Meeting Minutes
Food Services Transition Team Meeting
January 24, 2018
3:30 p.m. – 4:30 p.m., Rm 114

Members Present:
Marcy Brown
Ron Cowan
Patrick Durgan
Bob Kuehl
Simone Sangster
Jessica Sankey
Mardi Solomon
Karri Neuhauser

Minutes Update & Approval
The committee reviewed the minutes from the January 10, 2018 meeting. Minutes were accepted with corrections.

Communications
J. Marie shared a high-level first draft of a communication plan. She shared three questions to consider as we build a central kitchen communication plan:

What are the milestones?
What milestones need to be communicated in advance to invite participation?
What milestones trigger an opportunity to communicate out afterwards?

A Food Services roadmap was originally developed two years ago and covered 2016-2018. J. Marie shared a draft of a new roadmap for 2018- 2020. The committee reviewed the roadmap, looking specifically at Spring 2018. Items to be added to the spring calendar included:

- Bargaining with SEIU will start meeting late January.
- Add Professional Development opportunities for Para-educators on February 9th and March 8th
- Good Food Implementation committee has a charter and is waiting until after the bond to put out the call for applications
- There are some design and construction milestones to add to the roadmap.
- Add meetings/events to update food services staff
- A scratch cooking training event for food services staff – Patrick would like to spend a day at a high school and do a full meal. Kent Getzen is available to be an instructor for scratch cooking; we will need to work with him to determine dates.

J. Marie talked about the communications toolkit that is already available via print, web and email/messaging, including different survey and data collection opportunities. Some suggestions are:

1. An extra newsletter in March for food services staff to recap events, post-February election;
2. A two-page spread from that newsletter to focus on Food Services transitions;
3. Dr. Bakers blog and Inside Schools articles;
4. Consider sending out initial August/September menus in June 2018 and using the parent handbook food services page for marketing/communication.

Some topics that would be good to share in our communications:

- Food Services barcode pilot at Roosevelt and Carl Cozier and for every Promise K classroom. Current plan is to roll out to everyone who needs barcode system since the pin pads already have barcode scanners built in.
- Recipe testing at Shuksan weekly for the dinner program focusing on developing scratch recipes that can be re-produced easily and can then be pushed out in the broader program.
- Open house in the spring at Options High School can provide sampling opportunities.
- Sampling opportunities for kids transitioning from middle school to high school. Could we offer incoming freshmen a lunch the day before school starts during orientation?
- Cafeteria field trips at the beginning of the year for elementary schools. Opportunity to talk about cafeteria manners, hygiene, food sampling.

The group recommends sharing the Food Services MOU in collaboration with SEIU. Patrick and Bob will work together to plan that communication.

Next Meeting

Agenda items:

Communications - Food Services Branding
Communications Roadmap – Summer 2018
Communications – Timeline of Central Kitchen Implementation and Food Services Transition
Communications – Key Messages Associated with Milestones.

Next meeting on February 7, 2018, 3:30 – 4:30 p.m. in room 114

The meeting adjourned at 4:35 p.m.