

Vancouver Food Policy Council Meeting  
Minutes  
Wednesday, September 8, 2010, 6:00-  
8:30pm  
Hastings Mills Room, Woodward's Building



**Chairs:** Brent Mansfield and Joanne Bays

**Council Members:** Daryl Arnold, Maria Burglehaus, Carole Christopher, Trish Kelly, Cale Price, Helen Spiegelman, David Tracey

**Liaisons:** Aaron Jasper (VPB), Bill Manning (VPB) Mary Clare Zak (UASC/Social Development, City of Vancouver)

**Regrets:** Doug Aason, Herb Barbolet, Ross Moster, Yona Sipos, Kim Sutherland, Tara McDonald, Carla Shore, T'Uy'Tanat-Cease Wyss, Janine de la Salle, Wendy Mendes (Social Development, City of Vancouver), Heather Deal (City Council), Jane Bouey (VSB)

1. Opening Round

Helen - plastic is being included in compost received by City, Helen is working with City as the GCAT Zero Waste external advisor, and will also help to prepare for the transition in 2015 when no food waste will be allowed in municipal garbage.

Cale - excited that daughter is now in Kindergarten, will open restaurant on Main and Georgia.

Trish - gave feedback on fair trade organic standards, is going to Peru later this month to meet banana growers.

Aaron - has shifted responsibilities to be more involved with FPC. Park Board is looking at 3 sites to plant fruit trees - Renfrew and Grandview (confirmed for 25-30 trees - apples, cherries, plums), south and west side sites to be confirmed by the end of the month. Aaron is also expecting his first child in February.

Bill - Park Board is going through a lot of staff changes. Bill is a gardener and looks forward to helping.

Daryl - placed 40,000 chicks last week, is enjoying picnics on new boat.

Joanne - working to get healthy food in schools, hospitals and public institutions

Mary Clare - will be giving staff report

Brent - is excited to harvest food at Grandview elementary, and be part of Think and Eat Green at Schools initiative.

David - garden on roof of St. Paul's hospital has 50 people (40% from intercultural community) working on it

2. Motion to accept agenda and July minutes

Moved by Trish, seconded by Daryl, carried unanimously.

3. Staff report on City's food policy activity - Mary Clare

- GCAT - is the biggest policy agenda for Mayor and Council. Targets are being defined and finalized with help from FPC for report to go to council in October. Some targets include identifying food networks, and capacity (access to local food), distance to get to food is also being considered. Public consultation is being solicited through GCAT's online initiative 'Talk Green to Us' and FPC members are encouraged to submit ideas.
- Food Carts - 12 in operation, an online map shows their locations. Criteria for next steps will be explored in the coming months; will work with Maria and VCH.
- Edible landscaping - white paper outlining best practices is complete, will work with Park Board.
- Community grants - 6 million dollar program will be reviewed, more details to come in February.

4. Appointment of our new Treasurer

Duties include quarterly update and reimbursements. **ACTION:** Duties of Treasurer will be outlined for next meeting. Hope to present budget next meeting. City's legal department will be looking at classification of food council, could be structured differently to enable fundraising and receipt of donations. Brent will be part of discussions on behalf of FPC.

**MOTION:** To approve Daryl as new Treasurer and also give him signing authority on the account. Moved by David, seconded by Brent, carried unanimously.

5. "Communications" Working Group update.

In May, FPC agreed to allocate \$5500 to Communications, and in June, it was agreed that the Food Secure study needs \$2,000 from this budget, and that remaining funds (\$3500) from the Communications budget may have more impact elsewhere. The Communications WG met in August and (with follow up emails and calls amongst the leads) there was support to change communication directions/plans and to reallocate the \$3500 communication funding to other FPC priority areas.

By change of directions/plans we mean in this fiscal year, rather than hiring a consultant to develop a communications plan, we shall direct our energies to developing communications that further our key focus areas. And rather than paying a student to maintain a blog and twitter we shall grow the support of the city (and other partner organizations with communication resources) to develop and maintain food policy communication.

Some rationale for this change of directions: The FPC commissioned a comprehensive and fairly ambitious Communications Plan in 2007, at a significant cost (attached). The plan called for a significant amount of human and material resources - resources we believe the FPC simply did not have then and does not have today. The FPC members who helped create the plan are no longer with the FPC, and with their departure, some of the passion and the energy that went with that particular plan also departed. A review of the plan revealed much of the information is now not relevant. The context has changed. (i.e. we do not have to convince the city that food policy is important and should be on their radar - it is on the radar). Today we have a positive strong relationship with the City, and the potential for designated resources towards communications. We need to build upon this opportunity...while being cautious to retain some of our autonomy with communication...as the political context is ever changing.

During the August meeting Andrew Pask (SD, CoV) has agreed to work with Trish and other members of the FPC's CWG on revitalizing earlier e-bulletin (which could substitute for blog/Twitter) and redesign of City website to facilitate access to food-related information. Trish offered to develop e-bulletin template and is creating a spreadsheet with ideas of how FPC can work with the City on communications, which will be presented for review at October meeting.

Another meeting of the WG will be scheduled before the October FPC meeting. Helen requested that the group discuss the broader and longer-term vision for communications and to come up with concrete feasible steps to realize that vision. Helen would like to see a summary of that dialogue and recommendations at a future meeting. If interested in participating, contact Joanne.

Discussion

- It was noted that the ten food-related goals of GCAT have a clear communications strategy which FPC could support.
- A suggestion was made that the internal communications of the FPC be re-examined to ensure robustness of reporting/decision-making process.
- Concern was expressed that the FPC could lose some autonomy if too aligned with City structure.
- A recommendation was made that FPC connect with the Vancouver Planning Commission to discuss opportunities for collaboration and common challenges.
- It was thought that given the City's support of FPC, funds remaining could be better used to leverage other funds.
- Not all FPC members were aware of the 2007 plan; more effort is needed to ensure background info is known before making decisions.

**MOTION:** That the \$3500 originally allocated for Twitter/blog and hiring a consultant for a Communications Plan, be reallocated to other Food Policy Council priorities between now and the end of the fiscal year. Moved by Trish, seconded by Carole, 8 in favour, 1 opposed (Helen Speiglmán), motion carried.

6. “Neighbourhood Networks” Working Group update

Two meetings occurred at Langara College with organizational support from FPC. The first meeting in June was facilitated by SPARC and brought together representatives from the Vancouver Foundation, neighbourhood food networks, and neighbourhood houses. Discussion focused on the potential coordination of the networks to share resources and best practices. There was general agreement but with some reservations. The detailed notes will be compiled and used to determine what such a structure might look like. The July meeting brought coordinators of the networks together for short presentations describing what activities each group is doing. Each event was attended by ~40 people, FPC paid for facilitator in June (\$400) and food in July (\$400). A future meeting is needed to consult with coordinators as to what needs to happen on the neighbourhood level. There is \$400 left in the current WG budget, more could be used.

The WG met last week and discussed the FPC role in supporting the network and the history of neighbourhoods in Vancouver. Given this expertise and FPC members’ history working in neighbourhoods, it was thought that The role of the FPC Neighbourhood Networks Working Group with the Neighbourhood network of networks could be to share context, information and best practices, along with a limited amount of funding. It was noted that another role of the FPC working group with existing neighbourhood networks might be to deepen the process of neighbourhood empowerment. WG will meet again before October meeting.

7. “Food Strategy” Working Group update

WG met regarding GCAT strategy, Brent will circulate draft implementation plan for electronic feedback (FPC is external advisory group). WG plans to meet again in December.

An opportunity exists to partner with the Gaining Grounds conference. FPC funds (~\$500) could be used to invite prominent speakers to speak at a breakfast for Mayor and Council to raise the profile of food councils in cities and describe relevant initiatives. Members were asked to vote electronically, and resulted with 12 of 18 members voting - 5 in favour, 5 opposed, 2 abstentions. **MOTION:** To poll FPC again electronically. Moved by Brent, seconded by Trish, motion carried. Voting will not be anonymous.

The Metro Van Regional Food System Strategy will go to agriculture committee Sept 9<sup>th</sup> then to full council if passed.

8. Food Secure Vancouver Update

Draft report has been written, and will be circulated before October meeting for review. Approval is being sought, which will also bring recommendations for next steps and potential partnerships. Group is currently working on data management systems. Next step is to launch, a couple opportunities exist later in fall (e.g. GCAT, report to council). More funding may be needed for launch (printing, dissemination).

9. VFPC membership

Some members have stepped down. **ACTION:** Steering Committee will poll members for potential new members who will serve the remainder of the term until Dec 2011.

10. Budget

\$3500 is available for reallocation.

**Suggestions:**

- 1) Network of Networks - could use an additional \$400 for either facilitation or food for next meeting.
- 2) Food Secure Vancouver - to launch. Exact figure not known.
- 3) Institutional Food Purchasing Policy - FPC could provide leadership. Partners are keen to move forward, however there are no next steps planned. It was suggested to bring together those who have policies and have developed language (e.g. UVic, Local Food Plus). Services in the City are being streamlined so will be easier to navigate in the future.

**ACTION:** Interested WGs are requested to submit a proposal before the next meeting; decisions will be made in October. It was noted that potential funds for the Food Strategy would come from a different budget line.

11. Future Meetings Dates/Locations  
Larger room will be sought in Woodward's building, details to come.
12. Motion to Adjourn  
Moved by Carole, seconded by Maria, carried unanimously.

Meeting adjourned at 8:39pm

**SUMMARY OF ACTIONS**

**ACTION:** Duties of Treasurer will be outlined for next meeting.

**ACTION:** Steering Committee will poll members for potential new members who will serve the remainder of the term until Dec 2012.

**ACTION:** Interested WGs are requested to submit a budget proposal before the next meeting;

**SUMMARY OF MOTIONS**

**MOTION:** To approve Daryl as new Treasurer and also give him signing authority on the account.  
Moved by David, seconded by Brent, carried unanimously.

**MOTION:** That the \$3500 originally allocated for Twitter/blog and hiring a consultant for a Communications Plan, be reallocated to other Food Policy Council priorities between now and the end of the fiscal year. Moved by Trish, seconded by Carole, 8 in favour, 1 opposed (Helen Speiglmán), motion carried.