

Food Justice Committee Meeting Minutes December 6, 2017

In Attendance:

Brittany Barbato (co-chair), Howard Bilofsky, Amelia Duffy-Tumaszk, Flo Gelo, Paul Glover, Mimi Kahn, Jeannine Kienzle, Seth Lerman, David Loeb, Jack Malinowski, Denise Mathuthu, Megan McCrea, Rachel Milenbach, Christina Moresi, Scott O'Brien, Jon Scaffidi, Larry Schaeffer, Norm Weiss

1. Approval of November 2017 minutes

The minutes were approved.

2. Communications Team (CT) update (Amelia)

Members of the FJC Communications Team (Amelia, Jeaninne, Howard, Lauren and Louise) have been working with Paul Weinstein, the Web person for WW co-op, to integrate FJC information into the main co-op website page. Paul is designing the page; the CT will add content. The current goal is to set up the structure and then tweak details later. When this is done, the CT will put up a ghost page to solicit feedback. For the moment we will continue to use the email list to send out information but will move over to the new system in the near future. The CT is still looking for someone to oversee the Twitter account. If anyone is interested, please let the CT know.

Amelia requested feedback about what the goals of the CT should be (i.e. whether to share information within the FJC, or with the broader public). There was a general sense that the goal should be to serve the FJC. A recommendation was made for the CT to continue the great work they've been doing, as well as to prepare a description of their work/scope and to deliver it to the FJC when complete.

Flo noted that as the FJC grows there will be a need to differentiate tasks so that we are not just growing the committee, but also growing member engagement. With this in mind, the FJC website would be a good place for people to learn about ways to become engaged with the FJC's mission and projects.

3. Philly Foodscape (formerly "Lay of the Land") update (Brittany)

Amelia suggested that we rename "Lay of the Land" (a term recommended by our recent facilitator, Sarah Gabriel) to "Philly Foodscape." Amelia got this idea from the Food Trust's online image/phrase "reimagining the community foodscape." (*See below for a definition of "foodscape.") There was unanimous agreement on renaming the project. Jack raised a concern that the word "Philly" might appear to restrict our efforts to the Philadelphia area. We agreed to create a brief description to accompany the title, where we could emphasize Greater Philadelphia Area (within the scope of our abilities).

Brittany reviewed the process for FJC liaisons to get started with the Philly Foodscape project, the details of which are described in the online “Philly Foodscape” document. (https://docs.google.com/document/d/1rgF6IZt5bEvdcdFul1itEXH_DtbNvYd4_drrGrZJSIU/edit).

- a. Familiarize yourself with your organization(s).
- b. Identify a point of contact.
- c. Send FJC introduction letter (both email and hard copy).
- d. Track your correspondence on the google tracking doc at least one week prior to the next FJC meeting. (https://docs.google.com/spreadsheets/d/1aNGDo7QC6BihXUVm3KVd_mr_w9i17-EV-ZsnEm6EHbU/edit#gid=0)
- e. If you prefer to have Mimi enter your updated information for you, please email it to her (mimi.kahn48@gmail.com).
- f. Stay in the know and update the committee at monthly meetings.

4. Elections (Brittany)

Recently, following advice from Sarah Gabriel, the FJC added names and leadership position titles to indicate a sense of committee structure and responsibilities. This was an interim response to Sarah’s recommendation and in no way indicates that these positions, and those who occupy them, are permanent. Thus, we will now have elections to fill these, as well as other positions that might be suggested. The goal is to get as many FJC members involved as possible. If anyone wants to suggest other positions please let Brittany know.

Positions (see page 4 for list of positions and descriptions)

- Chair/Co-chair
- Administrator
- Project Coordinator
- Education Coordinator
- Co-op Outreach Coordinator

Nominations

- a. Nominations, either of oneself or someone else, are accepted now through January 2, 2018. Please send nominations to Joan Brookshire (book321@comcast.net).
- b. Nominees will be asked if they accept the nomination.
- c. Upon acceptance, nominees will write 2-3 sentences about why they would like to serve in the position. This will be shared online as well as with the committee at the January 10th meeting.

Voting

- a. Voting and counting of the ballots will take place at the February 7th meeting.
- b. Hard copy ballots will be available at the January 10th meeting.
- c. Ballots will also be emailed prior to the February 7th meeting.
- d. If you can’t attend the February 7th meeting but want to vote, give your ballot to an attending member OR email it to Joan Brookshire before the meeting.

“Leadership” mini-meetings, where members serving the various elected positions meet prior to each monthly meeting, are open to anyone at any time. The purpose of these meetings is to plan the monthly meeting agenda and generally discuss upcoming FJC business. Please email Mimi if you’re interested in attending the leadership mini-meetings so she can put you on the email list for the meetings. Each month the “leadership” members, according to their availability, determine the date of the meeting.

5. Thank-you card signing (Brittany)

Several blank thank-you cards were passed around for everyone to sign. These will be given to future guest speakers and others whom we wish to thank for their assistance.

6. New business

- a. Larry Shaeffer presented a creative “outside the box” idea for getting affordable fresh produce to people in neighborhoods that have few such options. This would involve Chinese take-out places, which exist all over Philadelphia. These Chinese take-outs are willing to (and already do) sell a large variety of fresh vegetables at extremely low prices to people who want them. A FJC task force (consisting of Larry, Rachel, Seth and Scott) was set up to explore this possibility.

- b. Rachel Milenbach presented information about people on SSI (Supplemental Security Income) and SSDI (Social Security Disability Income), as well as military veterans. She raised the question of whether these individuals could be eligible for WW’s Food for All program. The vote was unanimous for Rachel to pursue this possibility.

* What is a “Foodscape?”

Consider the places and spaces where you acquire food, prepare food, talk about food, or generally gather some sort of meaning from food. This is your *foodscape*. The concept originated in the field of geography and is widely used in urban studies and public health to refer to urban food environments (<https://contexts.org/articles/foodscape/>).

NEXT MEETING

Wed, January 10, 2018, 6-7:30 PM

The Mercantile Store, 542 Carpenter Lane

JOB DESCRIPTIONS

Chair/Co-chair

- Lead and facilitate monthly FJC meeting
- Draft agenda in consultation with leadership team
- Coordinate meeting location and materials
- Review new project ideas in conjunction with committee and leadership team to help determine scope and direction
- Assist in guiding overall direction of committee based on its evolving interests and needs of the community
- Liaise with WW staff and board leadership
- Facilitate partnerships with local organizations
- Engage WW membership at all three stores
- Ensure timely responses to any/all communications (this could simply mean delegating relevant person to respond depending on the request/inquiry)
- As best as possible, stay current on newsworthy happenings related to the issue of hunger

Administrator

- Take notes at monthly FJC meeting
- Write up meeting minutes and run them by leadership team and relevant people
- Circulate meeting minutes
- Manage the email list of members
- Maintain the hard-copy binder that holds materials from monthly meetings etc.
- Circulate relevant information to members as appropriate

Project Coordinator

- Oversee the various projects
- Oversee those who volunteer to lead projects (for example, the food drive, the gleaning project, etc.)
- Provide a clear sense of organization, continuity and efficiency so that there is no need to reinvent the wheel each time with project-related things like the to-do list, time frame for the various steps, etc.

Education Coordinator

- Support the committee and WW community in sharing and growing their understanding of the issue of hunger and ways to take action against it
- Use a variety of engagement opportunities to do this (shared readings, films, videos, guest speakers, group discussions, etc.)

Co-op Outreach Coordinator

- Build and maintain relationships with area co-ops (Mariposa, Kensington) to coordinate efforts promoting food justice in Greater Philadelphia area