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 Neufefind, PSB parent Representative; Suzanne Federspiel, School Committee Representative; John Prunier, Whitsons District manager; Bonnie Hatzieftheriadis, 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 Baliamoune (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.