

KC Healthy Food Policy Initiative
Small Core Working Group Meeting Notes – 9.22.08
Ruiz Library

Present:

Gretchen Burak, Erika Devore, Greg Garbos, Mary Hendrickson, Katherine Kelly, Gretchen Kunkel, Charles St. Clair, Sarah Shmigelsky, Karen Siebert, Otavio Silva, Jane Zieha

Review and Revise Draft Strategic Plan

Gretchen Kunkel reviewed why this group convened today:

- To better understand what is feasible for the Food Policy Council.
- To synthesize the information gathered by the work groups.
- Gretchen Kunkel will put together a preliminary budget to be approved by the group.
- Structure will be established in the first 12-18 months of the officially formed FPC.

Geography – What area will the FPC serve? Discussion on the geographic area the food policy council will impact: the 15-county Kansas City Metropolitan Statistical Area (MSA) or the 9-county MARC definition.

Otavio S.: Start broader and scale down later if we need to.

Karen S.: It depends where you get the research from – each organization will have research for a different area – MARC, USDA.

Katherine K.: What levels of policy are we trying to move – state or local? May need to serve larger area for state policies and smaller for local.

Gretchen K.: Where do we want to be in 10 years?

Mary H.: I don't think of some of these counties as Greater KC (some of the 15-county MSA). When we think where the eaters are it looks more like the MARC area.

Katherine K.: Issues in Bates are different than much of the area we serve.

Otavio S.: May need to have a representative for each county.

Jane Z.: Are we missing the farmers if we have a smaller area? Does the FPC just serve consumers, not farmers?

Gretchen K.: Can some of our work groups serve a smaller area and supply issues encompass a larger area?

Katherine K.: When serving a county, MSA data isn't that helpful. Define it narrowly and then have a statement as a catch-all "and the surrounding area that supplies KC."

Gretchen K.: Demand side is MARC-defined GKC area. Supply side is larger area that supplies KC.

Critical Issues for the Strategic Plan

1. Distribution

- Infrastructure

2. Supply

3. Awareness/Knowledge

- Support of the community

4. Affordability/ Access

- Barriers

5. Organizational Structure

Katherine K.: 'Critical Issues' are barriers to a healthy food system

Jane Z.: Is the strategic plan for the public or to guide us?

Katherine K.: Might be good to separate needs of the group (money, organization) from how the FPC serves the community.

Gretchen K.: We will come up with yearly issues that will be the focus.

Greg G.: There is a 'what' and a 'how'.

Karen S.: Affordability is a subset of Access.

Vision

Gretchen K.: We have a mission and vision for the FPC and the work groups each came up with a mission and vision – what do we do with them?

Otavio S.: Leave work group visions

Charles S.: Are the smaller visions congruent with the larger vision?

Mary H.: Visions are important to help people visualize what is possible.

Otavio S.: Have an appendix for the smaller visions – no sense in trying to combine them.

Greg G.: Relational mapping – like a flow chart, shows how all the parts are connected.

Erika D.: Visions help narrow down what the FPC does.

Gretchen K.: Visions will not be in the body of the document, but will be used in multiple ways including in an appendix. We can do relational mapping as Greg suggested.

Greg G.: We could have a 1-pager on each work group.

Gretchen K.: The body won't be terribly long with processes.

Greg G.: 1-pager could be in the appendix.

Strategic Goals

Cut strategic goals – they all fit into the overall goals of the FPC.

Overall goals:

1. Build a spirit of cooperation among all components of the food system.
2. Increase access to healthy food among all populations.
3. Improve the health of Greater Kansas City's children by advocating for and promoting healthier food in schools.
4. Strengthen and unify existing efforts to improve the Greater Kansas City food system.
5. Promote healthy food choices among all ages, in all communities and in all economic segments of the population.
6. Integrate food distribution systems.
7. Cultivate a sustainable food system that promotes local agriculture and connects local food producers to local consumers.
8. Advocate and advise food policy development and implementation.

Group suggests:

Combine 1 & 4

Combine 2, 3 & 5 – Mary H. suggests adding something about knowledge.

Cut 6 (is said in 4)

Combine 7 & 8

Strategies

Mary H.: Community Food Assessment (CFA) is the first thing the FPC needs to do – need data to know what the issues are.

Greg G.: Instead of diving into specific policies, have a statement that says what type of policies we will work on.

Gretchen K.: We will come up with issues to focus on each year to get to specifics. Right now we need to balance between specific and nebulous.

Katherine K.: Broad strategies would be more programmatic than policy because we need to find out information.

Greg G.: Policy needs to be talked about in the body of the plan.

Mary H.: Mark Winne said that many groups provide a document (white paper) stating the condition of their food system and many don't go beyond that.

Katherine K.: Data collection plan for the first year and then each work group takes on a task as well as larger group.

Sarah S.: Tag onto Climate Protection Plan recommendation regarding food.

Katherine K.: We can't make that decision until we know the needs. Need first year baseline data and also a policy goal.

Greg G.: Members of the group could be assigned tasks for data collection. An asset of the FPC is the membership – the document needs to highlight membership because they carry weight.

Revenue opportunity – Each group has standardized presentations relating to each group topic and overall FPC - could be done for a fee.

Mary H.: After the strategic plan we need a fundraising plan.

First Year Action Steps

- Research – CFA
- White papers
- Staff
- Money
- Membership – assess who's involved and who needs to be involved

Resources

- Staff/FTE
 - Attorney
 - CPA
 - PR Firm
- Assessment Management
- Office space/Overhead/Marketing
- Evaluation
- Resource Development
- Media/software
- Grant Writer
- Volunteers/interns
- Publication money
- Travel money

Jane Z.: We need a CPA and lawyer to be involved for the first year to make sure we are set-up correctly. Lots of these people will be found from those around the table.

Katherine K.: We need to have a meeting focused on the CFA and who has what information.

Mary H.: What are the critical pieces we already know?

Appendix:

- Membership
- Work group vision and 1 page summary