



New York State Council on Food Policy

Commissioner Patrick Hooker, Chairman

Summer Meeting * Friday, June 12, 2009

Afternoon Session

Adam Clayton Powell Jr. State Office Building: ABC Room- 8th floor
163 W. 125th St. in Harlem * New York, NY 10027 * (212) 961.4390
1:00 pm - 4:00 pm

Introduction

1:00- 1:15 Commissioner Patrick Hooker

Presentations

- 1:15- 1:35 NYC Economic Development Corp - Madelyn Wils
- 1:35- 2:00 Council on the Environment of NYC and Greenmarket -
Marcel Van Ooyen, Mike Hurwitz and Tom Strumolo
- 2:00- 2:20 Supermarket Commission - Jennifer Jones Austin
Dept of City Planning "Fresh Food Store Program" - Barry Dinerstein
- 2:20 - 2:45 NYC Food Policy Coordinator - Benjamin Thomases
DOHMH, Physical Activity and Mental Hygiene - Sabrina Baronberg
- 2:45 - 3:45 NYS Council on Food Policy - Work Groups
- 3:45 - 4:00 Wrap-Up/Adjourn

For more information, please visit our website: www.nyscfp.org
Call NYS Department of Agriculture & Markets (518) 485-7728



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Madelyn Wils

NYC Economic Development Corp.

Madelyn Wils is Executive Vice President of the Planning, Development and Maritime division of the New York City Economic Development Corp. She is responsible for most of the City's area-wide revitalization plans throughout the five boroughs.

Prior to joining NYCEDC Ms. Wils served as President of the Tribeca Film Institute. She managed the expansion of the organization, from programming a 10 day film festival, into a diverse institution offering year-round cultural and educational programming.

From 2000 to 2005, she served as Chair of Community Board One in Lower Manhattan, where she played an integral role in the rebuilding of Lower Manhattan. Ms. Wils led the development of the Master Concept Plan for the East River Waterfront, and was awarded "The Visionary Award" from the New York League of conservation Voters for her efforts. She negotiated significant capital projects for her community, including a new K-8 public school, The Millennium High School, an expanded PS 234, two community facilities, new parks, Little League fields and a library in Battery Park City. Madelyn was a founding Board member of the Lower Manhattan Development Corporation and The Hudson River Park Trust. She has also served on the Boards of the Alliance for Downtown New York, the Lower Manhattan Cultural Council, The Battery Conservancy and The Non-Profit Racing Oversight board

Marcel Van Ooyen

Executive Director of the Council on the Environment: MVanOoyen@cenyc.org

Marcel Van Ooyen earned degrees in Social Ecology from the University of California Irvine and from the Seattle University School of Law specializing in Environmental Law.

After graduating from law school, Mr. Van Ooyen worked for the Energy Facility Site Evaluation Council in Washington State, where he conducted the environmental review of proposed power plants. Upon moving to New York City, Mr. Van Ooyen worked for the New York City Council as the Chief of Staff to City Council Member Gifford Miller and then as Legislative Director for the City Council. As Legislative Director, he wrote and ensured the adoption of over 30 environmental laws, including the city's landmark green buildings legislation, lead bill, clean air codes, environmental purchasing laws, and many more.

Mr. Van Ooyen is currently the Executive Director of the Council on the Environment, and environmental non-profit in the Mayor's Office, which operates programs supporting community gardens, environmental education, recycling and waste reduction, New Farmer Development, and Greenmarket—the largest farmers' market program in the country. Since joining CENYC, he has developed new and innovative programs like Learn it, Grow it, Eat it and Youthmarkets, which help teens improve their eating habits through education, gardening, community outreach and running urban farm stands in their neighborhoods.



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Michael Hurwitz

Director of NYC Greenmarkets: MHurwitz@greenmarket.cc

Michael has been the Director of New York City's Greenmarkets since early 2007. Under his direction, Greenmarket has expanded its educational mission by developing a youth curriculum and expanding tours, increased outreach to nutritionally at risk city residents and improved EBT access and sales in farmers markets, and has opened new markets.

Prior to this, Michael co-founded Added Value and Herban Solutions Inc in Red Hook, Brooklyn (<http://www.added-value.org/>). This non-profit organization promotes sustainable development by nurturing a new generation of young leaders. Among other things, Added Value teaches youth the principles of social and economic entrepreneurship and has established the very successful youth-run Red Hook Farmer's Market in Brooklyn

Tom Strumolo

Director of Policy and Planning for Greenmarket Program:

TStrumolo@greenmarket.cc

Tom is the director of Policy and Planning in the Greenmarket Program for the Council on the Environment of New York City (CENYC) as well as the founder of the youth market program of CENYC. In this position, Tom works to develop innovative solutions to the challenges faced by regional farmers and communities in need of access to fresh food by program development, fundraising and grant writing. Tom has also successfully piloted 'youth market' programs in Harlem, South Bronx, and Bedford Stuyvesant. He is currently working to develop proposals for programs including an Environmental Learning Center, Gateway National Park, in Floyd Bennett Field.

Tom received his Bachelors degree in Architecture from Pratt Institute in 1986 and an M.A in Philosophy from Florida State University. He serves on the Board of Directors for the Farmers' Market Federation, the Community Advisory Board for Peninsula Hospital, and a founding member of New York City Food Systems Network.

Jennifer Jones Austin, Esq.

United Way

Jennifer Jones Austin, Esq., is the Senior Vice President of Community Investment for the United Way of New York City. Jennifer Jones Austin is responsible for providing vision and leadership, both within United Way and in the Greater New York City community, to leverage intellectual, human and financial resources from public and private sources toward making measurable progress in solving some of the city's most serious and complex health and human services problems.

Prior to joining United Way of New York City, Ms. Jones Austin served as New York City's first Family Services Coordinator, a position to which she was appointed by Mayor Bloomberg after four years as a Deputy Commissioner in the City's Administration for Children's Services. As Family Services Coordinator, she was responsible for leading early education and Juvenile Justice, child welfare and domestic violence housing initiatives for children and families. She also played a lead coordination role in the Mayor's Commission for Economic Opportunity, served as Civil Rights Deputy Bureau Chief for then-Attorney General Eliot Spitzer, and was the Vice President of Development for LearnNow/Edison Schools Inc



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Barry Dinerstein

NYC Department of City Planning

Mr. Dinerstein is the Deputy Director for Housing, Economic Development and Infrastructure Planning at the New York City Department of City Planning (DCP). As an expert in such areas as retail projects, industrial zoning, infrastructure planning and environmental review, he has assisted in the formulation of a wide range of the City's economic development initiatives, including the recent Williamsburg/Greenpoint (Brooklyn) waterfront rezoning, Jamaica, Queens and now the FRESH program to incentivize grocery stores in underserved areas of the City. He also represents DCP on the City's Industrial Development Agency board, which grants tax incentive benefits for development projects.

Born in Brooklyn and raised in Elmont, Long Island (New York), Mr. Dinerstein holds a degree in urban studies from State University of New York (SUNY) at Albany. Following college, he worked for several years with community-based organizations, and then joined DCP in 1985. He and his wife now live in one of the City's historic districts, Brooklyn Heights, where he also serves as a member of the governing board for their apartment building.

Ben Thomases

NYC Food Policy Coordinator: BThomases@cityhall.nyc.gov

Benjamin Thomases is the Food Policy Coordinator for the City of New York, a position first proposed by Mayor Michael R. Bloomberg in November 2006 as part of his anti-poverty plan. He is responsible for convening the Food Policy Taskforce, under the auspices of the Deputy Mayor of Health and Human Services, Linda Gibbs. In this capacity he coordinates the efforts of various City agencies to improve access to healthy food for low-income New Yorkers.

Since becoming Food Policy Coordinator in January of 2007, Thomases has overseen the creation of the City's Green Cart program as well as the creation of City Food Standards for the 225 million meals and snacks served by City agencies each year. Prior to working at City Hall, Thomases was the President of FirstSource Staffing, a workforce development subsidiary of the Fifth Avenue Committee. Thomases received a Masters in Business Administration from Columbia University, and a Bachelor's Degree from Swarthmore College. He currently lives in Washington Heights, and is originally from Brooklyn.

Sabrina Baronberg

NYCDOHMH: sbaronbe@health.nyc.gov

Sabrina Baronberg is the Deputy Director of the Physical Activity and Nutrition Program at the NYC Department of Health and Mental Hygiene. She has worked in the Program from its inception and has been instrumental in the developing, implementation, and evaluation of innovative initiatives such as Healthy Bodegas, Health Bucks, Calorie Labeling, and Green Carts. She received her BA from Yale University and her MPH at Columbia University's Mailman School of Public Health in Population and Family Health.