

Minutes
Mayor's Initiative for Healthy and Sustainable Food Systems
June 21, 2013
10:00 – 11:30, City Hall, Room 209

1. Welcome Introductions of meeting attendees.

Everyone was welcomed to the meeting and introduced themselves. In attendance: Mayor Michael Brennan, Jeremy Bloom (Internet Farmer), Jim Hanna (United Way), Tim Fuller (Healthy Portland), Craig Lapine (Cultivating Community), John Naylor (Rosemont), Troy Moon (City of Portland), Daniel Wallace (Coastal Enterprises, Inc.), Ralph Carmona (Munjoy Hill Neighborhood Association), Caitlin Cameron (City of Portland).

2. Healthy Vending.

Fuller presented information on the Healthy vending program. He asked about a process for adopting a policy. There was need to complete a full inventory including contacting organizations receiving revenue from the machines.

3. Public Outreach and Public Forum.

The group discussed the need for public outreach. The group discussed the possibility of a “food day.” The group stated that the first public forum was targeted to professionals because it was scheduled during the day. There is a need for greater citizen involvement. The group discussed having both citizens and professionals involved in the next forum. Fall was a good time. There was interest in having a group begin to plan an event or events.

4. Local Food in Schools Subcommittee Recommendations.

Lapine presented a goal of having 50% local food by 2016. In the City fifty percent of students qualify for free and reduced lunch. To meet the goal, the participation rate (i.e. students buying lunch) should increase by 10%. There is a need to develop a marketing plan for increasing students buying lunch and a need for money to meet the goal.

5. Industries and Enterprises Subcommittee Recommendations

A draft list of recommendations was presented to the group. More discussion would occur at the next meeting.

6. New business.

7. Confirm date for next meeting: The next meeting is scheduled for July 12, 2013 at 10:00 AM.

8. Adjourn.