



MURIEL BOWSER
MAYOR

May 3, 2024

The Honorable Phil Mendelson
Chairman
Council of the District of Columbia
John A. Wilson Building
1350 Pennsylvania Avenue, NW, Suite 504
Washington, DC 20004

Dear Chairman Mendelson:

In accordance with section 2 of the Confirmation Act of 1978, effective March 3, 1979 (D.C. Law 2-142; D.C. Official Code § 1-523.01), and pursuant to section 3 of the Food Policy Council and Director Establishment Act of 2014, effective March 10, 2015 (D.C. Law 20-191; D.C. Official Code § 48-313), I am pleased to nominate the following individual:

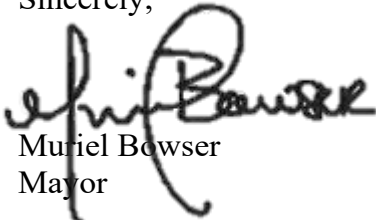
Ms. Dalila Boclin
Quincy Place, NW
Washington, DC 20001
(Ward 5)

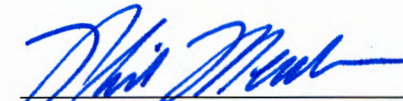
for reappointment as a public member of the Food Policy Council, for a term to end March 1, 2027.

Enclosed, you will find biographical information detailing the experience of the above-mentioned nominee, together with a proposed resolution to assist the Council during the confirmation process.

I would appreciate the Council's earliest consideration of this nomination for confirmation. Please do not hesitate to contact me, or Steven Walker, Director, Mayor's Office of Talent and Appointments, should the Council require additional information.

Sincerely,


Muriel Bowser
Mayor


Chairman Phil Mendelson
at the request of the Mayor

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A PROPOSED RESOLUTION

IN THE COUNCIL OF THE DISTRICT OF COLUMBIA

To confirm the reappointment of Dalila Boclin to the Food Policy Council.

RESOLVED, BY THE COUNCIL OF THE DISTRICT OF COLUMBIA, that this resolution may be cited as the “Food Policy Council Dalila Boclin Confirmation Resolution of 2024”.

Sec. 2. The Council of the District of Columbia confirms the reappointment of:

Ms. Dalila Boclin
Quincy Place, NW
Washington, DC 20001
(Ward 5)

as a public member of the Food Policy Council, established by section 3 of the Food Policy Council and Director Establishment Act of 2014, effective March 10, 2015 (D.C. Law 20-191; D.C. Official Code § 48-312), for a term to end March 1, 2027.

Sec. 3. The Council of the District of Columbia shall transmit a copy of this resolution, upon its adoption, to the nominee and to the Office of the Mayor.

Sec. 4. This resolution shall take effect immediately.

Dalila Boclin

PROFILE

Effective program director working toward innovative models of food production and distribution. Particularly interested in expanding access to healthy foods and building industry efficiency that promotes sustainability.

EXPERIENCE

2020

FRESHFARM

Director of Programs

Community Foodworks merged with Freshfarm on Jan 1, 2020. The programs under my supervision remain an integral part of our portfolio and will continue to grow with the consolidated organization.

2015-2019

COMMUNITY FOODWORKS

Director of Programs

Previously: Food Access Director; Food Access Manager

Work closely with Executive Director to create differentiated vision for new organization, growing from initial \$75K annual budget to over \$1M in five years. Designed the first zero-infrastructure food hub, recognized by industry and government as innovative model of local sourcing and distribution. Ensure integrity of supply chain and operations, including sourcing, distribution, and customer management, as well as data collection and financial management. Established and maintain successful commercial relationships with regional farmers and producers. Lead and supervise two teams to implement complex weekly operations. Identify and execute partnerships to build capacity and profile of the organization.

2014

FROM THE FARMER

New Business Manager

Joined start-up of home-delivered local produce to foster customer engagement and acquisition by building value for sustainable food through storytelling and education. Managed product development strategy, including redesign of web interface with remote developers, and new product introduction.

2013-2014

DROGA 5

Project Manager

Managed the production of integrated creative campaigns for national brands, including Coke Zero, Newcastle Brown Ale. Led phasing and development schedule. Balanced creative resources against competing internal and client demands.

2010-2013

DRESSLER

Strategic Planner

Developed strategic direction and creative execution for diverse marketing initiatives, including web and app development, market research, brand positioning, communications, event production, and digital engagement.

EDUCATION

University of Pennsylvania

2010 | Magna Cum Laude

Sociology, concentration in Structural Inequality and Opportunity

PUBLICATIONS

RESEARCHER: 10,000 WOMEN

The Wharton School with the Goldman Sachs Charitable Fund

Published in [Women Entrepreneurs, Inspiring Stories from Emerging Economies and Developing Countries](#). (Routledge, 2014.)

Articles:

Sibongile Sambo and SRS Aviation.
Jessica Rodríguez's Art Atlas: Fair Fashion from Peru to the World.

SKILLS + STRENGTHS

- Strong leadership and interpersonal skills
- Strategic program development from conception to implementation
- Capable of managing fast-paced operations with moving parts
- Supply chain management and vendor relations
- Grant writing and management
- Clear and effective writing
- Self-directed
- Graphic design
- Spanish: spoken fluency
- French: intermediate



Executive Office of the Mayor – Mayor’s Office of Talent and Appointments
John A. Wilson Building | 1350 Pennsylvania Avenue, Suite 600 | Washington, DC 20004

Dalila Boclin



Ms. Dalila Boclin is the Director of Programs at FRESHFARM, where she is responsible for developing programs that advance innovation and resilience in the local food system. Ms. Boclin joined FRESHFARM upon its merger with Community Foodworks in 2020. During her time at CFW, she helped grow the organization’s programs, partnerships, and funds six-fold in just five years. At CFW, she designed and implemented a new model for local food distribution that utilizes farmers markets to move more local food to community-based services and institutions in lieu of traditional warehousing infrastructure.

Before moving to Washington, DC, she worked in advertising and tech development in New York City, where she primarily focused on supporting small, privately held businesses.

A Ward 5 resident, Ms. Boclin earned her Bachelor of Arts in Sociology from the University of Pennsylvania, where she studied sociology, structural inequality, and opportunity.



GOVERNMENT OF THE DISTRICT OF COLUMBIA
Executive Office of Mayor Muriel Bowser



Office of the General Counsel to the Mayor

To: Kimberly A. Bassett, Steve Walker
From: Betsy Cavendish
Date: April 18, 2024
Subject: Legal sufficiency review of Mayor's Order appointing Angela Chester-Johnson, Jason Kellogg, Nick Stavley, and Carrie Vaughn and reappointing Dalia Boclin, James Huang, and Kristy McCarron as members of the Food Policy Council

This is to Certify that this office has reviewed the above-referenced Order and found it to be legally unobjectionable. If you have any questions in this regard, please do not hesitate to call Erika Satterlee, Deputy General Counsel, Executive Office of the Mayor, at 202-724-1303, or me at 202-724-7681.

A handwritten signature in black ink that reads 'Elizabeth A. Cavendish'. The signature is written in a cursive style with a large initial 'E'.

Elizabeth A. (Betsy) Cavendish