

**January 29, 2019, 1:00PM-2:30PM,
Brookline Town Hall, 5th floor, School Committee Room**

Attendance:

Gus Travassos, Food Service Director
Sue Levy, PSB Parent Representative (alternate)
Mary Ellen Dunn, Deputy Superintendent of Schools for Admin. & Finance
Pat Maloney, Director of Environmental Health, Chief Sanitarian
Donna Odell, Food Service Employee
Donna Pertel, PSB Parent Representative
Chenliang, Intern

Absent:

Patricia Laham, Coordinator of School Health Services; Matt Gillis, Director of Operations; Bettina Neufeind, PSB parent Representative; Suzanne Federspiel, School Committee Representative; John Prunier, Whitsons District manager; Bonnie Hatzieleftheriadis, Food Service Employee; Jessica Wender-Shubow, President of the Brookline Educators Union; Dai Nguyen, Public Health Sanitarian; Blanka Bogdanovic, PSB Parent Representative

Student Advisor Focus Group: Ifeamaka Richardson (Junior); Kyle Schallies (Freshmen); Max Siegel (Junior); Charlotte Vincent (Sophomore); Alexis Raitt (Senior); Raman Milky (Senior); Aryn Lee (Sophomore); Mehdi Balamoune (Freshmen)

Agenda/Minutes

1. Approval of Minutes – Moved to next week.
2. Review Survey Results from fall 2017 and 2018.
 - Renewed Survey
 - Use % of respondents
 - Compare two groups
 - Data in a format to leverage information of respondents
 - Newer respondents data
3. Financial Update/Status – Moved to next week.
4. Marketing Materials for Students/Parents
 - Food Three Take Away needed
 - Nutritious
 - Tastes Good
 - Variety
 - Adjusting perception of what we are selling.

- Who delivers information based on channel
 - Objection Handler: what is language of response?
 - Here are the healthy need. Why and how and supporting points.
 - What are the main messages with supporting points
 - How do we distribute the information needed to make a change?

- Outreach to parents
 - Relaunch of lunch/breakfast expanded a la carte
 - What does each school do in relation to Nutritious, Tastes Good and Variety? Have they tested, tasted it?

- Staff need training, support, oversight, education
 - Evaluate three: Nutritious, Tastes Good and Variety. Appeal and Taste.

- Communication with parents
 - Branding
 - Roadshow Presentation
 - Here is why it needed to change
 - Pin # Experience Food Service like the children
 - Teachers complaining
 - Checklist for evaluating program for parents, teachers, staff.

5. Review 2016 menus against 2018 menus – Moved to next week.

Action Points:

- Spot Check and Evaluation, Kick off now: How do we get experience?
Employee Pin #
Menu Board for Posters
- Chenliang will get menu data to Review 2016 menus against 2018 menus
- Matt will reach out to PTOs, Wellness Committee and Safe Routes to School Team to send people from each school.
- Gus will send Suzanne McCormick-de Boer Check to Success x times a week/month.
- Ben Lummis for Twitter on Food Images.

Resources:

School Meals that Rock (web site)

John Stalker Institute

Pinterest School Lunch.

Center for Eco Literacy – one bowl meals, and resources to reach out to students.

Lunch Lady – Boulder, CO.