

CSNA Chapter 34 Meeting Minutes

September 29, 2015

San Dieguito Union High School District

Board Room

1-3 pm

Meeting Attendees: Siri Perlman, Carissa Iwamoto, Lea Garnero, Emily Cena, Valinda Garcia, Johnna Jenkins, Jessica Keene, Paloma Perez, Judi Reynolds, Rick Miriam, Rose Hernandez, Alexis Beltran, Trieste Chiquete, Karen Densmore, Jeannette Cohan, Cheyenne Williams, Anna Thompson, Kelley Mitchell, Dena England, Tara McNamara, Brenda Marquez-Flores, Christine Ritchie,

Guest Speakers: Diane Pratt-Heavner, Director of Media Relations-SNA; Anna Lucia Roybal, Communications Coordinator-San Marcos USD

Welcome, Introductions & Officer Positions:

- New Positions: Chapter 34 is recruiting a Fundraiser Coordinator & Co-Chair & President Elect. Will discuss and nominate at the end of the meeting
- Introduction of new and current members

Guest Speaker: Diane Pratt-Heavner, Director of Media Relations-SNA

- Presentation on “SNA Marketing & Media Resources”
 - SNA is continually trying to help media conversation represent the interests of its members.
 - There are tons of resources on the SNA website for marketing use in schools. You can download any materials and use them on your sites!
 - Other useful media outlets: “Tray talk” Facebook page; Kiwi Magazine; School Nutrition magazine
 - Good place to find media information is under the “Resources & Research” tab of the SNA website. You have to login with your user ID to access these resources.
 - Media Outreach guides with interview prep questions, best practices, webinars, etc
 - Talking points for a media visit
 - Links to brochures and materials districts can use
 - Tools to help districts get support from their administration
 - What to do if you receive negative comments about your program from the media: invite media to see your program, flood them with good press, letter to the editor or call/reach out to the reporter
 - Child Nutrition Reauthorization: Diane said that the USDA plans to continue programs as they are once the expiration passes. No new information as of now.
 - For any further questions: media@schoolnutrition.org

Guest Speaker: Anna Lucia Roybal, Communications Coordinator-San Marcos USD

- Presentation on “Positive Media Messaging,” Power point slides attached

- For any further questions: annalucia.roybal@smusd.org

Chapter 34 Business& Updates:

- New products: Miltons Chips & Smart Snack Compliant Sushi
 - Nikko Enterprise Corporation; Casey Yoshitake (562-941-6080): California Rolls and Fresh Shrimp Spring Rolls
 - Miltons Baked Chips; Emily Brown (ebrown@miltons baking.com): moving forward with 1 oz gluten free chips for schools
- Discussion of vendor participation in meetings: currently meetings are not open to vendors but there is discussion of having one of the future meetings as a vendor showcase.
- Nomination of new positions:
 - Ana Thompson volunteered to be President Elect. Valinda seconded her nomination, all in favor.
 - Fundraising Committee: we decided to do a committee since there were a number of people who volunteered. The committee will consist of Alexis Beltran, Brenda Marquez-Flores, Paloma Perez and Ana Thompson
- Fundraising Basket for CSNA conference: encouraged members to give donation letter to local businesses and vendors. The basket items are due: October 23rd to Valinda Garcia
- Review of events, Meetings & trainings: see attached handout
- Review of the recent Stanford article about BPA in school food packaging. You can access this article at: <http://news.stanford.edu/news/2015/september/bpa-school-lunch-092315.html>
- Dena England, CSNA President gave updates for CSNA
 - Dividing fundraising basket into 2 if we have a lot of items will have the chapter get more money for the baskets
 - Inviting interns to volunteer at conference for 2 hours will get them 1 day free entrance to the conference
 - CSNA state board is electing Treasurer and membership chair this year, must have 2-years of experience on a CSNA chapter board to run
 - CSNA Scholarships: start looking into scholarships now for conferences this year because CSNA typically asks for them 2-3 months prior.
- AR Review and Updates: Valinda provided a list of items that will be looked at in the AR from the training she attended (Document attached) and Lea provided a power point from Donna Caeg that reviews basic items that will be evaluated at the site level during the review (Power point attached; good for training staff).

Meeting Conclusion

- Next Chapter 34 meeting will be **November 18th, 2015 from 1-3pm** at San Diego Unified School District, Revere Room. Mike Danzik from the CDE will be presenting on Smart Snacks

Meeting Adjourned

President: _____

Secretary: _____

Minutes Approved: _____