

Public Engagement Working Group Minutes
Attendees: Mark Woulf, Nan Fey, Erica Anderson

The two-prong mission of the working group was reviewed: 1) marketing/education and 2) making sure a diversity of voices are integrated in decision-making. Strategies for meeting the first objective include putting information on the Food tab of the city website, connecting with related groups who are active on social media, and writing short articles for newsletters and neighborhood listservs. The second objective is harder to satisfy: simply holding public forums around the city has not proved effective in the past for getting widespread participation and more brainstorming is necessary.

A promising starting point is to work with the Neighborhood Resource Teams in one of the areas on the Food Access Improvement Map. There are neighborhoods in the city where residents have identified food access as their first priority for improvement on community surveys. The next Public Engagement Working Group meeting will be with the NRT coordinator, Tariq who can give advice on neighborhoods to start working with. A starting place would be to disseminate information on existing resources from the FPC, such as the SEED Grants and Healthy Retail Access Program. It is important to make sure that there is assistance for groups who might be interested in one of those programs but might need more guidance (for example, admitting a retailer to the Healthy Retail Access Program and prepping them for a year or more to be able to apply for money). It is important to involve the alders in these discussions as well as the group moves forward.