

Agenda  
Shaping Portland's Food System Meeting  
February 26, 2016

**PURPOSE:**

To discuss with Shaping Portland's Food System:

1. the draft proposal for the Portland Food Council
2. the updated strategic plan
3. needs for success

**AGENDA:**

**I. Introduction**

- a. Welcome! Review agenda and purpose of meeting.
- b. Introductions.

**II. Overview of Proposed Portland Food Council**

- a. Overview of Proposal (see my e-mail)
- b. Discussion

**III. Strategy/Timeline for Launching the Portland Food Council**

- a. Goal
- b. Community forums
- c. Targeted meetings
- d. Refining proposal and building support
- e. Finding leaders

**IV. Needs**

- a. Review and comment on draft resolution and bylaws
- b. Community forums (see next page)
- c. Targeted meetings
- d. Media and communications
- e. Identifying leaders—founding Council Members

# Community Forum Planning

## Items To Be Determined for Each Meeting:

- Event/Meeting Name
- Goal: Share the purpose of the FPC, create buy-in and get feedback
- Audience (who and how many)
- Location/Time of Day
- Content
- The ask (is it to have people come to the city council meeting, or just to stay involved and tell others?)
- Budget

## Needs/Potential Assignments:

- 1-2 point people for each event
- Venue logistics
- Outreach and Publicity
  - What: Develop flyer with blurb to send to partners to share over e-mail/social media
    - Incorporate the “selling points” for the Food Council
  - Who:
    - Neighborhood Associations
    - All Steering Committee organizations
    - Other
  - Where?
  - How:
    - Flyering
    - E-mail
    - Social media
    - Newspaper?
- Food?
- Day of:
  - Set-up
  - Tracking and record keeping