

General Council Meeting Minutes

Date/Time/Location	3/25/2013 4:00-6:00pm Public Works Building (Room 109)
Facilitator	Mary Lou Kempf
Note Taker	Emily Kujawa
Attendees	Susan Garrett, Maggie Ullman, Katie Murray, Darcel Eddins, Emily Kujawa, Dayna Reggero, Marielle Angell, Mary Lou Kempf, Karen McSwain, Bradley Jones, Brandee Boggs

Minutes

Agenda Items	Discussion	Conclusions/Action Items
<ul style="list-style-type: none"> ABFPC Bumper Stickers 	<ul style="list-style-type: none"> Ellen Rubenstein Chelms presented the design for the bumper stickers she has created. She has ordered 1,000 stickers and is waiting for the order to come back from the printer. She is hoping to sell them for \$2 apiece or 3/\$5, with the proceeds going to recouping her investment and then any profit being use to printing more stickers. Concerns were raised about whether the stickers' "Stop Mowing, Start Growing" slogan would be seen as the ABFPC official slogan, which could be interpreted as not supporting commercial/rural farmers. Other concerns focused on the financial aspects and on the presence of the ABFPC website on the stickers. 	<ul style="list-style-type: none"> This discussion will be continued at the April GC meeting. Darcel will look into the issues discussed and will lead the discussion at the next meeting.
<ul style="list-style-type: none"> Cluster Updates 	<ul style="list-style-type: none"> Access: Continuing the action planning process and looking at how to address different access issues in the city vs the county. Seeing lots of new, enthusiastic, experienced participation. Next Meeting: Apr 2nd, 4:30-6:00pm (location??) 	<ul style="list-style-type: none"> Legislative cluster will clarify the status of the county-level document and will update the GC.

- Farmer: “Fairly disappointing” turnout at the recent Farmer Listening Session. Discussed the FAP with participants, need to look at ways the FAP may alienate or not identify with commercial farmers. The cluster is working on solidifying priorities.
- Legislative: Need to clarify the status of the county-level food action planning document and the process for getting county approval. Gibby Harris is presenting the revised process for developing the county’s Comprehensive Health Improvement Plan (CHIP) at the County Commissioner’s meeting on April 16. Need to develop talking points for ABFPC members who wish to attend. Participation in the CHIP development process is important because of the shifts occurring in the health department’s oversight structure and because of the alignment of health indicators of interest to the ABFPC. Next Meeting: Friday, April 10:00-11:30am, Room 321 at the County’s 35 Woodfin Building.
- Land Use: Currently working on building relationships before focusing on policy development. Susan has been meeting with city and county planning reps about a number of ground-level county land use projects and is working on continuing to develop Cooperative Extension as a partner. The cluster is very energized. Next Meeting: Monday, April 4:00-6:00pm, Beth Ha-Tephila Synagogue (43 N Liberty St)
- Asset Mapping: Bradley is continuing to explore crowd-sourced asset mapping options, particularly Facebook, but there isn’t a publicly-available mapping program that’s ideal. Also exploring a mapping project with the Asheville Tree Commission. No next meeting scheduled yet.
- Education: Focusing efforts on food/nutrition education in schools, to

- **Legislative cluster** will develop list of talking points for use at the April 16 County Commissioner’s meeting and will share them with the GC.

	<p>with FAP priorities and because there isn't strong interest among Education cluster members to take on community-based projects. Ongoing issues with meeting attendance, would like more representation from low-income/ FRPL participants, Child Nutrition Directors, and principals. No next meeting scheduled, but likely mid-April.</p>	
<ul style="list-style-type: none"> • Communications Working Group AND Update on communications/ website/ posting minutes 	<ul style="list-style-type: none"> • Discussion of ongoing communication challenges, particularly between clusters. Dayna provided an update on her activities and an overview of some of the challenges to strengthening internal/inter-cluster communications. Specific points are provided in Dayna's email sent to the GC on 3/26/13. The group agreed that a communications internship program would provide continuity and help increase communications capacity, and the longer-term goal of establishing a paid Coordinator position, which would further boost communications/outreach/engagement capacity. Possibility of reaching out to UNCA to establish an ongoing internship program. 	<ul style="list-style-type: none"> • Karen will develop a draft "job description" for a communications internship and will share it with the group (Maggie will provide a template). • Marielle will assist Dayna with communication activities for the next couple months until an intern (Avery?) starts again. • Marielle, Katie, Maggie, Emily, and Karen offered to meet to discuss approaches to communication activities and infrastructure.
<ul style="list-style-type: none"> • City Update 	<ul style="list-style-type: none"> • Maggie provided update that Tuesday (3/26) night the City Council would be reviewing the fees and charges manual, and likely changing the recycling and trash service fees so the recycling will be free and trash service will be charged at double the previous rate. POST-MEETING UPDATE: The Council did pass these changes—read details here. 	<ul style="list-style-type: none"> •

	<ul style="list-style-type: none"> • Maggie also described efforts at moving toward the County’s long-term waste reduction goals of moving toward an enterprise model, and current discussion around a city-wide composting program, including graduated fee increases, funding a feasibility study, and identifying/cultivating interest in commercial composting contractors. 	
<ul style="list-style-type: none"> • Additional items 	<ul style="list-style-type: none"> • Discussion of how to handle requests or ideas that don’t fall under the scope of the FAP. A generic ABFPC email account exists that could be the initial POC for individuals who wish to approach the ABFPC, rather than going through individual Council members. • Discussed possibility of having a “download session” with Gordon to update the GC on current activities/developments on his end related to the ABFPC. • Upcoming event: Harvard focus group on how food policy can impact diabetes prevention. Monday, April 1, at 9:00---11:00 AM at ABCCM (207 Coxe Ave) • Agenda items not covered due to lack of time: fiscal agent update; how to handle new ideas presented to the ABFPC. 	<ul style="list-style-type: none"> • Individuals with requests or ideas should be directed to email the ABFPC generic email account (info@abfoodpolicy.com) which Dayna checks regularly. • If you want to participate in the Harvard focus group, RSVP to Mary Lou and Susan.

Next Meeting

Date/Time/Location	Monday, 4/22, 2013, 4:00-6:00pm, LOCATION TBD
Facilitator	Mary Lou
Agenda (tentative)	<ol style="list-style-type: none"> 1. Further discussion of bumper stickers 2. Update on fiscal agent options

	<p>3. Holding space for new ideas presented to the Council</p>
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