

**SECOND HELPINGS WORKING GROUP MINUTES**

THURSDAY, FEBRUARY 26, 2015, 8:30-10:30AM, CDC QUINTE, 65 STATION STREET, BELLEVILLE

IN ATTENDANCE Joanne Lewis, Wendy Anderson, Diane Milan, Nicole Chevalier, Beverley Bell-Rowbotham, Steve van de Hoef, Ruth Ingersoll, Brandi Hodge

REGRETS: Kelly Mathieson, Kellie Brace, Maribeth deSnoo

**MANDATE:**

Second helpings (Food Reclamation Project) Working Group is responsible for identifying and implementing one or more actionable projects that will improve access to healthy food by children, youth and families in Hastings-Prince Edward.

Item	Discussions/Motions	Recommendations <i>(things to go forward to the Networks)</i>	Action <i>(including Person Responsible &amp; Completion Date)</i>
1. Welcome			
2. Review of Agenda	The meeting proceeded without a formal agenda. The purpose of the meeting was to develop a work plan to prepare for launching the “grow a row” project		
3. Learning from other “grow a row” projects	Nicole had contacted the Edmonton Food Bank and Loving Spoonful (Kingston) to inquire into their “Grow a Row” programs. <ul style="list-style-type: none"> <li>– Edmonton’s website had simple, straight-forward instructions for participating in the program and a list of recommended</li> </ul>		

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	<p>vegetables to donate. They advertise primarily through social media, website, and word of mouth, along with several promotional events to raise awareness of the program</p> <ul style="list-style-type: none"> <li>– Loving Spoonful (Kingston) relies heavily on print advertising, especially posters and brochures, as well as some radio, TV and newspaper ads. They have a workplace challenge as part of their “Grow a Row” program. Most of their fresh produce comes from commercial growers, not through the “Grow a Row” program.</li> </ul>		
<p><b>4. Campaign development and workplan</b></p>	<p>Brandi and Steve met with Shawn Patriquin of THEY Integrated in Belleville (<a href="http://workwiththey.com/">http://workwiththey.com/</a>) to obtain advice for a promotional strategy. Shawn offered to work on the campaign pro bono, which is greatly appreciated.</p> <p>Brandi circulated a sketch of a campaign suggested by Shawn, which was discussed by the group.</p> <ul style="list-style-type: none"> <li>– Consensus that we use “FreshForAll.ca” as a primary identity and website to anchor the campaign. Members appreciated the positive and encompassing (i.e. “all”) message of this name, and observed that it could be developed further in future public engagement work on food security issues</li> <li>– Suggested that we use Facebook marketing, radio, newspaper, outdoor and “digital big box” (Sun Media, Weather Network) to drive traffic to the website</li> <li>– Members also noted the need for posters and possibly other print materials to distribute at nurseries and other places where people may buy seeds or plants</li> </ul>		<p>Website sections:  “How it works” – Nicole  “Statistics” – Beverley  “Get Involved” – Steve  “Find a Food Bank” – Diane, JoAnne, Wendy</p> <p>All content should be sent to Brandi by March 12.</p> <p>Brandi will also send a list of questions arising from our discussion to Shawn.</p>

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	<ul style="list-style-type: none"> <li>– Brandi shared the poster and billboard campaigns presented by Loyalist students. One in particular, used very good language.</li> <li>– Tasks were assigned to develop content for the webpage</li> </ul> <p>Wendy reminded the group about the \$1,000 – and now possibly more – earmarked by the CYSN for the project, which needs to be spent by March 31<sup>st</sup>. The possibility of being invoiced by United Way Quinte – as the lead agency for the project - was discussed.</p>		<p>Brandi and Wendy will be returning to Loyalist on March 6<sup>th</sup> to provide feedback.</p> <p>Brandi will check with her financial people at UWQ and discuss with Maribeth.</p>
<b>5. Next meeting</b>	Friday, March 13, 2015, 1-3pm at CDC Quinte		
<b>6. Adjournment</b>	10:30am		