

Homegrown Minneapolis Food Council Minutes

Regular Meeting

December 14, 2022 - 05:30 PM

Baha'i Center, 3644 Chicago Ave, Minneapolis, MN 55407

Members Present: Jenny Breen (Co-Chair), Kevalin Aulandez, Jason Brisson, Matt Croaston, Rebecca Gross, Andrea Inouye, Danielle Isaacson, Kristen Klingler, Anne Stahn, James Miller, Tricia Nelson, Devon Nolen, Kirsten Weigle, and Julie Wong (Quorum - 13)

Members Absent: Marcus Kar (Co-Chair), Keely Cervantes, Jhaelynn Elam, Kevin Ellis, Brandon Griffin, Kim Havey, Will Lucker, Leslie Modrack, Elizabeth Mullen, Helen Schnoes

Staff : Alison Babb, Patty Bowler, Grace Rude, Tong Thao

Call To Order

1. Roll Call.

Food Council members introduction, community members introduction, and staff introductions.

Quorum Present

2. Adoption of the agenda.

Motioned by Kevalin Aulandez and seconded by Rebecca Gross.

Action Taken: Adopted

3. Acceptance of minutes

[Nov 9, 2022 Homegrown Minneapolis Food Council](#)

Motioned by Kirsten Weigle and seconded by Rebecca Gross.

Action Taken: Accepted

Discussion

4. Icebreaker Activity

Co-Chair Jenny Breen baked cookies with unique pairs. The pairs of cookies were randomly distributed to all the Food Council members, community members, and staff present. Each person was then asked to find their matching cookie and introduce themselves to the person with the cookie matching theirs.

Action Taken: Received and filed

5. Minneapolis Food Plan (Margaret Adamek, Terra Soma)

A. Final Edits Recap

- 1) Presentation
- 2) Discussion

The facilitator Margaret Adamek (Maggi), from Terra Soma, gave a brief introduction of the plan and process for the meeting. Maggi notes that the plan process is currently at the approval stage. Today, Food Council members will review the feedback received from the peer review and online feedback sessions, the “How, What & Why” of the metrics, the graphic design appearance, choose a title for the plan, and getting to “Yes” to affirm the Plan to continue to City Council.

Maggi noted that the revisions mentioned from the prior Food Council meetings by Food Council members and Community members have now been added to the plan. Some of the added content included:

- Assets and challenges
- Relevant historical context
- The goals of the plan are included in the beginning sections of the plan for clarity and easier access
- Modifications to proud moments
- More quotes were added
- Some of the graphic elements were reorganized to be visually clearer (e.g., table changed to appendix)
- One of the case studies will be swapped out before the plan is finalized

DeVon Nolen mentioned that the word “Justice” does not appear to be included. Maggi shared that the reason for this is because the feedback received noted that the term “equitable” should be used in some places rather than “Just”. However, “Just and equitable access” can be included in the plan if the Food Council would like. The Food Council members present agree that “Just and equitable” should be included in the plan.

Maggi presented three title options for the Plan, and the Food Council was asked to select the one that they feel fits the plan best:

- a) Minneapolis Food Plan
- b) Minneapolis Food Vision
- c) Minneapolis Food Action Plan

The title Minneapolis Food Vision was selected by the Food Council.

B. Metrics: How, What, Why?

- 1) Presentation
- 2) Metrics Exploration Blitz

3) Discussion

Hikaru Peterson, professor from the University of Minnesota, gave a brief overview of the suggested metrics selection process. Hikaru noted that the list of metrics considered included a list of options suggested during deep dive events hosted by Homegrown, relevant and existing Homegrown performance monitoring metrics, as well as relevant metrics from the Denver Food Vision, Multnomah County and the Milan Urban Food Policy Pact.

After the overview, Food Council members were asked to review posters with the plan priorities, related strategies, and suggested metrics. They used dots to indicate their level of support and post-it notes to document their feedback. Hikaru then helped to address pressing concerns and questions about the metrics, such as clarifying the reasoning behind using the farmers market metrics. Hikaru noted that while the farmers markets data only address one aspect of the priority, they were suggested because the data set is robust and has the potential to be tracked over time.

Jason Brisson expressed desire for potential partnerships for the implementation of the plan with various departments at the City (e.g., Health and CPED). Wants to start thinking about how collaboration can happen and be aligned to support this work.

Food Council members asked for it to be clarified in the Minneapolis Food Vision that the metrics are suggested and there will be room for refining and editing the metrics during implementation planning.

C. Exploring Design Concepts

1) Presentation

2) Large Group Work

Maggi presented 3 cover design options for the Food Council to give feedback on:

- a) Option 1 - Illustrative: more illustrative with the Minneapolis skyline, Homegrown and city colors present, and various other illustrative pictures
- b) Option 2 – report-y: more report appearance based. This looked more technical with the Homegrown and City brand present
- c) Option 3 – Photograph: Included a photograph with more Homegrown based colors. The image is also more prominent than the words.

Maggi also presented 2 inside graphic design layouts for the Food Council member feedback.

Via a Menti poll, Food Council members chose design option 1 and provided feedback on elements of the design that they like for the designer to consider as they create the final design.

Maggi shared that while there are several local photo banks that are accessible to the designers, Food Council members may be asked for high resolution images. The goal is to not use any stock photos.

D. Implementation Presentation

[Food Plan Slides](#)

Action Taken: Received and filed

6. Minneapolis Food Plan – Getting to Yes: Endorsement

A. Presentation

B. Vote to endorse and recommend passage by the Minneapolis City Council

DeVon Nolen presented the following motion: “I move that the Homegrown Minneapolis Food Council call this the Minneapolis Food Vision and endorse sending the plan to the Minneapolis City Council with the following changes:

- Call metrics ‘suggested metrics’
- Change the priority #1 case study to something more relevant
- On page 5 of the Minneapolis Food Vision, add ‘Just and’ to the third sentence under ‘Confronting a Legacy of Historic Inequities’
- On page 11 of the Minneapolis Food Vision, add the word ‘metrics’ to the header and language about how the suggested metrics were selected”

Kevalin Aulandez seconded the motion.

The motion was approved unanimously by the Food Council members present.

Action Taken: Approved

7. Looking Ahead: Implementation

A. Discussion

Action Taken: Postponed to Jan 11, 2023

Announcements

8. Food Council member and community member announcements if time permits

- A. Alison Babb introduced Moses Viveros, who will join the Homegrown Minneapolis team on 12/20, to manage the food security contracts as well as help with other Homegrown projects.
- B. Grace Rude reminded attendees about the next Circular Economy Workgroup meeting. It will be held hybrid, with the in-person location at Hosmer Library, 12/21 from 5 – 7:00 p.m. This meeting will include a presentation about the Minneapolis Food Vision (MFV) and discussion of which MFV strategies will be included in the forthcoming Climate Equity Plan (anticipated in Spring of 2023).
 - 1. [Read background information on the Climate Equity Plan process](#)
 - 2. [Join the Climate Equity Plan work groups](#)
- C. Becca Gross, Minneapolis Park and Recreation Board, announced that MPRB representative Leslie Modrack will be moving out of state and that the MPRB will be selecting a new community representative. All are welcome to apply.
 - 1. [MPRB Committee Appointments webpage](#)
 - 2. [MPRB Board Appointments Application](#)

Action Taken: Received and filed

Adjournment

Next Homegrown Minneapolis Food Council meeting: Jan 11, 2023 Location - TBD