



Board Meeting Minutes  
June 21, 2018 | 9:00 to 11:30 AM  
Summerfield United Methodist Church

*(Internal Board Use Only)*

Present: Stephanie Calloway, Karin Conway (KC), Daphne Jackson (DJ), Marie Jewell, Meg Kilkenny, Barbara Richards, Brian Sales (9:45 AM), Nya Taryor, Erika Villafuerte, Pahoua Xiong

Absent: Kristen Feldderjohn, Dawn Powell

Guests: Tim McCollow (10:05 AM)

1. Meeting called to order at 9:07 AM by Nya + check ins
2. Consent Agenda was reviewed
  - NO edits – all approved
  - Tim McCollow joining at meeting as guest
3. Consent Agenda was approved
  - *Adoption of Agenda*
  - *Approval of April BOD Minutes*
  - *Approval of May General Meeting Minutes*
4. Fundraising Committee
  - Youth Conference in October – Saturday, October 20th – open to the public
    - Havenwoods (free facility) – we will need to keep to our reserved area for the event
    - Reach out to past McGinnity Family Fund recipients / make ask via newsletter to have youth come to present with one another
    - Co-chairs for event planning = Dawn Powell and Karin Conway
    - First phase of Youth Conference = October event, presentations, sharing ideas, successes, and challenges with one another
    - Second phase = December or January event with a pitch component that will result in a monetary prize
    - Stephanie to re-send grant to BOD to review once again
    - Need approximately \$3,000-\$4,000 more dollars for October event – need to brainstorm co-sponsors for matching funds
      1. Funds would go to a student to help plan for the event
      2. Sponsor would have a table at the event
      3. Contact Stephanie if anyone has ideas of potential sponsors
    - There will be 6-8 table spots for sponsors as well as a table for MFC
    - Advertising = invite media (press releases, etc) and radio stations for spots
    - Want to invite kids to help plan for the event, too!



- MCW Capacity Building grant
  - Fundraising
    - Board retreat date of August 17<sup>th</sup> no longer feasible due to funding cycle of grant
    - Looking more at October (which might be too busy with youth event), or early November for possible board retreat
    - Want to create a 2-year work plan that has action items and deliverables as a food council
    - “What does success for us mean?”
      1. (Barbara’s answer) “Success for us will mean that the multitude of actors in Milwaukee’s food system will be able to pursue their independent vision, mission and aims within a common agenda rooted in a cohesive vision and strategic organization for our city and region.
      2. Change “cohesive” to say “collaborative” vision
  - Fundraising committee meets every 4<sup>th</sup> Thursday with an 8:30-9:05 AM conference call
5. Nominations Committee
- Need more input from Board on people we can approach to be on the Board – each Board member to bring 1-2 people to Pahoua and Marie
  - Pam Menhart (Outpost) going to join us for August BOD meeting
  - Especially need someone with financial background to invest in another Treasurer
  - People with connections in the community in order to go our advocacy route
  - People with passion and interest in making Milwaukee a better place
  - Suggestion to create a list of past board members and steering committee members (so as to not reach out to too many prior BOD members)
  - Committee to create a list of “qualifications” for board members
  - Invite possible nominees to general meetings as a first step
  - Create a survey for July general meeting to pass around to gauge interest of those who might want to join and reach out to those people soon
6. Policy Committee / Tim McCollow
- Review of policy committee meeting a couple of weeks ago – Erick Shambarger (ECO office) was able to join
  - Staple Foods Ordinance
    - Reviewing Minneapolis’s code of ordinances for grocery stores
    - One strategy is to essentially copy Minneapolis’s work (based off of Detroit)
      1. Going to have a group conference call soon with folks in Minneapolis in order to learn more
    - Alderman Stamper’s request for a supermarket in his community was brought to the city and was tabled because other sources of fresh food access were discussed



1. Discussion happened amongst the Health Department, ECO, Department of Neighborhood Services
  2. Would the supermarket be in Stamper's district? Or would they implement a staple food ordinance in the district? Policy committee never got to go around the table to vote on this
- Want to do MKE Elevate (CHIP) level community outreach to get the staple foods ordinance to come about – would it be worth it to just do it *within* MKE Elevate?
  - Largest barrier of implementing staple food ordinance is the difficulty between store owners and property owners not usually being the same company/individual
    1. Implementing something like a produce cart outside of a corner store is a way to avoid this entirely
  - Need to figure out if community wants to support it and in what kind of model (i.e. an Aldi or Sendiks to-go like at Marquette?)
    1. Is it possible for both to happen independently? i.e. get a new grocery store with proposed \$200,000 City funding as well as work towards a staple foods ordinance
    2. American Heart Association wanted 2 million from the City for their funding initiative, but City has \$200,000 to give to leverage for new supermarket
  - Possible to pilot a “test zone” for the staple food ordinance (i.e. just implement it with stores on Center Street) – would it be rolled out by the aldermanic district? This would give the Health Department a break from managing it – is there a store size that is too small for the staple food ordinance?
  - MFC's role in all of this would be to “sign on” and support the policy
  - What does the Board of Directors think? (Went around the table and individuals spoke their opinions which are recorded below)
    1. Add and leverage community gardens to this model, encourage people to grow their own food
    2. Adding items to these “stocking requirements” that are also culturally relevant
    3. Hunger Task Force Fresh Picks Mobile Market... would aggressively expanding this be the solution to all of this? It would be another way to not have to deal with corner store owners (mobile market has 35-37 visits a month at different sites every other day during work hours, meaning there is definitely availability to fill in time gaps)
    4. But if you need food at a singular moment and the mobile market isn't there then you're out of luck, and if you don't have a car to get to a store, one would need to leverage corner stores that are already in neighborhoods



5. Milwaukee Grows (formerly Milwaukee Urban Gardens) is a network of over 170 community gardens that could be used to connect to corner stores... Milwaukee Farmers Union program... Groundwork is City connect with community gardens! Leverage that!
  6. Need to change the environment and scenery and put in a grocery store that has healthy food so people will change their habits
  7. Milwaukee food access maps... staple foods ordinance seems like more logical next step because we have learned that grocers have a hard time buying in to a new neighborhood that doesn't already have a store
  8. Need to have right key partners at table to make it happen
  9. Collective impact model
  10. Philadelphia healthy corner stores & Los Angeles Food Policy Council healthy corner store initiative = model examples
- Tim to send final draft of food access plan to Nya to circulate to Board
    - Would need to reach out to key stakeholders for feedback, including: Fondy Food Center, American Heart Association, Milwaukee Food Council, Bruce Wiggins
    - No set timelines for these items (staple food ordinance, grocery store) – need significant comments on it before rolling it out officially
  - HOW does the Milwaukee Food Council take positions? HOW do we officially sign on as MFC to a policy? Need to discuss and review!
7. Community Engagement Committee
- Want to look into making swag!
  - Logo redesign? This is a possibility if we get the MCW funding
  - SWARM day – pick a day with brochures to do outreach
  - Member of the month spotlight – possibly in MFC newsletters (KC writes newsletters)
    - Need to get a list of ALL MEMBERS (paid) and share with everyone
  - Going through website to update it!
8. July (7/19) General Meeting
- Slight agenda rewrite = start with two 5-minute presentations
  - American Heart Association is confirmed for 15 minute policy presentation
  - Other policy presenter = possibly veteran WI farm bill guy (Brian to reach out)
  - Backup if he cannot go = reach out to Michael Stevenson for MKE Elevate update
  - Equity & Justice = see where Kristen is at with contact at Black Health Coalition, UW-Extension Food Wise as backup
  - Need to contact St. Rafael ONE WEEK IN ADVANCE to get projector accessibility

Adjourned at 11:12 AM