

Minutes  
Shaping Portland's Food System Meeting  
March 25, 2016  
City Hall, Room 209

**PURPOSE:**

To discuss with Shaping Portland's Food System:

1. Community forum planning
2. Outreach and publicity
3. Needs for success

**AGENDA:**

**I. Introduction**

- a. Welcome! Review agenda and purpose of meeting.
- b. Introductions. In attendance: Susan Nelson, Mary Alice Scott, Nelle Hanig, Tim Fuller, Meghan Quinn, Ben Tettlebaum, Chrystina Gastellum, Sara Schwartz and Stephanie Gagne.

**II. Overview of Community Forum Meeting**

- a. Macro vs. Micro –on 3/17/16, a community forum planning subcommittee met and discussed the practicality of having 2-3 large community forums, versus one event. The group decided that one event would be adequate with shorter presentations of the Portland Food Council's "elevator speech" being given at neighborhood association meetings throughout the city.
- b. Neighborhood Association meetings – Chrystina compiled a spreadsheet of neighborhood organizations and contact information, however some contacts are not current.
- c. Gather signatures – Olivia and Meghan created a template document that can be administered online or in hard copy that will allow community members to show their support for a Portland Food Council by signing the document.
- d. Discussion - Ben informed the group of his plans to meet with Mayor Strimling, Economic Development and the City Manager the week of March 28. The goal of the community forum is to vet the resolution with the community before it goes to city council in summer of 2016. The resolution requires passage by city council, and requires a commitment from some city councilors to serve on the council, either as voting or non-voting members, and to participate in workgroups. Another reason we need the city's approval is because the Mayor will be appointing up to 7 members of the Council's steering committee. This ensures that the Portland Food Council will serve as a collaborative convening of stakeholders, and that a relationship will exist between the community and city government to promote policy development.

**III. Strategy/Timeline Community Forum/Neighborhood Association Meetings**

- a. Location - The group discussed the possibilities for meeting locations that include the Portland High School gymnasium, Reiche School, East End School, Merrill rehearsal space, Rines Auditorium at the Portland

Public Library, the Avesta building at 409 Cumberland Avenue, the Masonic Temple, and the Expo. Stephanie will follow up on these suggestions and find a location by April 1.

- b. Time of Day – the tentative plan is to have the forum on either Saturday or Sunday, from 4-6 pm.
- c. Audience – the goal is to reach as broad an audience as possible.
- d. Structure – Chrystina is working on the agenda for the forum, which may include an overview of the documents, small group discussions, but most importantly will garner feedback from the community about the bylaws and resolution.
- e. Ben is looking into getting food donations from Rosemont and the Portland Food Coop.

#### **IV. Needs**

- a. Media and communications
  - i. Flyers – Stephanie is working on a flyer and will make full page and quarter-page flyers available.
  - ii. Facebook / Social Media – Meghan will manage social media updates
  - iii. Logo – Stephanie worked with a designer to develop starter logos.
  - iv. Newspaper -
  - v. TV -
- b. Identifying leaders—founding Council Members
- c. Volunteers

#### **V. Adjourn**

Next meeting April 22, 2016