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