

Meeting 1: Coalition Building & Collective Vision

Prep: Facilitator- Answer the following questions and reflect on the agenda:

- Do you understand the scope of the project, and the individual steps that lead to its completion?
Can you verbally describe the roadmap to completion?
- Why is the 1st session being held?
- Can you communicate the value of the meeting from the beginning?
- What are the unofficial purposes of the meeting?
- What are the primary objectives?
- Deliverables for the end of the session?
- How do we measure whether the meeting's purpose was achieved at the end of the meeting?
- Are you prepared to navigate all different personalities in the room, and do you have techniques or ideas on how to best do so to keep the session on track? Can you visualize how you would deal with situations that might arise? Did you review AERO's Facilitator Training materials?

(5 mins) 5:30 PM Welcome

- Type name, organization and best contact email in chat.
- Zoom orientation, if needed (muting of microphone when not talking)
- Goals: Collective Vision, Build Coalition
- Layout framework of meeting - steps and timeframe.

(20 mins) 5:50-6:10 PM Facilitator (AERO staff) teaches about the Community Food System Process

(10 min) Articulate a clear vision. Briefly introduce the [concept of a food system](#), including sectors & asset areas as the model for the assessment, and the role that "values" play.. Shows examples of a mission, vision & core values, a community food system snapshot and assessments, and list of tactics as example of projects that can be prioritized and have been completed elsewhere. Introduce mini-grant, digital story, and May MFEI Network meeting as timeline & outcomes. Ask participants to take a minute to think about the values that are important to them, and what sectors of the food system they impact.

(15 mins) 5:35-5:50 PM Introductions & Personal Values- Round Robin

Name & Org (representing self, or organization)

Why are you excited about this work?

What do you envision as success for your community's food assessment?

(10 min) Q&A about the purpose and outcomes of a community food system assessment

(10 mins) 6:10-6:20 PM Who we are

(10 min) Local leader and team members share geographic location, values, their culture

(40 mins) 6:20- 7:00 PM What we bring (asset inventory), and who's missing [Activity worksheet](#)

Discuss and write down organizations, businesses, and individuals that are serving or participating in the following Food System Sectors. Organizations can participate in one Food System Sector, multiple or across all. Add alongside these actors, the community asset categories (**education, economy, policy, equity, wellness**) they are committed to in their specific Food System Sector.

If it's a smaller group of folks, as one or two groups, each person identifies a sector and each person chooses one or more asset areas that they identify with. (eg.

With a larger group use breakouts (with this model need to adjust activity worksheet to include Assets table)

(7 min) Breakout Group into sector area - opportunities and limitations in the sector & partner brainstorm

(8 min) Group report out

(7 min) Breakout Group into asset area - opportunities and limitations in the asset area & partner brainstorm

(8 min) Group report out

(10 min) Group discussion: Who needs to be invited?

Which sectors and/or assets need to be at the table?

Review expectations for MFEI team. Do we have representation from a producer, consumer, youth, and retired person.

(10 mins) 7:00-7:10 PM Action Items

Homework: Visioning process and shared-process - 5 & 20 headline - what will be different in 5 and 20 years as a result of our work?

Think about what your Welcoming Elevator speech will be to invite engagement in the project

Schedule next meeting

(5 mins) 7:10-7:15 PM Check out with one word about how you are present right now

Meeting 2- Continue Coalition Building & Collective Vision

(3 mins) Welcome- Objectives today

1. Q&A on the process / purpose
2. Continue Coalition Building
3. Asset-based assessment - identify challenges and limitations in each sector for that particular community
4. Vision, Mission, Core Values - How to create a starting point for vision

(10-20 mins) Introductions & Updates

Round robin: Name & Org (representing self, or organization)

Share which food system [sectors & asset areas](#) you work with

Why are you excited about this work?

What do you envision as success for your community's food assessment?

(5 mins) Check in on coalition building. Which sectors and/or assets need to be at the table?

Review expectations for MFEI team. Do we have representation from a producer, consumer, youth, and retired person. Can anyone identify community member who should be added to team?

(40 mins) Sector & Asset Opportunities

What we bring (asset inventory)- opportunities and limitations of each sector [Activity worksheet](#)

Discuss and write down organizations, businesses, and individuals that are serving or participating in the following Food System Sectors (and what values do they embody).

Organizations can participate in one Food System Sector, multiple or across all. Add alongside these actors, the community asset categories (**education, economy, policy, equity, wellness**) they are committed to in their specific Food System Sector.

If it's a smaller group of folks, as one or two groups, each person identifies a sector and each person chooses one or more asset areas that they identify with. (eg.

With a larger group use breakouts (with this model need to adjust activity worksheet to include Assets table)

(7 min) Breakout Group into sector area - opportunities and limitations in the sector

(8 min) Group report out

(7 min) Breakout Group into asset area - opportunities and limitations in the asset area

(8 min) Group report out

(10 min) Group discussion: Takeaways: Shared purpose. Collective Goals.

(10 mins) Write / Review 5 and 20-year headlines

Write big goals for 5 and 20-year.

Share.

Find themes- What is the reason we're doing this work? Why do we need it to happen?

Takeaways: The leadership team will write a Vision, mission, core values for your review at the next meeting. ([Sample Mission, Vision, Core Values](#) & [Worksheet for leadership team](#) to complete for next meeting)

- Think about "mechanisms" for making the change they envision. Are their ideas feasible given the realities in their community? Are their ideas possible now, who initiates the change, are there resources missing, are there fundamental issues that make that change improbable? In other words, what would have to happen to make the change they envision? What are some opportunities specific to where they live?

(10 mins) Closing

Next meetings

Follow up- Facilitator (AERO staff) keeps notes, shares with local food leader and whole coalition, with directions to contact program manager (AB member)

Meeting 3: Define Success & Starting the Assessment

- Leadership team offers vision, mission and core values.
 - Coalition / team discussion
 - If a person has sticking points, send them home with the statement to work on wording

- What does success look like?
 - Facilitated discussion
 - Digital Storytelling -
 - Define what this means....multimedia tools for telling story? Presentation at EXPO?
 - What does the story of this project look like?
 - Who should be interviewed?
 - What information should be included?
 - Assign digital storytelling leaders.

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Snapshot development/Research manual - AB mentor facilitates as much data gathering as possible from coalition at meetings

- Coalition follow up as necessary
- Goal - skilled facilitation to probe and help guide to project prioritization

Data Gathering

What does the coalition need to know about the community in order to implement the project?

- What is the community already doing related to the project and is there a way to piggyback on current work?
- Build on general asset-based assessment at first-ish meeting
- Community members /team /coalition as experts on what data is needed from each asset / sector area.
 - Eg. pull existing reports, interview, talk with an organization
 - Determine what other data is needed
 - Primary data - interviews, community surveys, community town hall
 - Secondary data - city demographic information

- Action Planning
 - Does the group need more information from community? Make plan as to who is going to gather it.
 - What resources are needed for action steps:
 - Funding, staff time, space needs, supplies, technology, equipment, key partner)

 - Delegate follow up organization and individual interviews of food system stakeholders
 - Outcome - outline for abbreviated snapshot with assignments for data collection

Meeting 4: Confirm mission, vision, core values & Continue Assessment

- Confirm mission, vision core values
- Research manual progress
- Next steps to building the snapshot

Interim: continue research and compiling snapshot. Continue to film footage and edit digital story.

Meeting 5: Snapshot Presentation & Project Prioritization

- Present snapshot to coalition
- [Project prioritization Activity](#) with coalition

Meeting 6: Community Input & Evaluation

- Feedback on snapshot and project priorities from broader community
- Evaluation- closing survey, comments,

Interim: Complete digital story

Meeting 7: Share

- Attend MFEI Network Meeting and share digital story