



EDMONTON FOOD COUNCIL

Minutes

February 16, 2016

Edmonton's Food Bank, 11508 120 Street, Edmonton

Present:

K. Franke, D. Bajer, M. Bencz, M. Male, B. Swallow, S. Chunara, H. Shewchuk, M. LaRue, C. J. Stanton, S. Demers-Collins, J. Shewchuk, C. Rakowski, T. Lynch-Staunton, M. Dear

Absent:

B. Swallow, P. Yu

Also in attendance:

H. Quan, Senior Planner, Urban Planning and Environment Branch

K. Lennon, Principal Planner, Urban Planning and Environment Branch

1. Brief Tour of Food Bank

M. Bencz led Edmonton Food Council members on a tour of Edmonton's Food Bank.

~Supper, with catering provided by Kids in the Hall Bistro.~

2. Welcome and Opening Remarks

K. Franke called the meeting to order at 5:30pm and made opening remarks.

K. Franke drew J. Shewchuk's name as the next meeting ambassador responsible for arranging the venue and icebreaker game for the next meeting.

3. Approval of Minutes

The draft minutes for the January 19, 2016 meeting were reviewed and amendments were suggested.

- C. J. Stanton made a motion to approve the amended January Minutes.
- S. Chunara seconded the motion. All were in favor and the motion was carried.

4. Measurement Working Group Update

D. Bajer provided an update. The first local food survey was sent to members of the Edmonton Insight Community, as well as circulated to the broader



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public. The survey is now closed, with over 2000 submissions and approximately 400 open-ended comments received.

ACTION: the Measurement Working Group will examine the data to see what initial patterns emerge, what information can be gleaned, and how it can best be presented to the public. They will explore how to work with Edmonton Insight Community staff for support.

5. Communications Committee Update

M.Male provided a summary of the first Communications Committee meeting. Committee members include: K. Franke, M.Male, H. Shewchuk, C.Rakowski, and D.Bajer. The committee's first meeting included a brainstorm of communications resources available to the EFC as well as ideas for how to improve communications. Overall, there is a desire to engage more with the community both to learn what is important to them, and to share the knowledge of the EFC with the community.

ACTIONS:

- The Communications Committee will reconvene, incorporate input from other EFC members, and present a communications plan at the March EFC meeting.
- H.Quan and K.Lennon will look at Fresh in the City newsletter analytics and report back at the March EFC meeting. They will also look at inviting a City of Edmonton communications advisor to the next meeting to provide insight.

6. 2016 Work Plan Development

K.Lennon asked EFC members for input into a work plan for staff. K.Franke and D.Bajer provided a summary of what has been discussed to date, around the question: by the end of 2016, what actionable items does the EFC want to have completed, and how? A lively and animated discussion followed, building off of previous input and discussions at November, December and January EFC meetings. Key points discussed included: a continued desire to focus on food security, a continued desire to improve communications, a desire to organize an event in 2016, a desire to understand where *fresh* implementation is at and what needs to be done, and a need to clarify EFC's roles. A debate ensued about the merits of EFC playing an event-planning role. Given that there was no clear consensus about this, a suggestion was made to explore event options.



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- C. Rakowski made a motion to create an Event Committee, to organize an event in 2016 with the goal of bringing people together around the topic of food security.
- M. Dear seconded the motion.
- M. Male proposed an amendment that the committee come up with options and report back. H. Quan suggested that the committee also come up with ways to measure success. 8 were in favour, and 4 opposed, the motion was carried.

ACTION: C. Rakowski will convene the first meeting of the Event Committee, with M. Bencz, M. Dear, S. Chunara, K. Franke, and S. Demers Collins as members. The committee will meet and report back on some options for a 2016 event focused on food security, with the goal of bringing people together.

- H. Shewchuk made a motion to create a Policy Committee with the potential purpose of reviewing all existing policies that have an impact on the food system so that the Edmonton Food Council may take an informed position on various issues related to those policies.
- S. Demers Collins seconded the motion. All were in favour and the motion carried.

ACTION: H. Shewchuk will convene the first meeting of the Policy Committee, with J. Shewchuk, C.J. Stanton, T. Staunton, M. Male, and M. LaRue as members.

7. Closing Remarks and Meeting Adjournment

The discussion concluded with a go-around, in which there was excitement and full support for next steps. There was an articulation of the importance of staying focused on food security, setting foundations for the future and for succession, drawing on the strengths of Edmonton Food Council members, playing a proactive advising role, an excitement about the action-oriented direction for the year. The need to keep focused, and to work within capacity and a realistic scope was repeated many times, as was the importance and timeliness of food security as a focus. K. Franke adjourned the meeting at 7:30 p.m.