

# HEALTHY FOOD FOR ALL COALITION MEETING NOTES

DECEMBER 16, 2014 | STOCKTON BLVD PARTNERSHIP

## OVERVIEW

The Healthy Food for All Coalition met on Tuesday, December 18, 2014 at the Stockton Blvd Partnership. A full list of participants can be found at the end of this document. The goals and objectives for the meeting included:

- Participants are clear and connected to the collective Coalition work plan;
- Participants capitalize on the opportunity to collaborate using Open Space Technology;
- Participants glean and incorporate lessons learned and best practices from the evaluation report into their work moving forward; and
- Participants feel excited and energized about moving forward as part of the Coalition.

## SEMI-FINAL WORK PLAN REVIEW

During the November meeting, the Coalition completed a semi-final draft work plan. While the draft work plan is still missing a handful of grantees' activity timelines, it provides a relatively accurate sense of where the Coalition's time, energy, and efforts will be focused over the next 12 months. Overall, participants shared that the timeline of activities provided a clearer sense of what Coalition partners would be working on, and, where opportunities for collaboration exist. Nevertheless, while the opportunities for collaboration were more apparent, participants noted that the onus to actually do the collaboration was clearly the next step. There was also an interest in more deeply exploring the details of a handful of the activities as well as discussing how the Coalition would ensure that some of the more general activities would be implemented. As a result, finalizing the work plan emerged as a strong priority for the Coalition. Finally, a concern was raised about the degree of community trust-building mechanisms in place both preceding and integrated into existing Coalition activities. For the activities to be successful, trust and buy-in from the community will be critical. To this end, it was noted that the food access activities are essentially designed to serve as initial mechanism for engagement and trust-building in the community due to their tangible nature and ability to meet an overarching existing need. Finally, the draft work plan only covers 2015 and so the Coalition will revisit the timeline activity in March/April to complete a quarterly timeline for 2016 as well.

## OPEN SPACE TECHNOLOGY: AN OPPORTUNITY FOR COLLABORATION

During the September meeting, several Coalition partners shared their interest in utilizing Open Space Technology (OST) as a tool for collaboration and inter-Coalition communication. As a result, OST was integrated into December's meeting. Participants were provided with a general overview of the tool (including the elements and principles) and then given an opportunity to determine the topics they most wanted to talk about. Participants self-selected into one of the topics and rotated as desired. *Please see below for highlights from each discussion topic.*

Urban Ag Resource Collaboration	Citrus/MLK Event	Greenhouse Usage	Local Engagement	HFA End of Year Celebration
<p><b>EBT Info</b></p> <ul style="list-style-type: none"> <li>• Small scale stands</li> <li>• Difference: level of sale might demand manual voucher</li> <li>• Free Machine</li> <li>• Income est. for non-operation</li> </ul> <p><b>Websites</b></p> <ul style="list-style-type: none"> <li>• About/why/narrative</li> <li>• Contact</li> </ul> <p><b>More</b></p> <ul style="list-style-type: none"> <li>• Ecommerce</li> <li>• Social Media</li> <li>• Localharvest.org</li> </ul> <p><b>Map</b></p> <ul style="list-style-type: none"> <li>• Contact</li> <li>• Sac City Farmers Guild</li> <li>• Self-classification scale-appropriate resources</li> </ul> <p><b>Action Item</b> → Get copy of application to be able to sell via EBT to farmers until it can live on a website alongside additional resources</p>	<p><b>Highlight</b> → Explored different ways that BHC partners can contribute to the MLK fruit gleaning event</p>	<p><b>Greenhouses</b></p> <ul style="list-style-type: none"> <li>• American</li> <li>• Luther Burbank</li> <li>• Will C. Wood</li> <li>• Akie</li> <li>• Food Bank</li> <li>• YFF</li> <li>• Sac High</li> <li>• Soil Born Farms</li> </ul> <p><b>Needs/Plants</b></p> <ul style="list-style-type: none"> <li>• Community gardens/ events</li> <li>• School gardens</li> <li>• Resident engagement/ education</li> <li>• Ubuntu Green</li> <li>• Fundraising: residents, programs, support local farms</li> </ul> <p><b>Resources</b></p> <ul style="list-style-type: none"> <li>• Soil</li> <li>• Seeds</li> <li>• Trays</li> <li>• Heating mats</li> <li>• Designated locations for distribution</li> </ul> <p><b>Action Items</b> → Meet with all the players and develop a crop/seeding plan; also seek plant donations from other sources</p>	<p><b>Needs</b></p> <ul style="list-style-type: none"> <li>❖ Time</li> <li>❖ Trust</li> </ul> <ul style="list-style-type: none"> <li>• Pre-reg &amp; raffle if show up</li> <li>• Partner announcements</li> <li>• Emotional draws/building</li> <li>• Commitment/Phone calls</li> <li>• Mindful of participation capacity</li> <li>• Knock &amp; Talk</li> <li>• Rethinking advertising locations</li> <li>• Incentives</li> <li>• Transportation</li> </ul> <p><b>Action Item</b> → Rethink advertisement: where are we actually accessing people?</p>	<ul style="list-style-type: none"> <li>• Coincide with OPFM</li> <li>• May 2<sup>nd</sup>: Picnic in the Park</li> <li>• Messaging?</li> <li>• Sectioned HFA Booth</li> </ul> <p><b>Action Item</b> → Would like to have an event like this take place in order to be able to tell the Healthy Food for All (HFA) story</p>

## PRESENTATION: YEAR 4 EVALUATION REPORT

Tiffany Wilson (LPC Consulting) presented participants with a document summarizing the *Healthy Food for All Year 4 Evaluation Report*. She led the group through a comparison of the report summary with the existing draft year 5 Coalition work plan. For the evaluation, Tiffany pointed out that LPC focused primarily on indicators and noted that indicators were largely informed by the activities. She also shared that LPC and Soil Born Farms are in the process of determining what the year 5 evaluation will look like. Once there is more clarity around the year 5 evaluation, that information will be shared with the Coalition. Ultimately, the goal is to work on both a Coalition work plan AND a Coalition evaluation report in order to capture a comprehensive snapshot of everyone's work. As part of the summary document, participants received a snapshot of the progress that was made in the last four years for each outcome and indicator; HFFA partners achieved all of the indicators for outcomes 1 and 4, and made partial progress on outcomes 2, 3, and 5. Tiffany noted that LPC had a really hard time connecting with residents to solicit their feedback for the evaluation report and as a result, LPC is currently refining their methods for connecting with residents for future reporting. She concluded by reviewing each of the final recommendations coming out of the report.

In response to the presentation, Shawn Harrison (Soil Born Farms) noted that the evaluation report is an opportunity to relay the Coalition's story and that in order to reach this goal, it needs to be a dynamic document that is revisited at the Coalition level on a regular basis. He also shared that there is still more work to do on the quantitative side in terms of collecting data (e.g. grantees filling out data forms, submitting logs). For Coalition partners who are not currently a BHC grantee, data on their work is not being collected meaning that the full story of the Coalition's collective work is not necessarily being told. Participants were encouraged to review the report in its entirety in order to maximize the opportunity to learn together and improve ways to tell the collective story. *For questions regarding the report or to receive an electronic copy, please contact [tiffany@lpc-associates.com](mailto:tiffany@lpc-associates.com)*

## ANNOUNCEMENTS & RESOURCES

- **Oak Park Sol:** Oak Park Sol is an official organization (thanks to help from TCE!) and recently hired their first employee (Nicodemus Ford) who will serve as the Garden Manager for the garden

The **next Coalition meeting will take place on [Tuesday, January 20, 2015 for an EXTENDED period from 9:00 AM – 12:00 PM](#) at Stockton Blvd Partnership.** The agenda for the meeting will be sent out the week prior to the meeting. Partners are kindly requested to remember to extend invitations to invitees listed on page 2 of the October meeting notes to the January meeting.

## PARTICIPANTS

Name	Affiliation/Organization
Bridgitte Rivers	Alchemist CDC
Elaine Fok	Food Literacy Center
Rangineh Azimzadeh Tosang	Solh Resolutions International
Shawn Harrison	Soil Born Farms
Dominic Allamano	Soil Born Farms
Tiffany Wilson	LPC Consulting
Christine Tien	The California Endowment
Chanowk Yisrael	Yisrael Family Farms (YFF)
Dauida Douglas	Alchemist CDC
Shannon Hardwicke	Soil Born Farms
Robyn Krock	Valley Vision
Mark Smeltzer	Access Local TV
Isaac Gonzalez	Sac BHC
Rubie Simonsen	WayUp Sacramento
Randy Stannard	Soil Born Farms
Karen Abrego	Ebenezer Christian Center/Senator Dr. Richard Pan's Office
Joany Titherington	Oak Park Farmers Market
Matt Read	Urban Ag Coalition/Oak Park Sol