: food justice.

McIntyre proposed that the FPC representatives on the planning committee should be selected today. Nominees should be confident that they can attend meetings and represent their happenings accurately to other FPC members.

Will Newman pointed out that knowing the number, dates, and meeting locations would help people decide if they could participate; Wick and Lynd responded that there were no set meeting dates or locations as of yet.

Davis Barmon asked if meetings are open to people dropping in on meetings. Lynd replied that it would be better to have a solid core of participants rather than a revolving door of Summit planners.

Beth Cohen asked how other community members will be tapped for the planning committee. Wick responded that they will be meeting on that topic very soon, and that they are looking to get spokespeople for communities that have been underrepresented in the past.

Hannah Kullberg asked if more than two people can represent FPC, and whether members can attend as representatives of other community interests. Wick pointed out that they want to have space for other people in the community and that the committee shouldn't be loaded with FPC members. However, she stated that there was no particular motive for settling on two as the preferred number; she will go back and ask if more would be accepted.

Self-nominations:

Shawn DeCarlo

Adriana Voss-Andreae

Hannah Kullberg nominated

Amelia Pape (with the caveat that she doesn't know quite what to expect from the process)

Will Newman

Wick stated that she will check in to see if five FPC representatives can part of planning committee. Lynd proposed that two representatives be chosen at that night's meeting, and that the other three individuals can potentially serve in another capacity. They reminded FPC members that, when voting, they should consider who they think will best represent FPC as a body and serve as a good liaison between the planning committee and the FPC.

The candidates expressed their reasons for wanting to serve on the committee:

Kullberg would like to represent the FPC because she has participated in past food summits and would love to be a part of creating something similar. She would hope to draw a more diverse crowd of people to the upcoming summit.

Pape's interest in the planning committee is based on the food justice aspect of the summit. She mentioned that she is happy to withdraw her name until the second round, and to perhaps represent some other aspect of the community in the planning committee.

Voss-Andreae thinks she would be appropriate because she has been working with various housing organizations on comparable projects for a while. Her particular focus has been on increasing access to healthy foods.

Newman has two major interests with the Summit: he had concerns about the focus and participants in last year's Summit, and he very much cares about food justice. He has participated in the Food Justice Workgroup since the beginning, and has considerable personal experience in getting food to people (through farmers markets, CSAs, etc.). He has done lots of work at the household level, focusing on getting good food to people in an inexpensive way.

DeCarlo would like to represent the FPC because he worked on Summit the year before last and is keen to be involved again. His work with the Oregon Food Bank includes outreach to underserved populations and focuses on food access and food justice. He has many ties with the Native American, Latino, and Latin American

communities, as well as Eastern European and African refugee groups. He could potentially act as a liaison with them and encourage a more diverse participant group in the upcoming Summit.

Wick and Lynd counted votes and reported that Kullberg and DeCarlo were elected as FPC representatives to the Multnomah Food Summit with ten and 12 votes, respectively. More opportunities for participation in the Summit will be forthcoming.

Steve Cohen thanked Newman and Beth Cohen for their participation in the Urban Food Zoning Code meetings, where the process of rewriting zoning code language has begun. The advisory committee meetings constituted the first part of the process, and will be followed with a February 21 open house at St Philip Neri Church. There will be a number of opportunities to comment on the new code language over the coming months; it is available at the Bureau of Planning and Sustainability page on portlandonline.gov.

Will Newman complimented the City for requesting and incorporating community feedback into the zoning code rewrite.

Workgroup Updates

Shawn DeCarlo spoke regarding the Food Justice Workgroup, which is meeting on Friday from 1-3 pm. They are currently planning a series of four community listening sessions; their partners will be nailed down at the Friday meeting. He stressed that anyone who is interested should absolutely attend. After the Food Summit, they must figure out how to maintain community involvement and use it as an effective sounding board for food policy development.

David McIntyre asked if there would be a timeline for the listening sessions; DeCarlo responded that the sessions will be finished by the end of March.

The Regulatory Barriers Group is in the process of setting up listening sessions. FPC and community members are invited to next meeting, which is on February 22, 12-1pm at the Oregon Food Bank. They are working with Ben Duncan in the Health Department to reach out to food inspection and vector control agents, bringing them in to listen in the sessions that will impact their work. Julia Gisler (BPS) will be giving a briefing on the Zoning Code update. The County is in the process of creating a report around food clusters and jobs, and will be putting together their recommendations soon after the listening sessions.

Hannah Kullberg asked if there are any supporting documents that can be forwarded. Lynd replied that she will send out quick reminder regarding meeting time and location, and will attach a next steps and framing document to the email. If anyone is interested in more access, just respond to the email and they will get it.

Charles Robertson announced that the Healthy Retail Workgroup will be re-convening in March.

Robertson followed up by reporting that the Healthy Retail Initiative is on round four of its mini-grant process, and that 23 stores have signed on to bring healthy produce and products into their stores. They are hoping to get distributor discounts for those in the healthy retail network.

Dave Barmon announced that the first Wild Food Workgroup meeting will take place on Thursday, February 16 from 8:30-10 am in the Multnomah Building Copper Room (meetings will hopefully be at the same time each month). They will discuss the workgroup's background and what work has already been done. Their planned focus is on game, fish, mushrooms, and plants, but that may broaden over the year. During the meeting they will talk about how to define wild food's context of food policy, and how to bring in an equity component with area tribal members. Sarah Pool will co-lead, but other FPC members are encouraged to attend.

Lynd pointed out that the Wild Food Workgroup doesn't have total staffing support due to their time constraints, but they're still as involved as they can be.

Kullberg reported that the Economic Development Workgroup has held a number of good conversations about how to target food system economic development toward particular goals. Notes are in the process of being written up. Lane County, Seattle, and others are also thinking on this same topic, so there is an opportunity to get in on the ground floor and shape the conversation.

DeCarlo mentioned that if anyone with expertise on the subject was interested, they could join the conversation and help figure out a concrete action plan.

Workgroup Development

Following up on the conversation of the January meeting, Katie Lynd passed around a scoping document and workgroup template to guide members through the process of developing workgroups. The scoping document is meant to help members think through the goals, key players, actions, and intended end products of their potential workgroup. The work plan highlights critical milestones and check-in points to inform FPC staff of the direction of the project and how it hopes to meet its targets.

Wick added that the documents were roadmaps on how to go about influencing policy. She shared an example draft plan and stressed that workplans make the partnership between FPC staff and members more effective.

David McIntyre pointed out that this would be very helpful tool for the Economic Development Workgroup.

Andy Fisher asked about the process for proposing an activity or workgroup. McIntyre replied that there is no strict procedure, but the further you are on the workplan, the better FPC staff will be able to help you. This past year saw a lot of work on streamlining the process and limiting workgroups to just those that members would have the energy to maintain.

Tammy VanderWoude remarked that members should definitely pitch their ideas, as others might be interested in similar issues.

Wick stated that a brief written description of the workgroup would be helpful so that staff can make a decision about how much support it can give. Staff involvement is not required for workgroups, but they do try to help where they can.

Wick asked if new members needed more explanation regarding the role of staff in the FPC; Steve Cohen replied that there are written documents that they can share through email.

Dave Barmon emphasized that there is nothing wrong with working through an idea individually and then bringing it to the group when it's developed. Oftentimes there is a lot of enthusiasm in the beginning of a year, but the energy fizzles over time. By working through and developing an idea, it's easier to figure out how it best relates to the work being done by the FPC.

McIntyre mentioned that the Outreach and Membership Workgroup is on hold because of his energy level, but that it is likely to resume soon. Any member who wants to participate (or take over as chair) would be welcome to do so, as there are important questions about the shape of future Outreach and Membership priorities.

Steve Cohen stated that, while Zoning and Land Use Workgroups have existed for nearly ten years, the zoning code aspect of the work has transitioned into the Code Development Advisory Group, which assists in the rewrite of the urban food zoning code. Any who wants to continue working on related issues is encouraged to do so, particularly now that CDAG work is wrapping up.

Wick has received several requests for clarity regarding the standing workgroups. A list does exist, but there are still some blanks to be filled.

List of Workgroups:

- Food Justice Workgroup – chaired by Monica Cuneo & Shawn DeCarlo
- Regulatory Barriers (not a standing workgroup) – chaired by Shawn DeCarlo
- Zoning and Land Use is not really a workgroup anymore, but can be re-started (there will likely be implementation issues once the revised code comes out)

Wick stated that she will compile and share summaries regarding each workgroup and requested that workgroup chairs send her an email with a one-sentence description and any information on meeting times. She asked that these be emailed by Friday, as she is about to leave the country for a month.

Steve Cohen reminded the groups that it would be best to have standing meetings in order to build the kind of stability that promotes community participation.

Fisher suggested that the FPC create a scorecard that rates the City and County food systems with the goal of tracking this information on an annual basis. Fisher also registered an interest in inventorying the various City and County departments, interviewing representatives and acknowledging the relationship of each to food system decision-making. This would give the FPC a better idea of how to shape policy and provide effective advice.

Steve Cohen responded that there is currently no document that outlines each city bureau's relationship to food policy.

Lynd stated that there was a limited inventory of county resources during the writing of the Multnomah Food Report; since the report, there have been several developments in the Department of Community Justice and the Sheriff's Department. She is also working with Oregon Food Bank to pull together different metrics. Lynd cautioned against duplicating

efforts and suggested that we see if we can use existing information to general relevant data.

Steve Cohen added that the Mayors' Innovation Project looked at the five goals of the City's food program and suggested different metrics for tracking their success.

VanderWoude expressed interest in the idea of a food system scorecard.

Moanna Wright Barbour asked if there was any interest in creating a workgroup that explored the idea of a food hub: a physical location to act as a clearinghouse for ideas, workshops, etc. The workgroup could figure out the structure of the hub and explore ways of making it happen.

Beth Cohen remembered that Commissioned Nick Fish put forward the idea of such a food center at the previous Multnomah Food Summit. One task could be gathering feedback from the community to find out more about what is needed.

Lynd mentioned that there are significant limitations to this kind of work due to cost and space considerations. EcoTrust was present at the Nick Fish session and also expressed interest in the project.

Will Newman mentioned that the idea of a food hub has been in public discussion for ~20 years, and that it's a very complex issue. There are a lot of stakeholders, yet no one who can take bottom-line responsibility; he suggested that if a workgroup were to form, that's where it should focus.

Anna Stulz mentioned that there are plenty of people doing work along these lines, so perhaps it's more an issue of refiguring and highlighting this work than recreating it.

Communication Protocols

David McIntyre stated that members are able to participate in social media as long as they make sure they are not stating they represent the FPC. Creating an outlet in partnership with the City of County, however, would be a much more complex proposition. If there is interest (and energy) among the membership, a workgroup could explore options for an FPC social media presence.

McIntyre brought up the topic of communication among members via email. He mentioned that Anita Yap had a strong preference for limiting email exchanges.

Steve Cohen stated that people not need to send him documents to disseminate among the group and are free to do so on their own. Cohen only sends group emails for meeting agendas and meeting minutes.

McIntyre stressed that the group must be conscious when identifying themselves as FPC members and to make it clear that they are not speaking on behalf of the FPC on any given point.

Moanna Wright Barbour asked if the meeting agenda is available on the website; Steve Cohen responded that it is posted once it's approved.

Will Newman asked if draft documents are viewable by the public and, if not, whether that was a violation of transparency.

Steve Cohen responded that draft documents for meetings are posted on the web site and available to the public. It's most important that documents that are pertinent to a voting matter be transparent. The documents are made available once they are in finalized form.

McIntyre asked if a back-and-forth email discussion would be allowable under transparency requirements. Steve Cohen replied that it only becomes problematic when members are deliberating on something that will come up for a vote. He said that he would follow up on this with members of the City's legal team and perhaps arrange a presentation for the group.

Adjourn / Review Action Items