

County of Santa Clara

Consumer and Environmental Protection Agency
Recycling and Waste Reduction Division

1555 Berger Drive, Building 2, Suite 300
San Jose, CA 95112-2716
(408) 282-3180 FAX (408) 280-6479
www.ReduceWaste.org



Ad Hoc Food Rescue Subcommittee of the RWRC's Technical Advisory Committee Executive Committee for Conference Planning

MEETING AGENDA

DATE: Tuesday, November 3, 2015

TIME: 2:00 p.m. – 3:00 p.m.

CHANGE OF LOCATION: **City of San Jose**
200 East Santa Clara Street, 12th Floor
City Hall Tower - Room 1254
San Jose, CA 95113

(** Denotes item on which action may be taken)

1. Call to Order and Introductions**

2. Public Presentations

At this time persons may address the Committee on any matter not on this agenda. All statements that require a response will be referred to staff for a reply in writing.

3. Detailed Forum Planning

See notes from last meeting and discuss more in detail

4. Adjourn**

CALL-IN OPTION

Toll-free Call in number is (877) 336-1831

Participant Code is 802898

Next Meeting: TBD

Commissioners: James R. Griffith, Chair; Michael F. Kotowski, Linda J. LeZotte, Margie Matthews, Teresa O'Neill, Greg Scharff, Rod Sinks, Jan Pepper, Cat Tucker, Mike Wasserman

Draft Job Description: Part-Time Food Rescue Coordinator

General Description of Duties

The Coordinator is responsible for:

1. Manage logistics, event planning, marketing, fundraising, and program development for the food rescue conference.
2. Manage on-going stakeholder meetings and events with the Ad-Hoc Food Rescue Committee.
3. Ongoing implementation of the marketing and public relations plans and website, communications, and social media maintenance.
4. Ongoing external partnerships development to identify and secure sponsors, donors, and partners with businesses, individuals and organizations interested in supporting the conference and the working group's events and activities.
5. Develop metrics to report environmental and food recovery impact on a quarterly basis to the County of Santa Clara – Recycling & Waste Reduction Commission.
6. Scale food recovery efforts and continue to expand partnerships with local public agencies throughout Silicon Valley—Santa Clara County and San Mateo County.

Qualifications

Prefer a minimum of 2 to 4 years experience in a paid special events, marketing and website management position. Evidence of successful event, sponsorship, marketing, public relations, website and business development/relationship programs required.

Education

Graduation from a 4-year college or university required. A 2-year degree with a minimum 5 years related work experience, preferably with a nonprofit organization, may substitute. Event, communication, marketing and/or public relations experience desirable.

Job Duties & Responsibilities

- Planning, implementation and follow-up for all special events and annual receptions.
- Develop and maintain event and volunteer databases.
- Manage all aspects of volunteer committees and volunteer coordination, including but not limited to, staffing, recruitment, supervision, training and acknowledgement.
- Coordinate event logistics, publicity, including public relations, advertising and collateral material design, production and distribution.
- Responsible for the development and fulfillment of the events and marketing budgets.

- Responsible for in-kind donation solicitations for the conference and other events.
- Cultivate and expand sponsorship development and fulfillment.
- Cultivate and implement a business-based donor development program.
- Coordinate logistics of event ticket sales.
- Supervise and coordinate with event contractors.
- Annually develop and implement marketing plans and materials.
- Write, submit and follow-up to ensure placement on press releases and stories to established contacts with local and regional media.
- Maintenance of website.
- Maintain and broaden social networking to benefit the organization.
- Establish and expand merchandise opportunities.
- Actively participate and staff committees as necessary and appropriate.

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily and commit twenty hours per week, and forty hours per week leading up to the conference.

Language Skills

- Ability to read, analyze and interpret the most complex documents.
- Ability to respond effectively to the most sensitive inquiries or complaints.
- Ability to write a business letter, an article, and a press release.
- Comfortable and competent in making presentations to groups.

Reasoning Ability

- Ability to define problems, collect data, establish facts and draw valid conclusions.

Other Skills and Abilities

- Position requires demonstrated applied skills in word processing, website maintenance and other computer software, including but not limited to, Microsoft Office (Word, Excel and Power Point) and the ability to learn fund raising and web design and management computer software programs.
- Ability to work without direct supervision in a small office environment is required. Ability to hold a valid Driver's License and possess a car that can be used for work purposes.

Physical Demands

- The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.
- While performing the duties of this job, the employee is regularly required to sit; use hands to finger, handle or feel objects, tools or controls, reach with hands and arms. The employee frequently is required to talk or hear.

- Specific vision abilities required by this job include close vision and the ability to adjust focus.

Work Environment

- The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.
- The noise level in the work environment is usually low to moderate. This is a non-smoking work environment.

Application

Submit cover letter, resume, two writing samples (length no longer than 2 pages) and two references to

Food Rescue Working Group



Peninsula Food Runners

THE ZERO-WASTE CHEF



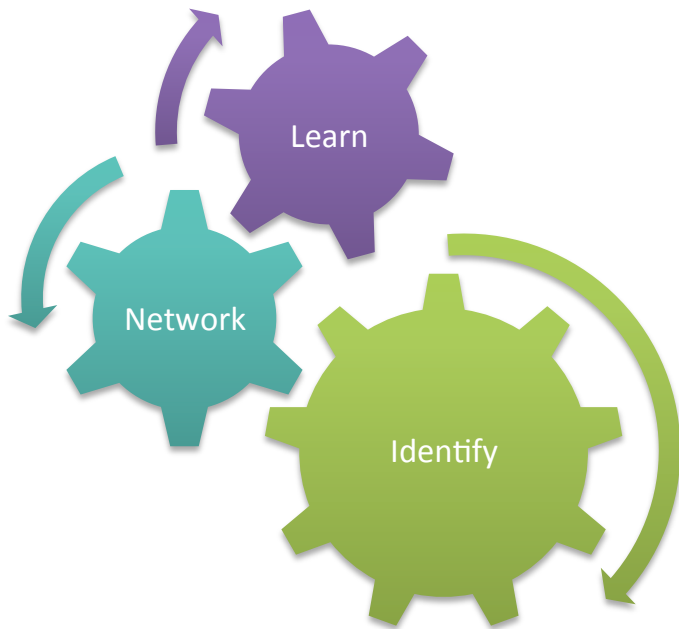
Food Rescue Working Group & Conference



Conference Objectives

- Educate the public and stakeholders on platform capabilities
- Educate the community on the progress and good work that is done by partners
- Build community by identifying action plan to scale food recovery efforts, and identify what is needed to operate sustainably
- Engage food rescue, food justice, and environmental stakeholders to collaborate to scale efforts.

Food Rescue Conference (Spring 2016)



Provide in-person workshops and seminars with subject matter experts from local government, public agencies, nonprofits, and businesses involved with reducing food waste, hunger, and food recovery.

Attendees

- **Learn** from industry experts and stakeholders
- **Network** with other local leaders
- **Identify** opportunities for strategic partnership

Call to Action

- ***Discuss and Review*** from job description and who manages the coordinator
- ***Discuss and Review*** the budget, management, and implementation
- ***Discuss and Review*** roles and responsibilities.
- *Once the coordinator is identified, develop an action plan by next meeting.*



SILICON VALLEY
— TALENT PARTNERSHIP

Lea H. King
Executive Director
Silicon Valley Talent Partnership
lea@svtpca.org

Yan Yin Choy
Operations Manager
Silicon Valley Talent Partnership
yanyin@svtpca.org

Forum Suggestions from Maria Yap of Peninsula Food Runners

Opening speaker. ... One that can best frame the issues of food waste - recommends Dana Gunders

Followed up by Dana Frasz regarding Santa Clara study to set the foundation for all participants.

Then Cheryl Kollin, Full Plate Ventures, Montgomery County, MD as an example that is close to Santa Clara geographical set up, unique model of collaboration that food bank participants will whole heartily attend and have questions for

Limit to 3 speakers max for the morning

Lunch

For those dealing with rescue foods, share platforms to show what is already in place. The system has to be already viable and moving a decent amount of food on daily basis for at least 1 a year and not just for special big events. Tracking system has to be in place. (All city officials, food rescue people, etc)

Then break out into discussion groups and perhaps determine what information we would like to glean from our participants

If we were look at the landscape of all the established shelters and feeding programs here in our backyards, I would like to think that we have similar organizations such as Loaves and Fishes that does similar wonderful work to that of DC kitchen. No doubt the feeding kitchens in Santa Clara may not have the extended programs as that of DC Central Kitchen but SC kitchens could easily expand if unlimited/sustainable funding were available to them.

Instead why not seize the opportunity to target speakers from successful organizations with relevance to challenges as that of Santa Clara. Speakers that can inspire as well as lend wisdom and direction to Santa Clara participants during this period of considering what model will best serve the people of Santa Clara counties! I truly feel Cheryl Kollin who has worked tirelessly with the Montgomery Project, also has been a TED speaker is that person that can contribute her knowledge of county workings, food bank model, nonprofit as well as for profit.

For those who are interested to hear the founder of DC Central kitchen speak, I am sure when he is physically here to assist Dana with the start of Foodshift's kitchen in Alameda, Dana without a doubt will generously extend the invitation to any participants from Santa Clara.