



EDMONTON FOOD COUNCIL

Minutes

October 29, 2015

Knowledge Centre, Second Floor, HSBC Bank Place, 10250 - 101 Street

Present:

K. Franke, S. Demers-Collins, P. Yu, J. Shewchuk, M. Male, B. Swallow, M. LaRue, D. Bajer, S. Chunara, C. J. Stanton

Absent:

M. Bencz, M. Dear, H. Shewchuk, C. Rakowski, T. Lynch-Staunton

Also in attendance:

H. Quan, Senior Planner, CITYlab, City of Edmonton

1. Welcome

K. Franke called the meeting to order at 4:48 p.m. New members were welcomed, followed by roundtable introductions and a game to get acquainted.

2. New Co-Chairs Address

The Co-Chairs articulated their intentions for the Food Council's future, providing their first direction as Co-Chairs. K. Franke and D. Bajer explained the enhanced role for the Food Council under their leadership, including additional work in public engagement, events, education, and communications. Expectations for members would grow, including the requirement to participate in new working groups or committees. The Co-Chairs also introduced new opportunities to keep things fun in order to improve the culture of the Council, such as different meeting venues and catering options, as well as an icebreaker game at each meeting. Questions, comments, and discussion followed the Co-Chairs' address.

3. 2016 Work Plan and Annual Report

The Co-Chairs introduced the items with the stated intention of building content for the Work Plan towards the end of the meeting. It was agreed that the next Annual Report is more appropriately suited for release in May.

4. Approval of Minutes

The draft Minutes of the September 21, meeting were reviewed. B. Swallow made a motion to accept the Minutes as presented, seconded by M. LaRue. All were in favour and the motion was carried.





5. News and sharing - STANDING ITEM

Council members took turns sharing information and news. H. Quan also shared news and changes on the implementation of *fresh*.

6. Measurement Working Group Report

B. Swallow and D. Bajer presented the recent work of the Measurement Working Group, which has resulted in a questionnaire designed to measure Edmontonians' perceptions about changes in the local food system. The 13 question tool could function like a scorecard of the local food system that could be administered and published annually for the purpose of raising awareness of food issues and gauging the changes and interest in local food. Several questions and comments about the tool were discussed, including questions about the definition of local and if the tool is looking to measure personal perceptions or general perceptions. It was agreed that the Working Group should send the draft questionnaire to the Edmonton Insight Community staff for review and feedback as a next step.

ACTION: H. Quan agreed to forward the draft questionnaire to the staff at the Edmonton Insight Community for review and coordinate with the Working Group to refine the questionnaire based on the advice and feedback from the Insight Community staff and on the comments received from Council members.

7. Collaboration opportunities with other Capital Region counties and municipal districts

Based on a message received from staff at Parkland County, it was raised that there may be future opportunities to meet with other jurisdictions in the Capital Region to discuss connections with the Food Council's work.

8. Blatchford and the Environmental Advisory Committee

H. Quan introduced the item to explore interest in hearing more about the Blatchford redevelopment and possibly collaborating with the Environmental Advisory Committee on providing input to the implementation of the Blatchford plan, intersecting on issues of food and environment.

9. Northlands Agriculture Committee

D. Bajer spoke briefly about the potential for future collaboration with Northlands on agriculture education and other projects.



10. End Poverty Strategy

H. Quan introduced the item to acknowledge that the Food Council was explicitly mentioned in the End Poverty Strategy and that there are likely opportunities to contribute to this work in the near future.

11. Alternative urban agriculture startups

H. Quan presented the item to inform the Food Council that there are a small but growing number of individuals and businesses expressing interest in growing food in the city using new and innovative technologies, and that this may be an area where the Food Council may play a facilitator or brokering role.

12. 2016 Work Plan

A group discussion was held to begin brainstorming and populating ideas for the 2016 Work Plan. H. Quan supported the conversation by capturing the ideas and suggestions. A general clustering of work areas, activities and ideas was agreed upon. Additional work to refine the results into a more detailed Work Plan was deferred to the next meeting.

ACTION: H. Quan agreed to share the captured results with all members, as well as some key questions to consider regarding the Food Council's work, in preparation for the discussion at the next meeting.

13. Meeting schedule

Given the new direction for an expanded role for the Food Council, it was agreed that the frequency of meetings would need to change. After some discussion on what kind of schedule works best, a date was confirmed for a November meeting and beginning in January, meetings would be held monthly on a set week, day and time.

ACTION: H. Quan agreed to send out meeting invitations for all future meetings through to June of 2016.

14. Closing remarks

K. Franke and D. Bajer thanked everyone for a productive meeting and adjourned at 7:15 p.m.