



EDMONTON FOOD COUNCIL

Minutes

January 19, 2016

HSBC Bank Place, 10250 - 101 Street, Boardroom 1201

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

Absent:

P. Yu, M. Dear

Also in attendance:

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

Special guests:

K. Gunn, Director, Community Initiatives, Community Services Department
L. Ortiz, Principal Planner, Community Initiatives, Community Services Department
A. Thompson, Community Animator, West End Food Hub Alliance
N. Taylor, Expert of Icebreaker Games

1. Welcome and Icebreaker Game

K. Franke called the meeting to order at 4:35 p.m. and made opening remarks. N. Taylor led the Council members on a fun icebreaker game and warmup activity. H. Shewchuk drew B. Swallow's name as the next meeting ambassador responsible for arranging the venue and icebreaker game for the next meeting. M. Bencz offered the Food Bank as the venue for the next meeting. Northlands and Stantec were offered as venues for subsequent meetings.

2. Approval of Minutes

The draft Minutes for the October 29 and November 26 meetings were reviewed and no changes were suggested.

- S. Demers-Collins made a motion to approve the October Minutes. M. LaRue seconded the motion. All were in favor and the motion was carried.
- M. Male made a motion to approve the November Minutes. M. Bencz seconded the motion. All were in favor and the motion was carried.





3. Measurement Working Group Update

The Measurement Working Group members presented the latest draft of the questionnaire on the local food system that will be distributed in late January. Some focused discussion ensued aimed at improving the questionnaire, along with suggestions for how often and when it should be administered. A few key details of the questionnaire were also debated, with minor additions suggested.

- B. Swallow made a motion to approve the questionnaire for release, with minor edits as discussed to be handled by the Measurement Working Group. H. Shewchuk seconded the motion. All were in favor and the motion was carried.

ACTION: The Measurement Working Group will partner with the staff of Edmonton Insight Community to finalize and release the questionnaire as soon as possible.

4. Food Security Presentations

The Food Council received three excellent and informative presentations in the interest of learning more about the current landscape and work being done on food security in Edmonton. Presentations were made by staff of the End Poverty Strategy, the West End Food Hub Alliance, and Edmonton's Food Bank. Multiple questions and learning resulted from each presentation. Feedback about the presentations from members was overwhelmingly positive. Everyone expressed interest in continuing to include presentations at future meetings.

ACTION: The Edmonton Food Council will provide further consultation to the End Poverty Strategy at a meeting on February 4.

*~ Supper occurred during the presentations.
Catering provided by 12 Acres Restaurant ~*

5. 2016 Work Plan

Though limited time remained in the meeting, D. Bajer initiated a conversation regarding the completion of the 2016 Work Plan. Council members reflected on the work done to date and the prioritizing efforts made at the November meeting. A focus on food security remained consistent, and discussion involved a number of ideas about how the Council would best contribute to tackling food security, given the context and insights gained from the presentations.



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No final decision was made about the 2016 Work Plan, and members agreed to dedicate the bulk of the next meeting to determine the best course of action for the Plan. It was agreed, however, that a communications strategy would be a necessity.

- As such, K. Franke proposed the formation of a Communications Committee to create a strategy for the Food Council's communications and marketing efforts. Volunteers for the committee were requested. C. Rakowski, M. Male, H. Shewchuk, and D. Bajer all volunteered to participate. K. Franke agreed to Chair the committee.

ACTION: K. Franke will organize the first meeting of the Communications Committee as soon as possible to begin work on a strategy.

6. Closing remarks

The meeting was adjourned at 7:42 p.m.