

HEALTHY FOOD FOR ALL COALITION

JULY MEETING NOTES

JULY 21, 2015 | SENATOR DR. RICHARD PAN'S S. SACRAMENTO OFFICE

OVERVIEW

The Healthy Food for All Coalition met on Tuesday, July 21, 2015 at Senator Dr. Richard Pan's S. Sacramento Office. A full list of participants can be found at the end of this document. The goals and objectives for the meeting included:

- Participants reflect on the successes and challenges of Quarter III and determine how the lessons learned will inform their work moving into Quarter III;
- Participants provide creative input into the upcoming Partner Showcase;
- Participants share their insights and feedback for the new Coalition webpage; and
- Participants are excited to continue engaging in and leveraging opportunities to collaborate!

JUNE ACTION ITEM REVIEW

As part of the Coalition meeting structure, each meeting will begin by reviewing the previous month's action items. Please see below for the ongoing Action Item list and the status of each item as of July 21st.

Action Item Matrix

Description	Owner	Date Assigned/Due Date	Status
Existing Items			
Follow up with Sac Food Bank re new distribution sites ¹	Shawn	May 19/(See Status)	In Progress/Ongoing (<i>see below</i>)
Follow up with Community Center re possible WIC store ²	Pastor Karen	March 17/ July 21	Completed (<i>see below</i>)
New Items			
Enlarge school map to inform Pathways Program ³	Shannon/Rangineh	April 21/ Fall 2015	In Progress (<i>see below</i>)
Create a private FB group for Action Teams	Isaac	June 16/July 21	Completed

¹ Sac Food Bank’s New Distribution Sites

Sac Food Bank and Family Services is now the official and sole provider for the Feeding America program in Sacramento. Shawn shared that he is working with food bank and mapping how to get donated fruit directly to food closets. He will continue to update the group as new developments arise.

² Louise Perez Community Center WIC Store

Pastor Karen reported that as a after attending a much anticipated meeting with the Community Center during the Coalition meeting, the Center will be putting in a WIC store. This is a substantial victory for the local community and has the potential to open the door to several different fruitful collaboration opportunities with the Coalition. Pastor Karen also shared that the summer lunch program has returned to the Avenues community after a collaboration of five different partners/agencies came together and mobilized around the effort.

³ School Map for Pathways Program

During the April meeting, upon adding the Pathways Program as an official engagement criteria in the Neighborhood Roadmap [matrix], Coalition partners requested an enlarged school map to visually inform them about the schools that are connected to the Pathways Program. Partners also noted the need and interest in having additional maps that provided information about other engagement criteria including elected officials for each neighborhood, county vs. city boundaries, food access activities, etc. Rather than creating several separate maps, Shawn and Rangineh will be working with a small group of folks who they hope will help create one interactive, dynamic map that contains all of the aforementioned layers. Given the magnitude of the map in question, the map will likely take a few months to create. Shawn and Rangineh will keep the Coalition updated about what progress is being made. (*See “Neighborhood Roadmap Update” under Announcements for more info*)

ANNOUNCEMENTS & RESOURCES

Prior to commencing the content portion of the meeting, the Coalition members provided the following updates and announcements:

- **Toby Hemenway Permaculture Workshop:** The workshop will consist of six weekends (Oct. – March) with a target audience of residents and organizational staff. TCE will be providing some scholarship funds. More details to come!
- **Food Literacy Center** (*Elaine Lander*): FLC will partner with Oak Park Farmers Market, among others, to present a Food Literacy Fair and Sacramento's first zero-waste farmer's market. Additional partners and vendors are welcome (and encouraged!). The fair will take place on Saturday, September 12th from 9 AM – 12 PM with a focus on "Fruit to Root", surrounding themes of food waste, drought, sustainable farming, and the future.
- **Dan Barber Talk:** Dan will present a talk on his book "The Third Plate" on Tuesday, October 6th at the Tsakopoulos Library Galleria in downtown Sacramento.
- **Vegetarian Sac Town Festival** (*Glenn Destatte*): The festival will be taking place in January 2016 – please contact Glenn for more details (sacveggie@gmail.com)
- **Soil Born Farms** (*Shawn Harrison*): SBF received a five year Cap & Trade grant to plant fruit trees in south Sacramento. The plantings will be done in clusters at both schools and in the community. The target area was identified based off of the work the Coalition has been doing.
- **Fruitridge Elementary School** (*Christine Tien*): The school has been approved as a community resource site. Kim Williams (Sac BHC) is looking into renting meeting space that grantees could use. More info to come!
- **Edible Sac High** (*Nick Anicich*): Edible Sac High successfully placed two paid interns with the 'We Digg it Home Garden Build Program'. Edible Sac High will also be hosting a dinner on Wednesday, September 23rd at Sac High School from 5:30 – 7:30 PM with Alice Waters and Mayor Kevin Johnson.
- **Yisrael Family Farm** (*Judith Yisrael*): On July 26th from 4:00 – 7:00 PM YFF will be doing a "Garden Art Den" that features a fusion of art and ag.
- **Access Sac** (*Isaac Gonzalez*): Six new, talented hires are on board who will be reaching out to Coalition members to conduct interviews and help tell the food access story.
- **UC Davis Farm to School Bus Tours** (*Shannon Hardwicke*): The bus tours will take place in October as part of the Farm to School initiative/movement. This event should be kept in mind as the Coalition continues to think through the fall/winter partner showcase.
- **School Board Presentation** (*Shannon Hardwicke*): The presentation, which is slated to take place in October, will be primarily focused on school gardens but could also be an opportunity to talk about the larger collaboration work in which the Coalition has been participating.

- **Neighborhood Roadmap/Mapping Update** (*Shawn Harrison*): After the May meeting, Rangineh and Shawn reached out to a handful of folks to engage them in a discussion about creating an interactive map that can provide a helpful visual of the Coalition’s work, as well as help inform the group about the nine target neighborhoods. By being better informed about the neighborhoods (vis-à-vis elected officials, city/county jurisdiction, neighborhood associations, etc.) the goal is to return to the Neighborhood Roadmap tool later in the summer and begin identifying the next several target communities. The first mapping meeting took place in June with a second follow up meeting scheduled for July 22nd, which Coalition members are welcome to attend. So far, the group is in the process of exploring the list of needs and capabilities of different mapping mediums. The working group will provide an opportunity for Coalition feedback during the August meeting. (*Isaac encouraged the group to look at www.weconnect.net for sample ideas of how resources should be mapped for Sac BHC*)

PARTNER SHOWCASE PLANNING CAFÉ

Following announcements, participants were given an opportunity to provide input about the upcoming “Partner Showcase”, which is meant to serve as an opportunity to highlight the Coalition’s work over the last five years. Coalition members were asked to provide feedback on various components of the event including target audience, location/timing, and creative ideas/activities to bolster how the work is highlighted. Please see below for their direct comments and input. This input will be taken into consideration by a smaller planning team (once one is assembled) as the different components of the planning process continue to come together.

- **Target Audience (Who to Invite?)**
 - School Board Members
 - Local government and staff
 - Community leaders and members (neighborhood reps)
 - Potential partners
 - Local colleges/universities
 - Organization supporters of HFAC
 - Local students
 - Other BHC Workgroups/Action Teams and statewide BHC reps
 - Media (Comstock, Bee, CPR)
 - Philanthropy (BofA, Sierra Health Foundation, Citi)/Funders
 - BHC residents
 - Non-profits (not currently funded by BHC)
 - Mack Rd/ Del Paso Heights Orgs
 - SACOG reps
 - Food related business owners
 - Chefs
 - Alice Waters/Edible School Yard

- **Location**

- **Oak Park Community Center** (x1)
- Fruitridge Community Center
- **Pacific Elementary School** (x1)
- **Guild Theater** (x1)
- Schools (Growing Together sites)
- Simm Center
- City Park (McClatchy)
- Fruitridge Elementary School
- Serna Center
- High Schools
- Sac State/Alumni Center
- Sac City College
- Large meeting room with multi-media capacity

**Items in bold were check marked by more than one person*

- **Other Creative Ideas/Activities to Bolster How the Work is Highlighted**

- Video/Audio storytelling – project & process specific (see John Fortes’ “Unseen Heroes”)
- Social media outreach
- Time lapse videos
- Shared widely!!! (x1/Repeatedly)
- Press release/1 pager
- Week long partner showcase
- Bike (rack?) of projects
- Garden tour (x1)
- Bus tour
- Resident stories/student stories
- Open house

Timing (Length of event, AM/PM, Weekday/Weekend)

- Depeneds on outcomes, objectives and audience
- # of hours if event OR # of days if a “campaign”
- Weekend or Friday evening
- Weekend 10 AM – 2 PM

COALITION WEBPAGE REVIEW

During the last BHC All Grantee meeting, each of the BHC Action Teams had their own webpage set up. Participants took time to review and provide feedback about how the webpage can be utilized to house and help tell the story of the Coalition's work. Please see below for their direct feedback and comments provided by Coalition members.

Specific Feedback for Site Changes/Upgrades

- Data archive
 - Photo gallery
 - Videos
 - Storytelling history
- List all Coalition members with link to their sites → Mini press kits for each org (e.g. include graphic-ready logo) and/or partnerships
- Mapping tool that is being developed should live on page
- Webpage should reflect what comes out of partner showcase
- Link to Urban Ag site → would be huge to be able to have page show up in searches
- Schedule out a monthly partner feature → partners could write a short blurb and post with pix and link to org (Access Sac youth could help with this piece)
- Updated calendar of partner events
- Resources (e.g. who to talk to about how to build a garden)

Comments

- Can create/use “unpublished” pages that only Coalition member can access with a link
- Need to feel good about the site we are directing people to
- See the page more as a resource guide/link that lives on everyone's website
- Access Sac has grant (\$10K quarterly) to buy Google Ads

CLOSING REMARKS

In conclusion of the meeting, participants who shared agenda items on the “Future Agenda Items” board were encouraged to also write in their names so that facilitators can reach out to them re the topics they listed. Finally, the next Coalition meeting will take place on **Tuesday, August 18, 2015 from 10 AM – 12 PM at Senator Dr. Richard Pan's S. Sacramento Office** (2251 Florin Road Sacramento, CA).

PARTICIPANTS

Name	Affiliation/Organization
Rangineh Azimzadeh Tosang	Solh Resolutions International
Shawn Harrison	Soil Born Farms
Nick Anicich	Edible Sac High
Tiffany Wilson	LPC Consulting
Randy Stannard	Soil Born Farms
Christine Tien	The California Endowment
Bridgitte Rivers	Alchemist CDC
Glenn Destatte	SVS/ECOS
Elaine Lander	Food Literacy Center
Judith Yisrael	Yisrael Family Farm
Isaac Gonzalez	Access Sacramento
Dominic Allamano	Soil Born Farms
Rubie Simonsen	WayUp Sacramento
Pastor Karen Abrego	Ebenezer Christian Center/ Senator Dr. Pan's Office
Todd McPherson	SCCSC/Mack Road Farmers Market
Kate Wilkins	Sac Food Bank and Family Services
Shannon Hardwicke	Soil Born Farms