

Food Justice Committee Meeting Minutes October 4, 2017

In Attendance:

Caitlyn Ashton, Brittany Barbato (Co-chair), Howard Bilofsky, Eric Borgstrom (Co-chair), Allison Budschalow (Food Moxie), Amelia Duffy-Tumasz, Louise Emerick, Flo Gelo, Mimi Kahn, Jeannine Kienzle, Seth Lerman, David Loeb, Kentu Malik, Jack Malinowski, Catherine Martin, Megan McCrea, Rachel Milenbach, Bernadette Norton, Jay Roberts, Steven Roberts, Jon Scaffidi, Ed Segal, Mary Segal, Tamara Sepe, Larry Shaffer, Lauren Todd, Norm Weiss, Nancy Wieman

1. Introductions

Five new members attended the meeting:

Caitlyn Ashton, Seth Lerman, Rachel Milenbach, Bernadette Norton, John Scaffidi

2. Approval of September 2017 minutes

The minutes were approved.

3. Review of new committee structure (Eric)

The new structure was created in response to the survey and with several goals in mind.

- Provide more opportunities for involvement by FJC members
- Make better use of the interests and talents of FJC members
- Create more dispersed leadership roles
- Streamline the process by which we move from “ideas” to “action”

Eric summarized the new structure of the FJC with its three pillars.

- Governance (onboarding, strategizing, resource utilization, and project prioritization)
- Projects (Lay of the Land, 4 seasonal projects, plus room for new ideas as they arise)
- External Communication (Website, Facebook, social media, Shuttle, Hunger 101)

4. Check-in on September meeting (Brittany)

Brittany asked for feedback about the September meeting. Feedback was generally positive. Larry asked about the relationship between the “model” and the “reality” of how the new process works. The models were created based on the realities. For example, from the Food Drive we learned how important it is to have one key person who oversees the various projects so we can streamline the process and learn from past mistakes.

Catherine has offered to be that person. Howard asked about what he sees as the rigidity of the flow chart for raising new ideas. The goal is for the committee to receive input about new ideas from anyone and everyone, but to then know how to move forward with the ideas (for example, do they fit our mission etc.).

5. Proposed mission statement (Brittany)

A proposed mission statement was presented for discussion.

The Weavers Way Food Justice Committee envisions a world in which healthy food is readily accessible and affordable to all. By focusing on both short and long-term solutions for food insecurity and wasted food, the Committee actively initiates and supports projects for Weavers Way members to help alleviate hunger in the Greater Philadelphia region. The Committee also offers educational opportunities for the Weavers Way community to learn more about the issue as well as where to find resources if and when they need a helping hand.

Flo asked for clarification about the last sentence, which she found confusing. After valuable discussion about various details (the proper length for a vision/mission statement, the need to strike a more inclusive tone, whether to incorporate ideas about values, the need to emphasize what drives the organization, etc.), a decision was made to create a task force whose job it is to draft an improved mission statement. Brittany, Caitlyn, Flo, Jon, Megan, Rachel, Seth, and Tamara all volunteered to work on crafting a new statement and to present it at our November meeting.

6. Mechanism for voicing new ideas (Brittany)

After a brief discussion about the flow chart that was attached to the meeting's agenda, we decided to work with the current diagram and see how it goes. We can always tweak it once we have concrete examples of "new ideas."

7. Communications update (Louise and Amelia)

Louise and Amelia met with Paul Weinstein, from the WW Communications staff, who administers the WW website. FJC will get a webpage link from the WW Committee page. Our webpage will include things like our mission statement, a calendar of events, and meeting minutes. The FJC communications team concluded that instead of starting and maintaining its own Facebook, Twitter, and Instagram accounts that it will post under the main WW social media sites. The committee will develop a hashtag to include in posts on the co-op's sites, so that we leverage the followers that the co-op already has, but also make it clear when information is related to our committee's mission and activities. Our Facebook page is currently under the membership link.

<https://www.facebook.com/weaverswayfoodjustice/> People are encouraged to follow the site as well as the Weaver's Way general site <https://www.facebook.com/weaversway/>, which we will likely be migrating over to very soon. If you are interested in getting involved, please send relevant photos or videos to Amelia amelia.duffy.tumasz@temple.edu

8. Gleaning Task Force update (Catherine)

Catherine discussed gleaning. This year, because Philabundance already does this, it is best if we collaborate with them. People were encouraged to see Philabundance's link to their schedule of gleaning events and sign up on their site. These are in the mornings at 8:30, on Mondays (gleaning at Buzby farm in Woodstown, NJ) and Fridays (Produce Rescue).

<https://philabundance.volunteerhub.com/lp/aginitiatives/events>

9. Lay of the Land update (Mimi)

Mimi distributed the Lay of the Land sheet that she put together. It lists organizations in the greater Philadelphia area that deal with hunger relief. The list is organized into four groups: 1) major organizations; 2) places with an education focus; 3) community gardens, orchards and harvest programs; and 4) food pantries with which the FJC has an established relationship. Our first big project, which can involve everyone, is for individuals to become a liaison person for one or more of the places on the list. FJC members should email Mimi with their choice(s). mimi.kahn48@gmail.com

This will involve doing the following:

- Research the organization
- Find the name of the person that you can contact
- Connect with that person and ask about her/his preferred way of being contacted
- Monthly follow-up with the organization and up-date FJC with relevant information

This project has several goals:

- Get all FJC members involved
- Have other organizations learn about WW Food Justice Committee
- Promote collaboration with other organizations that are doing hunger-relief work
- Develop projects initiated by these groups
- Eliminate reinventing the wheel (ex. gleaning, the corner store project)

10. Inclusion (Mimi)

Due to time constraints, this item was tabled until our next meeting.

11. Announcements

Howard – The Philadelphia Food Policy Advisory Council (FPAC) has a new initiative called "The Philadelphia Good Food Caterer Guide" that helps consumers find businesses offering food that meets their values of "healthy, fair, sustainably sourced, and locally owned." Weaver's Way is the only one on their list that meets all the criteria. <https://phillyfpac.org/good-food-caterer-guide/>

Lauren – Germantown Market Square Pop-up Farmer's Market is Sunday, Oct. 8, 11-4. <https://www.facebook.com/events/237014233495011/>

Jeannine – Harvest on Henry Farm Festival will be Saturday, Oct. 14, 12-4. <http://www.weaversway.coop/event/harvest-henry-farm-festival-1>

NEXT MEETING

Wed, November 1, 2017, 6-7:30 PM
The Mercantile Store, 542 Carpenter Lane