

EDMONTON FOOD COUNCIL

Minutes - Meeting Eight

March 4, 2014 - Basement Meeting Room, Chancery Hall, 3 Sir Winston Churchill Square

Present:

M. Bailey, M. Male, D. Bajer, J. Herbert, K. Franke, M. LaRue, C. Sikora, M. Woodman, H. Dinner, B. Swallow, J. Fisk, M. Bencz

Absent:

K. Kossowan, M. Dear

Also in attendance:

L. Retzlaff, Senior Planner, Urban Planning and Environment Branch
H. Quan, Principal Planner, Urban Planning and Environment Branch

Catering provided courtesy of Rge Rd.

1. Welcome and opening remarks by Co-Chairs

J. Fisk called the meeting to order at 5:40 p.m. and welcomed everyone to the meeting. A brief overview of the agenda for the meeting was provided.

2. STANDING ITEM - News and information sharing

J. Fisk introduced the standing item and invited H. Quan to begin with an update from the Administration. Members subsequently took turns sharing relevant news and information.

3. Governance Committee

A motion to constitute the Governance Committee until September of 2014 with Food Council members J. Fisk, M. Bailey, M. Male, M. Bencz and K. Kossowan was made by m. Bencz and seconded by M. Woodman. All members were in favour and the motion was carried.

A brief discussion was held regarding the Conflict of Interest policy developed by the Governance Committee. Amendments were suggested. A motion was then made to approve the policy, as amended, by M.

Bencz and seconded by M. Male. All members were in favour and the motion was carried.

J. Fisk led a discussion regarding recommended additions to the Terms of Reference by the Governance Committee. Based on the numerous discussions to date, the bulk of the new additions to the Terms of Reference cover the Edmonton Food Council's commitment to public engagement and communications. A motion to accept the newly amended Terms of Reference was made by M. Male and seconded by M. Bencz. All members were in favour and the motion was carried.

J. Fisk noted that changes to the Terms of Reference are not yet complete, as additions are still required on the topic of the selection process, terms, recruitment and sustainability of Food Council membership. These changes will be discussed by the Governance Committee in the near future.

A continued discussion about the importance of the Edmonton Food Council's public engagement and communications work was held. It was agreed that a critical component of any public engagement and communications plan would be the development of an online presence, external to the City of Edmonton web page on the Food Council, that would allow for Food Council members to interact with the public directly. Therefore, a motion was made by B. Swallow to request from Administration the approval of a new Food Council blog site that is external to the City of Edmonton's website for the purpose of fulfilling key parts of the Food Council's mandate and for effective public engagement. The motion was seconded by M. Bencz and all members were in favour. The motion was carried. H. Quan agreed to follow up on the request within the Administration.

4. Communications and public engagement

Multiple considerations and options were discussed regarding the development of a communications and public engagement strategy. The framework provided by the newly amended Terms of Reference provided useful discussion points on which to focus, including the issue of what public accountability means, how an external blog would be used, administered and managed, the obligations of each member to contribute to public dialogue, the purpose and method for hosting public events and meetings and monthly in-camera business meetings. The key question of how to ensure that the appropriate resources are available for all of the additional work was also raised and discussed. A request was made to H. Quan to bring back a more complete understanding of the resources available to the Edmonton Food Council.

5. Working Groups

The two working groups tasked with determining the appropriate next steps for action on strategic priorities brought back updates on their work. M. Woodman and M. LaRue provided brief verbal reports on the initial work undertaken. Both groups acknowledged that additional time and meetings would be needed in order to get a better understanding of opportunities and where best to focus action efforts within the strategic priorities that were set. Formal recommendations were deferred to the next meeting to give the working groups more time.

6. Closing

In their closing remarks, J. Fisk and M. Bailey suggested that it would be valuable for members to participate in a social gathering outside of their regular meetings. Everyone agreed and a tentative time and date was set. The meeting was adjourned at 8:29 p.m.