

Tampa Bay Network to End Hunger
November 8th, 2012
9:30 am
United Way Tampa Bay

Agenda:

1. Introductions
2. Review of August minutes and approval
3. Suggested Strategy Discussion based on results from the last meeting
 - a. Discussions
 - b. Vote
 - c. Action Items
4. Next meeting December 13th, 9:30am, United Way- Strategy Going Forward
5. Adjournment

Meeting was called to order by Caitlin Higgins Joy at 9:38am

1. Introductions
2. Sheri moved to accept the minutes, Steve seconded, Minutes were approved by unanimous vote
3. Suggested Strategy Discussion based on results from the last meeting

5 priorities presented by the executive committee

- a. Apply for 501c3, establish a marketing and development team, develop strategies for fundraising
 - i. Joe suggests that this should be our number 1 priority
 - ii. Sheri said applying for the 501c3 can be occurring simultaneously to creating a development team
- b. Expand TBNEH presence in the community, broaden representation in Network from diverse groups in the community
 - i. Joe asked who is meant by “diverse groups?” Cliff suggested it means other groups that are also working to end hunger who are not currently involved
 - ii. Steve King asks “what is the best size for this organization to reach?” Cliff suggests that if there is an optimal size, we haven’t reached it yet-there is still room at the table for others to join. Cliff also said that not everyone will need or want to attend the regular monthly meetings-some will want to work on special initiatives or projects, such as Community Gardens, Childhood hunger.
 - iii. We need to identify and invite current potential partners
 - iv. Have we taken a look at our organization to see if we are covering every part of the “manufacturing/supply chain” to see where we have some gaps?

- v. We have established a great framework for the Network, but some of the work teams are not meeting on a consistent basis and bringing their input to the bigger Network meetings
 - vi. It was suggested that we need a grassroots person as a community advocate who is not a part of any organization to let us know what is needed and helpful
 - vii. Steve suggested the possibility of seeking a paid executive director who could be tasked with getting this network out there and really lead to get everything really going; Cliff agrees that this is a good long-term goal-but we will first need to get our infrastructure in place and secure funding to pay an ED salary before doing this; Is this something that should be considered an immediate priority? It is generally agreed upon that for the coming year we should move forward first with these 5 immediate priorities
 - viii. Sheri wants to revisit the slate of governing council members because many listed on there are no longer a part of the Network
- c. Develop public and local policy that impacts access to food & hunger, solicit support from elected officials
- i. As a part of this, information needs to be solicited from everyone around this table about what they are already doing to influence public policy and get all the policies aligned
 - ii. Caitlin asks, “Is developing public policy that impacts access to food and hunger too broad?” It is suggested that for now it is wise to keep it broad-based, but before we solicit support from elected officials it needs to be narrowed and much more specific
 - iii. Jane suggests that we need to discuss more about barriers and see how community policy is impacting access to food and hunger; Sheri suggests that we change the priority to read “public AND local policy”
 - iv. Since elected officials are so busy we need to approach them with specific plans and the supporting facts
 - v. Joe also wants to communicate with the elected officials who this network is and what we are doing; they need to know who we are as a collective and what our objective is; Duggan says that this is a relationship management strategy and it needs to go with the marketing and development team because it’s a little different from “soliciting support”
- d. Establish a website and expand use of social media
- i. Jason from Target is going to be developing the website for us
 - ii. Jim and Stacy have laid a great foundation for our website but they just did not have the expertise to get it to the level of publishing; it was suggested that perhaps Jim and Stacy could meet with Jason to help get the website up and running
 - iii. Caitlin says that we need to have people in charge of content and upkeep of the website

- e. Concentrate efforts on two food deserts (changed to three), implement actions to address access to food; develop strategies to eliminate these deserts
 - i. Jane wants to make it three deserts so we can have one from Pinellas, Hillsborough, and Pasco county
 - ii. This is a low hanging fruit where we can really make an impact and develop a model for influencing other areas
 - iii. The question was asked about where the food deserts might be; everyone said they could look but did not have suggestions at this time
 - iv. Pat will be presenting the map at the December meeting
 - v. Joe asked if we were going to be working throughout the process to gather information about the process so we can use it as a model; But Jane said every area is going to be so different that a model might not be helpful but have more of a list of “best practices”
 - vi. Sheri asks if Florida Impact has any models but she says they only have them for summer feeding programs or after school programs that the government is working with specifically
 - vii. Jane says it’s impacting all the resources and barriers, not just convincing a church to open a pantry; it could be opening a new summer feeding site or changing bus routes or opening a dining area
 - viii. Sandy asked how it’s going to work as a group at this point; are we going to be consulting all the partners in the network to see what they can all be doing and using the fundraising to support the specific services of the individual organizations; everyone says that this is how they envision it happening; it’s going to take everyone to make sure that it’s sustainable and actually addressing the need
 - ix. We need to make sure we are focusing on the issues and not just focus on getting the money
 - x. It was suggested that we research other models for hunger coalitions to see how they are actually operating on a logistical standpoint
 - xi. Joe asks if the Tampa Bay area has a disaster plan for the food distribution in the Tampa Bay area; there are definitely many organizations working on this; Cliff and Sheri reported that every county has CEMP (comprehensive emergency management plans) that address these issues, Jane suggested we should be thinking about how to provide emergency supplies for people who can’t even afford food
 - xii. Caitlin suggests that we are getting too deeply into details but those can be priorities in the future
 - xiii. Sheri recommends a governance committee with one representative from each work team to make sure no one is overlapping; we need continuity; as far as applying for a 501c3 we need to have a governance committee; it needs to be someone from all of the food sectors, domains, and work teams

- The executive committee is going to be guiding the work for these 5 priorities and there will be working groups dedicated to each one of these
- Caitlin called for a motion to approve these priorities; Jane moved to approve, Joe seconded; these five priorities were unanimously approved at 10:41 am
- Caitlin wants to identify a couple of people to meet for each of these work groups to get together to define terms, suggest strategies, etc... people can bring this to the January meeting
- Caitlin wants to know if we need any more strategies for self governance like dealing with conflicts; Sheri says that we have very elementary bylaws; you do need all of this before you apply for a 501c3 so this does need to be addressed; Jane says she will reach out to Bay Area Legal to see if they will aid in this; all of these self governance issues need to be a part of the first priority
- We identified a couple people for each priority to start developing ideas
 1. Sheri Taylor and Duggan Cooley
 2. (No one identified)
 3. Jane Walker and Christina Sudduth
 4. Jason Arigoni and Heather Conley
 5. Pat Rogers and Cliff Smith
- Joe commended everyone on the Food Day educational event at Lealman to tie the community garden to healthful eating; he said it was a huge success

4. Next meeting December 13th, 9:30am, United Way- Strategy Going Forward

5. Meeting was adjourned at 10:56am