SFUSD Food and Fitness Committee
Approved Meeting Minutes
August 14, 2012

Members Attending (indicated with an *):

Stacy Bartlett
*Lena Brook
*Mark Elkin
*Christina Goette
*Paula Jones
*Colleen Kavanagh
Kevin Kerr
Peter Lauterborn
Erika Lovrin
*Jessie Mandle
*Maryann Rainey
*Judy Teng
Antonia Williams
*Janet Wojcicki

Public Attending: Teri Olle, Eli Zigas

District Attending: Ed Wilkins (director, SNS), Orla O’Keeffe (newly appointed as Exec. Dir of Policy and Operations for SFUSD)

1. Minutes: Approved with changes (changes made at meeting).

2. SNS Update: (Ed Wilkins)

Ed handed out several documents chronicling SNS’s accomplishments last year and over the past decade.

2011/2012 overview of accomplishments
- passed CRE first time through, a few corrective actions were requested and have been completed
- Grab n Go started in 10 district high schools, only small schools were not included
- Summer Food – SFUSD summer excel program + DCYF operated sites. SFUSD covered 30 sites, 60 programs, participation=2000 breakfasts, 3500 lunches. DCYF operated 80 sites serving 4500 meals daily

2012/2013 Priorities
- On-line meal application promotion – gifts for parents (recipients randomly chosen—Ipad, gift certificates, etc). On-line meal application is less work for schools and SNS and validation is easier and more accurate. Have already processed 6000 on-line apps, which is very high (program started last year but was not promoted).
- SNS will be processing letters directly to parents from now on, instead of through schools. This is more efficient and protects confidentiality better.
- Direct certification is just under 14,000, which is high for us. Letter will go to parents to let them know their kids are eligible and they don’t have to fill out an application. The process can be upset if a DC family fills out an application because it will override the DC and often is missing information.
- Meal pay plus – working to expand usage. Cost of nonpaying students in 2010/11 was $625,000 and dropped to 2011/12 in $327,000.
- Meal contract – under final steps of development now. It is very different than in past. SNS has added a lot of requirements and evaluation tool including a community tasting. USDA and CDE have reviewed it and made recommendations. Next goes to Orla O’Keeffe at SNS and then to legal. Bid goes out in September, final in January. In the interim, the PMS contract was extended 6 months.
- Breakfast Expansion – 9 more in middle schools, kicking off in early/mid September.
- Best practices for breakfasts at elementary – looking at this.
- Cal Endow Grant/SFFS grant – focuses on what is needed to do more on-site fresh foods. Will likely be rolled out in January. Must be completed by July 31, 2013. Have not determined where to do it yet. Another goal of the grant is to work with the CalFresh department to increase direct certification. Goals: reduce frozen meals, improve water access, evaluate, improve direct certification/participation.
- Food service – will be doing more fresh, on-site assembly meals this year. Bi-Rite was awarded the contract, local company. At elementary level we don’t have the facilities to do on-site food production in many schools.
- Facilities Department has been very helpful in improving space where they can at elementary schools. In some cases, they made a kitchen for the equipment, which had been located in the school’s multipurpose room. This is a big improvement in relationship with facilities and the bond spending.
- 5 vending machines will be coming from the BOS this year—approved but funding not at SNS yet.
- Increased area supervisors by 2 last year and have budget support for one more.
- SNS has strong support from Orla, Myong, and Richard as well as the BOE.
- Developing a 5 year strategic plan. Starting data gathering. Will incorporate these primary areas of community feedback – Youth Vote, SFFS, Prismatic Study, FFC. Also want to increase opportunities for student input. Ed will meet with the FSTF in September meeting.
- SNS would like FFC to help with creating a “welcoming environment” for students regarding food – lines, rushing kids through, no talking, stressful environment, look of cafeteria. This is outside SNS’s perview.
- Orla comment – interest and commitment to improve the food is high but not a good understanding of what already is being done and how challenging it is to work within the regulations. Has talked with Carranza and Myong a number of times about this.
- Lena asked how FFC can help SNS with development of 5 year plan. Wellness Policy should be aligned with plan.
- Teri - Parent Advisory Committees are great allies on environment issue.

3. Update on Nutrition Education Project (Mark Elkins)

Nearly all nutrition education in schools with students and teachers/staff is being done through School Health Programs. It is funded through SNAP Ed but is switching to a competitive grant, not an award as in the last 2 years. Work through School Health Programs. They are currently working at 16 schools with half time people doing nutrition ed. 20 additional schools have Harvest of the Month, which includes a produce delivery with newsletters on the produce and with recipes. They also operate a program directly with students in 10-12 MS/HS, mostly via the school nurses.

Planning was stopped at end of last year and restarted now because of questions around continued funding. Many on staff were given pink slips due to unsure funding. Some retained but others moved onto other jobs.

They are also doing professional development with staff and teachers and heath educators.

After school programs – working with them some. Recently presented to these programs to raise awareness of health issues with kids in our district and offer some ideas for healthy activities. Doing similar presentations with many organizations associated with the school district. This should be helpful to informing the discussion of a district-wide anti-soda policy. Finding out who is buying the beverages and food for district meetings is important to improving staff nutrition.

Teri said that the SFFB and Leah’s Pantry nutrition education based on healthy pantries and should connect with Mark.

Paula asked Mark to keep us up to date on what his needs are.

5. Review Committee Work

Determine priorities for this year from brainstorming list from May during the next meeting.
6. Wellness Policy Update/Timeline

- Subgroups should meet and get dates for those meetings to Paula for posting on the web site.
- Colleen, Christina and Mark need to review each section to make sure someone is covering it.
- Need to have an Oct/Nov community meeting.
- Should meet with as early as possible on all issues (Orla). Early Jan, meet with district policymakers.
- Christina meeting with PE advocates at next meeting.
- Leads for each section should meet with Orla on ideas.
- Orla offered to help us shepherd this through the district policymaking process.
- Presentation should have what is the context, what we are doing here, how to stay involved. Orla will help us on this.

7. Review Committee Open positions

Paula will check in with people who have missed a number of meetings to see if they will be able to participate. Members unable to participate in all meetings are encouraged to attend but consider not being a member in order to give others a chance to be on the committee who are able to commit more time.

8. Other business

Web site: Our site will be linked to the district web site. Things for the web site: FAQs (Colleen will revise), any new reports, meeting agendas and final minutes, bylaws, new annual plan (once we have it-hopefully next meeting). District has been very helpful in setting up the site.

2011/12 FFC Committee Report – Paula will draft. Goal to have to FFC at next meeting. We send to district end of September.

To be included in the report:
- mobile food trucks/vending machines
- new name
- new bylaws
- new members
- April feedback to SFUSD/Nancy to help shape new contract
- monthly meetings
- WP planning and subgroups
  - consider including an overview of our plan of action for this school year
Eli reported that on Sept 6, at 12:30 Superintendent Carranza and Paul Ash will be talking about school food at the SPUR office - 654 Mission. Also, Oct. 23, 11am, there will be a tour of Rev. Foods factory in Oakland organized by SPUR. Everyone is invited. He will send out an email. Let him know if you want to attend the Rev. Foods tour as space is limited.

Paula is the keeper of the official distribution list for FFC. Members can get the list from her if they need to send a communication to the group.