

MEETING NOTES
Mission & Principles Task Force
Friday, December 12th - 9 am – 10:30 am

- A. Present:
- a. Marty Matlock – facilitating initiation of Task Forces
 - b. Stan Pohmer
 - c. Suzy Friedman
 - d. Jeff Moyer
 - e. Grace Gershuny
 - f. Jim Pierce
 - g. Betsy Peterson
 - h. Jeff Barach
 - i. Will Healy
 - j. Russell Williams
 - k. Rick Keigwin
 - l. AJ Bussan
 - m. Luke Howard
 - n. Casey Walsh Cady
 - o. Linda Brown
 - p. Tracy Miedema
 - q. Bill Wolf
 - r. Robert Guenther
 - s. Mike Wanless
 - t. Kenneth Lowery, USDA FAS (observer)
 - u. Noelle Cremers, California Farm Bureau Federation (observer)
 - v. Jesse Singerman, Prairie Ventures (observer)
 - w. John Allen, American Frozen Food Institute (observer)
 - x. Jane Earley, Earley & White Consulting Group (observer)
- B. Task Force Mission – Mission & Principles
- a. Reviewed Task Force Objective and Schedule Document. Timeline can be flexible if needed. Transparency is important to this process and the Task Force Work.
- C. Leadership Nominations
- a. Grace Gershuny, representative of Organic Trade Association, self-nominated
 - b. Russell Williams, American Farm Bureau, self-nominated
 - c. Jim Pierce, Food Trade Sustainability Leadership Association, self-nominated
 - d. Vote by email; suggested deadline of Tuesday at 5 pm
 - i. All Committee members vote on leadership for each Task Force to ensure that everyone has a chance to participate, whether they are on a Task Force or not
 - e. Role of chairs will be facilitative and not directive
 - f. Highest vote is chair, second highest vote is co-chair

D. Issues

- a. Task Forces should be open to EVERYONE, with voting limited to Standards Committee members. Send out announcement, press release, inform those who have already expressed interest, etc.
- b. Marty - The work of this task force is a very important. Need to identify principles early, as this will drive the work of the other task forces
- c. Grace - Needs assessment will have a great deal of impact on this task force
- d. Ron and Marty will be the first transfer of information between Task Forces;
- e. Marty will be a guiding resource after the task groups select their leadership
- f. Leonardo Academy will take notes unless a given task force decides otherwise
- g. Marty - suggested setting up Wiki for meetings. Public but supervised to prevent sabotage
- h. Grace – suggested that all task forces be on same Wiki but have separate rooms
- i. Marty—This is an organic process, and some things will be ‘made up’ as we go. This is the best way to ensure transparency.
- j. Leonardo will keep records and supervise the Wiki
- k. AJ Bussan – suggested establishing a Writing Subcommittee
- l. Marty envisions numerous subcommittees for this task force
- m. Luke Howard – Voting rosters. People need to be on the roster for a particular group in order to vote
- n. Stan Pohmer – What about people who join task forces later? They aren’t privy to the process
- o. Will Healy– Establish an eligibility voting rule. Legacy participation issue – one of the challenges you run into a long dialogue on a given issue; Someone joins at the end and could end up thwarting the work that has already been done. We can’t continue to revisit every issue or we will never get anywhere. This isn’t inhibiting or preventing participation. Anyone can join at any point.
- p. Jim Pierce– Doesn’t agree. Wants to err on the side of transparency. Cautions against setting up exclusive rules.
- q. Marty – The best opportunity for preserving work history is the Wiki – a place for people to do their homework, allow them to catch up
- r. Russell – Set a voting schedule. Anyone who wants to vote should be aware of the issues and prepare accordingly (using the Wiki)
- s. Suzy – We have initial scoping and assessment no matter who is in leadership position

E. Next Steps

- a. Writing subcommittee
- b. Russell – suggested group of liaisons who want to monitor other task forces to allow decisions within their particular task group to move forward faster
- c. Designate individuals to be primary liaisons to report back information from other task forces
- d. Report at beginning of each meeting a synopsis of the issues of each task force
 - i. Make this a permanent agenda item
- e. Main deliverable – one document that addresses all points addressed in the task force directive

- f. Grace: Review draft SCS-001, what it says for mission, vision, principles, and scope. What other concepts need to be added?
- g. Suzy Friedman – Take a step back and not be guided by what’s in this particular draft; Russell agrees
- h. Stan – If we backtrack to April 2007, we should have identified these issues as a group. What is our mission, our guiding principles?
- i. Russell – Creating a mission and vision statement would be a huge accomplishment
- j. Jim – Another helpful early exercise would be to list as many points of agreement or points of consensus as possible
- k. Leonardo Academy – set up Wiki; take notes
 - i. Keep running history on the Wiki; post notes from all meetings from each task force
 - ii. Set up conference calls; establish separate conference call line for each task force?
- l. Suggested another conference call next Friday (December 19, 9 am central)
- m. Russell – Conference calls are expensive. It will be important to ensure that there is a need for a meeting and clear topics of discussion so we are not wasting our resources
- n. Get leadership in place and try to set up a meeting for next week