

## Steering Committee Agenda

Thursday March 8, 2012 9:00 am – 10:00 am

**Call in information:**

**Conference Dial-in Number: (866) 210-1669**

**Participant Access Code: 5809590#**

Commissioners in Attendance:

Mark Ishaug  
Kate Maehr  
Tracy Smith  
Cristal Thomas

Staff:

Dawn Melchiorre

- I. Minutes from last meeting – Approved without changes
- II. Launch – March 14<sup>th</sup>- Chicago – Kate thanked everyone for their patience with the launch date change. The release and launch of NKH will take place at Parker Elementary School at 6800 S. Stewart at 1:00pm. All Commissioners and workgroup members should have received an invitation from Share Our Strength (SOS) and will receive an Outlook calendar reminder on Monday morning the 12<sup>th</sup>. Dawn gave the update on the launch.

**Speakers:** Governor Quinn is tentatively scheduled with Cristal as his back-up along with Kate, Dr. Vinni Hall of ISBE, Billy Shore from SOS, Ruth Riley from the WNBA Chicago Sky team, the principal of Parker Elementary, and representatives from WalMart and Jimmy Dean.

- a) Commission Report – The report is currently at the printer and will be given out with press materials at the event. Everyone agreed that the Commissioners should receive the report Wednesday morning before the event via email.
- b) No Kid Hungry – Along with the release of the report, the No Kid Hungry campaign will be launched – the first strategy under Goal 4 of building public and private partnerships.
- c) Media/Communication strategy- Dawn reviewed the media strategy that includes pitching stories with all the major media outlets including print, radio and television. Cristal offered the Governor's office to also do a press release; Dawn will follow-up with the PR team.

III. Feeding Illinois Conference Update – The release of the Commission’s action plan will not take place at the Feeding Illinois conference plan as previously discussed however the conference will focus on many of the strategies discussed in the report including SNAP outreach, public awareness about the issues of hunger in different populations, and innovative strategies to combat hunger in children and other vulnerable populations. The conference will also include an opportunity to for breakout session by region to promote discussion on specific strategies to aid in the development of the action plan. Tracy said they expect about 250 people to attend including 125 from the Greater Chicago Food Depository.

#### IV. Work moving forward

- a) Hunger Free Illinois –Kate explained the launch of Hunger Free Illinois as recommended in the Commission report will be delayed until early fall in conjunction with Hunger Awareness Month. (September) It was felt that we needed to spend more time developing partnerships within the anti-hunger space as well as with corporate and foundation partners. Feeding America is also at the table and considering joining the Hunger Free Illinois effort as well as other national organizations such as AARP. The additional time will provide the opportunity to identify additional resources and a larger umbrella for like-minded organizations to support similar to the work being done in Minnesota under Hunger Free Minnesota.
- b) NKH Breakfast Challenge/Summit – Dawn updated everyone on the progress of the Breakfast Challenge and Summits. There will be two summits that will be held on April 17<sup>th</sup> in Tinley Park and April 19<sup>th</sup> in Springfield. ISBE and the Midwest Dairy Council are active partners. Dawn and Cristal will work to develop meaningful ways to involve the Governor in the work moving forward.
- c) NKH Summer Feeding - The plans for increasing participation of children and sites in the Summer Feeding Program are beginning with work being down with current sponsors to increase the numbers of sites. Dawn is working to target specific areas of the state and work with the organizations already serving that population. Public awareness will be a major component of the plans including a new statewide text program and a Chicago-based hotline run through the Illinois Hunger Coalition.
- d) Workgroup action plans- Each workgroup has begun development of their action plans. We will continue to move the process along as the data questions are the important pieces to the work. Dawn will schedule quarterly for each workgroup for the year so members can continue to stay involved.

V. June 26<sup>th</sup> Full Commission Meeting – Everyone agreed the June 26<sup>th</sup> meeting will be at the right time as the No Kid Hungry work will be in full swing and the state will be, hopefully, wrapping up the FY 2013 budget process. It was recommended that part of the meeting be devoted to a budget recap allowing Commission members to discuss the impact on their organizations and how it could impact hunger.