

Steering Committee Minutes

Friday, September 12, 2014

1:30 pm – 2:30 pm

Conference Call Information:

Conference Dial-in Number: 1-773-648-4300

Participant Code: 3578#

Attendance: Kate Maehr, Frank Finnegan, Mark Ishaug, Diane Ware (IDHS), Steven McCullough (GCFD) and Bob Dolgan (GCFD)

I. Minutes from last meeting

- Reviewed and approved

II. Commission Structure

- Vulnerable Adults has been reframed as Benefits Access Working Group, and Underserved Populations has been reframed as Emergency Food System Working Group. No Kid Hungry has not changed.
- Each Working Group has developed a new charter and invited new members.
- Frank reviewed members of Emergency Food System Working Group.
- Kate added that Sheila Kennedy of Top Box was invited to the Working Group via Cristal Thomas.
- Frank proposed one edit to the EFS Working Group charter: delete sentence around “ending hunger” as initial objectives are just being set.
- Steven reported on the first Benefits Access Working Group meeting. Invitations include Susan Holzer of USDA and Jan Freeman of IDHS.
- BA Working Group is focusing on plans of Vulnerable Adults and reviewing what can be built upon, in particular making SNAP more accessible.
- 20 points of opportunity will be presented at the October BA Working Group meeting, with a draft plan ready for the November Commission meeting.
- Bob reported on the No Kid Hungry Working Group. NKH Working Group will define goals before November Commission meeting and will focus on starting an after-school outreach strategy.

III. Commission Report complete and sent to Governor’s Office

- Commission Report was complete in late July and sent to Governor’s Office and General Assembly in August.

IV. Rise and Shine Illinois

- Rise and Shine Illinois is the name of the new school breakfast campaign that was a recommendation of the Commission to End Hunger.
- The school breakfast campaign website will be live the week of 9/15. Ads launch the following week.
- Creative developed by Chicago ad agency Downtown Partners.
- Frank and Mark mentioned there were other ads related to the phrase “Rise and Shine,” however the Food Depository’s federal trademark search did not cite these as conflicts.

V. New Business / Updates

- **USDA Child Nutrition Proposal:** The Food Depository worked with the Illinois Department of Public Health to apply for a federal demonstration grant in July that would utilize health centers as child nutrition hubs. Announcement of the grant will be in October.
- **Data releases:** Feeding America’s quadrennial Hunger in America was released in August. Statewide data is expected to be available by end of September.
- **Farm Illinois:** A new public-private partnership seeking to foster growth in sustainable agriculture, chaired by Bob Easter, President, University of Illinois. The partnership has a focus on food security, and there may be opportunities for the Commission to intersect. Kate to meet in later September. The group includes Commission member Karen Lehman of Fresh Taste.
- **USDA:** Kate met with Regional Administrator Tim English in August and invited Tim to attend the 11/12 meeting.
- **Next Steering Committee Conference Call: Nov. 5, 3:30-4:30 p.m.**
- **Next Full Commission Meeting: Nov. 12, 9-11 a.m.**