

HEALTHY FOOD FOR ALL COALITION JUNE MEETING NOTES

JUNE 21, 2016 | FRUITRIDGE COMMUNITY COLLABORATIVE

OVERVIEW

The Healthy Food for All Coalition met on Tuesday, June 21, 2016 at the Fruitridge Community Collaborative. A full list of participants can be found at the end of this document. The goals and objectives for the meeting included:

- **Uplift** community-based projects that partners are currently working on;
- **Utilize** Coalition space to discuss, plan, and collaborate around these projects; and
- **Build** energy and momentum around supporting each other and working together as a Coalition.

MAY 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 June 21st.

Action Item Matrix

Description	Owner	Date Assigned/Due Date	Status
Existing/Ongoing Items			
Mapping Tool Development ¹	Shawn + Team	April 21/ TBA	In Progress/Ongoing (<i>see below</i>)
Share opening date (once it exists) for Maple Elementary ²	Rangineh	Sept 15/ TBA	In Progress
Follow up with Erik @ SFBFS re fruit distribution in the community ³	Shawn	Dec 15/TBA	In Progress
New Items			

No New Items

¹ Mapping Tool Development

No update at the moment.

² Maple Elementary Opening

916 Ink’s Imaginarium is now open at Maple but the official grand opening for the rest of the site will likely take place in late 2016.

³ Sacramento Food Bank and Family Services (SFBFS) Fruit Distribution

During harvest time, a few approaches are taken in distributing the fruit. SFBFS is tasked to take over 200 food closets and is beginning to target the partners in the area where the gleaning is mostly happening. The food is being packed and sent to the neighborhoods where the gleaning is happening. The distribution will include other food besides fruits. Residents can continue to go on their regular day of produce distribution.

ANNOUNCEMENTS, RESOURCES, AND OPPORTUNITIES FOR COLLABORATION

Prior to commencing the content portion of the meeting, the Coalition members provided the following announcements, resources, and opportunities for collaboration:

Announcements

- **Colonial Heights Library** (*Alicia Doktor*): Summer Lunch at the Library will commence on June 14th and go through August 5th (*Tues. – Fri.*) from 1 – 2 PM. Anyone 18 & under can get a meal at any of the 4 locations in south Sacramento. There will also be snacks for adults. In other news, the community-room is finally done (celebrate!) – the library needs help pushing out the “Lunch at the Library” program and asks Coalition partners to help in promoting the program. For more information, please contact Alicia Doktor at adoktor@saclibrary.org.
- **Store Tour** (*Jacob Sacks*): Alchemist CDC will be hosting an upcoming store tour at Larisa’s Euro Market (located at 5200 Stockton Blvd, #135). Store Tour Participants will receive \$10 to purchase healthy groceries at the end of the tour. For more information or to participate, please contact lisa@alchemistcdc.org.
- **Garden Workshops** (*Shawn Harrison*): The first of two “digging in” workshops will take place on Monday, July 11th with school garden coordinators from different school sites. For more information, please contact Shannon Hardwicke for more info sacgardenchica@gmail.com.
- **Crocker Art Museum's Block by Block Initiative** (*Dea Montelongo*): The Initiative is a 2 year community arts engagement project focused on Districts 2, 5, and 8. The District 5 block party will be Saturday, July 9th from 12 - 7 PM @ the Colonial Heights Library (4799 Stockton Blvd) and will feature an Urban Farming area. To learn more or to get involved, please contact Dea Montelongo at dmontelongo@cityofsacramento.org.
- **Data Request** (*Karen Abrego*): Senator Pan’s Office is trying to do an assessment of work done in food deserts in and around Sacramento County with the aim of charting/mapping where there is a gap in the work. Data on work including improvements in food, gardens, etc. is needed. Coalition partners with such data (or access to such data) please contact Karen Abrego at karen.abrego@sen.ca.gov.
- **Sacramento Urban Ag Coalition** (*Chanowk Yisrael*): The next Sacramento Urban Ag Coalition meeting will be held on Wednesday, July 20th in the evening. Katie Valenzuela Garcia is currently scheduling meetings with county elected officials. For more information re the meeting or Coalition in general, please contact Chanowk Yisrael at chanowk@yisraelfamilyfarm.net.
- **Partner Agency Conference** (*Rosie Cerna*): The Partner Agency Conference will take place on Thursday, July 14th from 8 – 4 PM @ Arcade Church in Carmichael. The Sacramento Food Bank and Family Services will bring 225 agencies together. The event is a great tabling opportunity for Coalition members. Vendors will be asked to provide a list of materials they will be bringing, the number of people, and a brief overview of their table topic. The *deadline to sign up for tabling is June 30th*. For more information or to table, please contact Rosie at rcerna@sacramentofoodbank.org.
- **BHC Communications Fund** (*Rangineh Azimzadeh Tosang*): The Hub is offering each of the BHC Action Teams a \$5K communications fund budget to cover any communications needs including print, web, social media, brochures, radio, newspaper, video, ads, and limited swag. The funds must be used for the work of the Action Team (collectively) and must be spent by the end of the calendar year.

Resources

- **Meeting Rooms Resources** (*Meeting space for Coalition partners has been offered at the following locations*):
 - Fruitridge Collaborative Meeting and Conference Rooms– To reserve space please contact BHC at bhc@asianresources.org.
 - Colonial Heights Library Conference Room (*Available free for non-commercial, non-profit, open to the public events, capacity of room is 90 people, but may increase or decrease after renovation*) – To reserve space please contact Alicia Doktor at adoktor@saclibrary.org.
- **Crop Mobster** (*Robyn Krock*): A new online platform for sharing food and ag resources for FREE. To learn more about the online resource please go to www.sacramento.cropmobster.com or contact Robyn Krock at robyn.krock@valleyvision.org.

SPECIAL ANNOUNCEMENT RE JULY MEETING

Co-facilitator Rangineh Azimzadeh Tosang (Solh Resolutions International) shared that Rally, a public relations company contracting with The California Endowment, will be hosting a special Campaign Messaging Training in July in lieu of the regular Coalition meeting. The training is a response to the Coalition's request to develop a storytelling platform to talk about both the individual organizational as well as the collective accomplishments of the group. The training will be held on Tuesday, July 19th from 9:30 – 12:30 PM in Room 11 at the Fruitridge Community Collaborative. Rangineh will send a group RSVP list directly to Rally on behalf of those who are interested in attending. For those who were not present or unsure of their availability on that day, she requested that they please **RSVP directly to both training coordinators** Sarah Reyes (sreyes@calendow.org) and Lys Mendez (lmendez@wearerally.com).

TRANSITION TO NEW MEETING FORMAT

After months of anticipation, the Coalition will finally transition to the new meeting format. To recap, the new meeting format will:

- ❖ Commit two-months in a row to discuss, plan, and collaborate around community-based projects partners are already working on;
- ❖ As part of those meetings, begin identifying issues at the community-level and systems partners for solution-generation;
- ❖ Every third month (or rather quarterly) include and engage systems partners in finding solutions; and
- ❖ *Will be up to project leads to continue working with systems partners in between Coalition meetings.

NEW MEETING FORMAT CONTINUED: PROJECT IDENTIFICATION, DISCUSSION, AND COLLABORATION

Project Identification, Discussion, and Collaboration

Following the recap of the new meeting format, partners were asked to identify projects they are working on that they would like to discuss, plan, and collaborate around with fellow Coalition members. Those who did not list a project were asked to self-select into one of the groups and think through the project with the project lead. The option to change groups was also available. A list of guiding questions was also given to each group to help start the conversation, but only if needed. The initial roster included the following projects:

Project	Person	Focus Area	Location/Neighborhood
National Night Out	Karen Abrego	Promotion	BHC-wide (District 6)
Block Party – July 9 th	Dea Montelongo	Urban Ag + Food Access	21 st Ave (District 5)
1.) WIC Certification	Jacob Sacks	---	Colonial Heights and Oak Park
2.) Go Healthy Market – local organic produce			
Marketing/Messaging Campaign for increasing demand for healthy food access	Todd McPherson	---	BHC/Region-wide

**Note: The latter two groups ended up combining into one larger group*

*** The Marketing and Messaging Campaign group decided to continue their conversation during the next meeting.*

Group Report Backs

Each group was given 30-40 minutes to discuss their projects and at the end of the time, each group was asked to provide a brief project overview and any asks or needs that emerged. The groups provided the following comments as part of their report backs:

National Night Out (NNO)

- **Summary:** Discussed how to use NNO to disseminate info about existing programs and to partner with communities; would like to get out info about gleaning events etc. to partners who may not know about them (e.g. Land Park) and be able to get their fruit and distribute to folks in need.
- **Ask/Need:** Current list of activities/data on where and with whom folks are working in order to get farmers market/food access resources to folks who need them the most. (Please send any info/data directly to Karen Abrego at karen.abrego@sen.ca.gov.)

Block Party

- **Summary:** No major updates.
- **Ask/Need:** Help with promoting; so far Oak Park Sol and Yisrael Family Farm (and potentially Harvest Sacramento) will be participating.

Marketing/Messaging Campaign

- **Summary:** Need to create a roadmap as a collective – what are the levels and phases for different activities (e.g. farmers market, mobile food distribution, etc.)? Slowly phasing things in that are appropriate to the community the activities are serving, need to make sure to hit all those points; also need to create a set of Coalition guidelines for food access work – guidelines would serve as a roadmap of succession of activities and allow for measurement of success.
- **Additional Comments**
 - Can also work in EBT as a way for residents to access all of the resources that are available
 - Can also support increasing demand; market-match model – getting a lot of traction and if marketed the right way and done more collaboratively, it can help touch on several food access points
 - There seem to be some creative tools and marketing that would allow residents more “bang for their bucks” – e.g. the targeting capabilities of facebook marketing can be leveraged to create a message that is compelling to a very specific group (Cropmobster via Valley Vision)
 - How can the library help drive people to the farmers market?
 - Some marketing 101 could be really helpful in general for the group
 - Isaac Gonzalez also a good resource
 - Even non-traditional places like phone stands could also be a good place to promote food-access points
- **Ask/Need:** To continue the conversation at the next meeting.

REFLECTIONS ON NEW MEETING FORMAT

Prior to concluding the meeting, partners were asked to share their initial reflections on the usefulness of the new meeting format. The following are their comments:

- Helpful to get different insights
- Saved having to set up another meeting 😊
- Good way to encourage collaboration
- Loved the breakout sessions, important to come back and debrief

REFLECTIONS ON NEW MEETING FORMAT CONTINUED

- Like this format – when you have everyone in the room its good to take time to hear what folks have to say
- Ditto
- Thumbs up
- Will be useful at different times of the year to bring group mind into it
- Thumbs up
- Only effective to do if some advanced thinking about topics that the group can help them think around, good to come prepared – moving forward these conversations will become more important; concern about how many conversations we open up that will require follow up
- *One way to follow up with open discussions is to come back and ask folks “what happened” in between meetings
- Randy/Vacant Lot: Want to get comprehensive input about what they want to see done with the lot – welcome any input about doing real community engagement
- Liked the format – stimulated some ideas, most excited about conversations about outcomes that address concerns about what we’re able to accomplish during meetings and stitching together the different pieces of our work
- Chanowk/Group Identity: One of the “projects” may be to look at group identity and how orgs in the group interface with the Coalition or maybe reflect that the group is more of a Collaborative; if we’re a collaborative then maybe other folks may be able plug in and participate because it wouldn’t necessarily require a new project
- What is the relationship of this group with other groups like urban ag coalition, oak park food collaborative – we’re getting there

CLOSING REMARKS & REMINDERS

In lieu of the next Coalition meeting, Rally will be conducting a Campaign Messaging Training during the same time and location of the regularly scheduled Healthy Food for All Coalition Meeting. The training will take place on **Tuesday, July 19, 2016 from 9:30 AM – 12:30 PM at Fruitridge Collaborative** (4625 44th Street), **Room 11**. Anyone interested in attending the training **MUST RSVP** in advance to both Sarah Reyes (sreyes@calendow.org) and Lys Mendez (lmendez@wearerally.com). For more information about the training, please contact Sarah and/or Lys directly.

PARTICIPANTS

	Name	Affiliation/Organization
1.	Rangineh Azimzadeh Tosang	Solh Resolutions International
2.	Oscar Cervantes	Senator Dr. Richard Pan's Office
3.	Kristina Karson	LPC Consulting
4.	Shawn Harrison	Soil Born Farms
5.	Jacob Sacks	Alchemist CDC
6.	Alicia Doktor	Colonial Heights Library
7.	Dea Montelongo	Crocker Block by Block
8.	Nailah Kokayi	SCUSD-Pacific
9.	Rosie Cerna	Sacramento Food Bank and Family Services
10.	Todd McPherson	SCCSC
11.	Adrian Rehn	Valley Vision
12.	Christine Tien	The California Endowment
13.	Dominic Allamano	Soil Born Farms
14.	Isaac Gonzalez	Access Sacramento
15.	Chanowk Yisrael	Yisrael Family Farm
16.	Karen Abrego	Senator Dr. Richard Pan's Office