



SUSTAINABLE COMMUNITIES LEADERSHIP ACADEMY

Urban Agriculture and Sustainable Food Systems

Memphis, TN · September 18-20, 2013

Agenda

DAY 1 | WEDNESDAY, SEPTEMBER 18

Framing the Challenge

2:30 – 3:00 PM

Registration
Refreshments & Networking

3:00 – 3:30

Welcome & Workshop Overview: What We Heard from You
Steve Nicholas, **Master of Ceremonies**, Vice President of Climate & Environmental Programs, Institute for Sustainable Communities

3:30 – 4:30

Plenary 1: A Roadmap for City Food Sector Innovation and Investment
Moderator:
Deb Perry, Senior Program Officer, Institute for Sustainable Communities

Panelists:
Steve Cohen, Food Policy and Programs Manager, City of Portland Bureau of Planning and Sustainability
John Fisk, Director, The Wallace Center at Winrock International
Gayle Prest, Sustainability Director, City of Minneapolis Sustainability Office

4:30 – 5:30

Team Huddle #1: Getting to Work
Teams meet privately to discuss the status of their sustainable food systems efforts, identifying accomplishments, challenges and goals for this workshop and beyond.

5:30 – 7:00

Reception & Reflections on Day 1
The reception will be held in the Heritage Ballroom of the Sheraton Hotel-mezzanine level (use walkway connection from the Cook Convention Center to access this level).



Explore and Inspire

8:00 – 9:00 AM

Coffee with Counterparts

Breakfast tables loosely organized by topics of interest to SCLA participants, providing an opportunity to participants to meet and speak with their counterparts in other cities.

- Food Policy Councils
- Urban Agriculture
- Public Health and Food Policy
- Economic Development
- Healthy Food Access and Social Equity
- HUD Sustainable Communities Grant Recipients

9:00 – 9:15

Opening Remarks

Recap of Day 1 and Overview of Day 2 Agenda

Steve Nicholas, *Institute for Sustainable Communities*

9:15 – 10:15

Plenary 2: Planning Communities as if People Eat

Presenter:

Dr. Samina Raja, *Associate Professor of Urban and Regional Planning and Principal Investigator of the Food Systems Planning and Healthy Communities Lab at the University of Buffalo*

10:15 – 10:45

Networking Break

10:45 – 12:00 PM

Concurrent Sessions – Choose Your Challenge, Round 1:

Overview of Concurrent Sessions

Steve Nicholas, *Institute for Sustainable Communities*

Session Topics:

1. **Tracking Your Performance: Data and Indicators** with **Ellen Kahler**, *Vermont Sustainable Jobs Fund*; **Samina Raja**, *University at Buffalo*; and **Elanor Starmer**, *USDA*.
2. **Zoning for Urban Agriculture** with **Mark Donaldson**, *Knoxville – Knox County Metropolitan Planning Commission*; **Tammy Morales**, *Urban Food Link*; and **Edith Murnane**, *City of Boston*.
3. **Food Policy Councils: Starting Up, Maintaining Momentum and Taking the Leap Beyond** with **Steve Cohen**, *City of Portland*; **Eileen Horn**, *Douglas County and City of Lawrence, Kansas*; and **Gayle Prest**, *City of Minneapolis*.
4. **Healthy Food Access: Innovative Strategies for Bringing Healthy, Fresh Options to Underserved Communities** with **Joseph Alfaro**, *Valle Encantada Farms*; **Anzia Bennett**, *Agricultura Network*; **Warren Nichols**,



City of St. Louis Department of Health; and Jake Tisinger, City of Knoxville.

- 5. Regional Food Hubs: Strengthening Rural-Urban Connections** with **John Fisk**, *The Wallace Center at Winrock International*; **Linda Neunzig**, *Snohomish County*; and **Claire Seguin**, *Neighborhood Economic Development Corporation*.

12:00 – 1:30

Lunch Program: An Update on Action at the Federal Level

Moderator:

Steve Nicholas, *Institute for Sustainable Communities*

Panelists:

Elanor Starmer, *National Coordinator and Advisor for Local and Regional Food Systems, USDA*

Edith Murnane, *Director, Office of Food Initiatives, City of Boston*

1:30 – 1:45

Networking Break

1:45 – 2:30

Plenary 3: Food Philosophy: Sustainability Initiatives at St. Jude Children's Research Hospital

Presenter: Chef Miles McMath, *Director of Culinary Operations, St. Jude's Children's Research Hospital*

2:30 – 3:45

Concurrent Sessions – Choose Your Challenge, Round 2:

Overview of Concurrent Sessions

Steve Nicholas, *Institute for Sustainable Communities*

Session Topics:

- 1. Reaping the Economic Benefits of Sustainable Food Systems** with **Sarah Means Mizejewski**, *Lane County Economic Development*, **Senchel Matthews**, *Heifer International*; and **Vicki Pozzebon**, *Delicious New Mexico*.
- 2. Protecting Agricultural Land and the Future of Farming in Your Region** with **Branden Born**, *University of Washington*; **Mark Donaldson**, *Knoxville – Knox County Metropolitan Planning Commission*; and **Chris LaPointe**, *The Trust for Public Land*.
- 3. Farm-To-Institution Initiatives** with **James Bosi**, *Sysco and Knoxville Food Policy Council*; **Lynne Fessenden**, *Willamette Farm and Food Coalition*; **Ellen Kahler**, *Vermont Sustainable Jobs Fund*; and **Wendy Wasserman**, *USDA*.
- 4. Training Programs That Engage Youth and Underrepresented Communities** with **Diane Picard**, *Massachusetts Avenue Project*, and **Mike Sorth**, *Gateway Greening*.
- 5. Funding Your City's Food Work** with **Steve Cohen**, *City of Portland*; **Gayle Prest**, *City of Minneapolis*; **Michelle Knapik**, *Surdna Foundation (invited)*; and **Elanor Starmer**, *USDA*.



- 3:45 – 4:45 **Team Huddle #2: From Information to Action**
Teams meet privately to begin discussions of how they can put the new information and ideas that they are acquiring at the SCLA workshop to good use back home.
- 4:45 – 5:00 **Highlights & Insights from Day 2**
Participants share new ideas and insights they have gained throughout the day (1-2 min. each).
- 6:00, 7:00, 8:00 **Dinner (self-organized)**
Meet in the hotel lobby every hour on the hour, between 6-8 pm.

DAY 3 | FRIDAY, SEPTEMBER 20

Strategize and Commit

- 8:00 – 9:00 AM **Breakfast with Champions**
SCLA resource team members host breakfast tables, providing an opportunity for in-depth, small-group discussion on various dimensions of urban agriculture and sustainable food system work.
- Ellen Kahler, Executive Director, Vermont Sustainable Jobs Fund
 - Wendy Wasserman, Communications Specialist, USDA
 - John Fisk, Director, The Wallace Center at Winrock International
 - Steve Cohen, Food Policy and Programs Manager, City of Portland Bureau of Planning and Sustainability
 - Gayle Prest, Sustainability Director, City of Minneapolis Sustainability Office
 - Tammy Morales, Principal, Strategic Director for Food Systems Prosperity, Urban Food Link
- 9:00 – 9:15 **Opening Remarks**
Recap of Day 2 and Overview of Day 3 Agenda
Steve Nicholas, *Institute for Sustainable Communities*
- 9:15 – 10:15 **Concurrent Sessions – Choose Your Challenge, Round 3:**
Overview of Concurrent Sessions
Steve Nicholas, *Institute for Sustainable Communities*
- Session Topics:**
1. **Effective Collaboration: Achieving Collective Impact** with **Ellen Kahler**, *Vermont Sustainable Jobs Fund*, and **John Zeanah**, *Memphis and Shelby County Office of Sustainability*.
 2. **Developing a Regional Brand** with **Linda Neunzig**, *Snohomish County*, and **Vicki Pozzebon**, *Delicious New Mexico*.



3. **Supporting Urban Agriculture: Addressing Land Access, Ownership and Contamination** with **Chris LaPointe**, *The Trust for Public Land*; **Mike Sorth**, *Gateway Greenway*; and **Eileen Horn**, *Douglas County and City of Lawrence, Kansas*.
4. **Advancing Climate Goals through Food Policies** with **Babe O’Sullivan**, *City of Eugene*.
5. **Connecting the Dots: Food, Nutrition and Healthy Communities** with **Mary Balluff**, *Douglas County Health Department*; **Ben Epperson**, *Knox County Health Department*; **Cynthia Magallon Puljic**, *YMCA of Memphis & the Mid-South*; and **Cheryll Moore**, *Erie County Department of Health*.

10:15 – 11:15

Team Huddle #3: Strategizing & Committing to Action

Teams meet privately to develop action agendas featuring specific actions they’ll take upon returning home to strengthen, advance and accelerate their work – individually and together – to create a more sustainable food system.

11:15 – 12:00

Closing Plenary: Sharing our Commitments

Round-the-Horn Report-Outs and Closing Remarks

Steve Nicholas, *Institute for Sustainable Communities*

- Each team reports on the third and final Team Huddle (2 min. per team).

