

Steering Committee Minutes

Tuesday January 10, 2012 5:00 – 6:00pm

Committee Members

Kate Maehr (Co-Chair)
Cristal Thomas (Co-Chair)
Grace Hou
Tracy Smith

Dawn Melchiorre
Carissa Gomez

- I. Roll Call
- II. Approve Minutes from Last Meeting: approved
- III. Updates from workgroup committee meetings
 - a) Update on report status: work groups met in December and reviewed initial goals and recommendations.
 - b) Created final drafts of recommendations from the working groups.
 - c) Written with the audience (GA and public) in mind.
 - d) Immediately following the report release will be the release of the action plan, released at the FI conference.
 - e) Get dates set for meeting in mid-February
 - f) Continues to work on the report and will have it for review at the Commission meeting
 - g) Conversation about how we show the process that went into coming up with this report.
- IV. Report Launch/Action Plan
 - a) Launch strategy/ communications strategy
 - a. Feb. 15 will be the date of the launch
 - b. Hiring a PR firm to launch the report and No Kid Hungry Campaign
 - c. Campaign is one aspect and the communication will reflect this
 - b) Feeding Illinois Conference
 - a. Brief overview
 - c) No Kid Hungry/Breakfast Challenge
 - a. Had a funding opportunity from SOS and this will fund a breakfast summit and issue a breakfast challenge
 - b. Helping schools adopt a model for school breakfast in the classroom
 - c. Provide grants for schools to implement as well as awards for participation rates.
 - d. ISBE is looking forward to the opportunity to have this program in the schools



- e. Midwest Dairy Council is looking to do something in IL and may provide additional resources

V. January 20th Full Commission Meeting Agenda

- a. Goal coming out of the meeting:
 - i. Consensus that these are the recommendations of the Commission. May need to look at rewording some of them.
 - ii. Getting buy in and commitment to the launch of the action plan.
- b. Need to present a timetable of the report and action plan.
- c. The recommendations and report release will be sent out Wednesday. Commissioners will be asked to submit comments and questions ahead of the January 20 meeting.