

Good Food Central Florida

Date: November 20, 2014
Time: 2:30 p.m. – 4:00 p.m.
Location: Second Harvest Food Bank of Central Florida
Subject: Monthly Meeting Notes

Attendees:

Sue Tatum, Vinca Marketing, John Rife, East End Market, Judy Odom-Second Harvest Food Bank, Lisa Portelli, Winter Park Health Foundation, Luis Nieves-East Central Florida RPC, Sarah Stack, Consultant, Mary-Stewart Droege, City of Orlando, Kimberly Shouldice, Richard Tyson Ph.D., University of Florida, Brent Buffington, Growing Orlando, Brandon Kay, City of Orlando, Julie Elliott, FL Department of Health, Nick Elkins, Community Food and Outreach Center, Jane Gregory, OCEPD, Eddy Moratin, LIFT Orlando and Dave Krepcho, Second Harvest Food Bank.

Welcome and Introductions:

Sue Tatum welcomed the group and asked for everyone to introduce themselves since we had guests.

Ms. Tatum opened the meeting by asking for committee updates:

Production – John Rife said he is pushing boundaries to see if there are any codes that would prevent their subcommittee from proceeding with their goal to expand commercial urban agriculture production. In regards to product to market, they are looking at doing production in a bigger way in Orlando. John introduced Brent Buffington from Growing Orlando.

Mr. Buffington said Growing Orlando started about 3 years ago and is a nonprofit multi-site urban farm. He added they transform urban land and viable rooftops into farms that grown organic fruits and vegetables. Produce from the gardens will be available through CSA shares, farmers markets and local restaurants. He said their desire is to shift and increase community access to healthy, organic and locally grown produce inside of the City of Orlando. He added he is currently looking for property in Orlando in the Parramore neighborhood and in food desert areas. Mr. Buffington said the garden that would be on the property would not be a community garden it would serve as an education tool. Judy Odom suggested he connect with Commission Regina Hill as she represents the Parramore neighborhood might be able to help him find property. Mr. Buffington said if people work in their gardens, they can partake in the harvest.

Food Waste – Jane Gregory said she has a meeting later this week with Alex Stringfellow, Sustainability Specialist for Orange County Government who has waste and food composting experience and might be able to help them with their goals. The subcommittee's goal is reduce the amount of waste going to a landfill by 5%.

Community Outreach and Education – Julia Elliot stated her subcommittee is pushing forward to research what grants are available for Orange County Public Schools (OCPS) and the community. Once a full list is developed she set-up a meeting with OCPS to discuss.

Membership – Judy Odom said she has met with Ms. Stewart Droege and Yarissa Matos-Soto and they have finalized the membership form. She asked that each member fill out the form so a membership data base can be established. She provided copies for the membership form and will send one electronically to all current members of GFCF.

Distribution – Ms. Tatum stated she is taking Heather Grove’s role on the subcommittee. She is in the process of scheduling a meeting with Susan Reimer-Sifford, Director, Bakery, Produce, Purchasing and Distribution at Darden who is a wealth of information and can help the subcommittee with their goals. Once she has a date and time, she will inform all as the meeting is open to everyone.

Critical Resources – Dave Krepcho stated the subcommittee will continue to focus on the senior population as it relates to hunger. Currently, there are community wide conversations happening around seniors and in one particular situation the Winter Park Health Foundation (WPHF) might provide some seed money. Lisa Portelli mentioned that Diana Silvery, Program Director at WPHF is working with Jim Wright at UCF pulling telephone survey data together from 10 different census tracks. The work should be complete in January 2015 and we will review the data when published.

Guest – LIFT Orlando, Eddy Moratin, Executive Director – Ms. Portelli introduced Eddy Moratin and stated she has known him for many years. Mr. Moratin thanked the group for allowing him to come and talk about his organization LIFT Orlando. He provided a handout and reviewed its contents. Mr. Moratin provided background on LIFT Orlando which is focusing on breaking the cycle of poverty through neighborhood revitalization. He said an example of this would be East Lake Village in Atlanta, GA. He added that Warren Buffet provides free consultations for anyone who wants to create an “East Lake Village” concept. He added he has studied the work of Michael Porter who is a leading authority on competitive strategy. He would like to add a model to create jobs for people in the area. Mr. Moratin and Ms. Portelli have had discussions about the Eatonville community and what opportunities may be available there.

Mr. Moratin stated he was at the groundbreaking ceremony for Orlando City Soccer Club on October 16, 2014 at the Citrus Bowl. He added he will be working with Steve Hogan, CEO of Florida Citrus Sports since he has full control over the property to see what might affect the work of LIFT Orlando or a food policy council. If LIFT Orlando and GFCF could focus on the same issues, we could further our work. Build a food cluster and get people to think big when they are in the neighborhood and thing small when outside of it.

Other Updates – Lisa Portelli reviewed the grant opportunity available from WPHF. She said she can help the subcommittees with their application and provided a sample for reference.

She said she would assist in obtaining funding partners in the community if it is outside of the WPHF's funding area.

Dave advised the group about a Department of Agriculture online map that provides data on hot spots such as diabetes in the state of Florida. He feels this would be a good tool to use for our work.

Louis Nieves asked the group if we needed to study food manufacturer and distribution connections in our study area before we proceed with our work. He suggested reaching out to stakeholders to participate in a focus group to do a food assessment. Dave suggested looking at a couple of food assessment models and their components to get the big picture.

Brandon Kay said the Southeast Food Policy Council's food assessments were critical and helped focus their messaging.

Ms. Stewart Droege said she will be reaching out to the subcommittee chairs to schedule planning meeting for 2015. The meeting will last approximately 1 to 1 ½ hours.

Mr. Krepcho asked the group for input on how they feel the first year of GFCF has been going. John Rife said the group moved slowly but if the work was easy, we wouldn't have. Mr. Nieves said community building is difficult and feels we are moving in the right direction. The subcommittees and planning has given us incentive and we now feel like we are making progress. Sarah Stack loves the direction we are moving in. She would love to see us get behind a project in 2015.

The meeting adjourned at 4:00 p.m.