

## FRESH FOR ALL WORKING GROUP AGENDA

**FRIDAY, FEBRUARY 17 - 9:30AM – 11:30AM – HPEDSB 156 ANN STREET, BELLEVILLE – HASTINGS ROOM**

**MANDATE:**

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	Time	Person Responsible	Materials Required
<b>1. Welcome and Introductions</b>	9:30am	Co-Chairs	
<b>2. Review and Accept Agenda</b>	9:35am	Co-Chairs	
<b>3. Review and Accept Minutes from November 11, 2016</b>	9:40am	Co-Chairs	Attachment
<b>4. Grant Application Updates</b>	9:45am	All	
<b>5. DocFest</b>	10:00am	All	
<b>6. Review Planning Worksheet and Assign Duties</b>	10:20am	All	Attachment
<b>7. Next Meeting Date</b>	11:20am	All	Regrets please to: <a href="mailto:chardie@hpedsb.on.ca">chardie@hpedsb.on.ca</a> <a href="mailto:wanderson@hpechildrenandyouth.ca">wanderson@hpechildrenandyouth.ca</a>
<b>8. Adjourn</b>	11:30am		



## FRESH FOR ALL WORKING GROUP MINUTES

NOVEMBER 11, 2016; 9:30-11:30AM, UNITED WAY QUINTE, 55 HARRIETT STREET, BELLEVILLE

IN ATTENDANCE: Co-Chairs: Cherie Hardie and Steve van de Hoef, Brandi Hodge, Ruth Ingersoll, Diane Milan, JoAnne Lewis, Tanya Baldwin, Wendy Anderson

REGRETS: Mike Paradis, Kevin Bazkur, Beverley Bell-Rowbotham

**MANDATE:** 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 And Completion Date)</i>
<b>1. Welcome and Introductions</b>	<ul style="list-style-type: none"> <li>• Tanya Baldwin from the Community Gardens Network (CGN) was welcomed.</li> <li>• Steve Poole has advised that he will support the campaign but is unable to attend meetings in future.</li> <li>• We will have a moment of silence at 11am</li> </ul>		Tanya encouraged members to visit the new CGN website at <a href="http://www.cgnhpe.org">www.cgnhpe.org</a> and offer input. It contains a link to FFA! A one-page summary of CGN is attached
<b>2. Review and Accept Agenda</b>	Accepted. Wendy offered to take minutes.		
<b>3. Review and Accept Minutes from August 16, 2016</b>	Minutes were accepted.		

Item	Discussions/Motions	Recommendations <i>(things to go forward to the Networks)</i>	Action <i>(including Person Responsible And Completion Date)</i>
<p><b>4. Marketing Plan 2017</b></p>	<ul style="list-style-type: none"> <li>• Partner with CGN during the 2017 campaign – open-ended – and evaluate in November 2018</li> <li>• Will expand breadth of FFA and CGN connections – relationships and networking</li> <li>• Clarity needed in terms of mandate to avoid duplication of effort between FFA and CGN</li> <li>• Steve and Cherie presented at CGN AGM</li> <li>• Tanya gave verbal confirmation of partnership with CGN in response to letter from co-chairs dated Oct 6/16. Written confirmation to follow.</li> <li>• Will also advise organizations of partnership with CGN</li> </ul> <p><u>What went well?</u></p> <ul style="list-style-type: none"> <li>• Triangle Fluids started a garden and made a donation – a start to business connections</li> <li>• Connon Nurseries a great connection to farmers and gleaning – Lockyers in PEC</li> <li>• Made some good connections with and between food recipient organizations</li> <li>• Little management needed in PEC – ran itself – food programs integrated acceptance of fresh produce into what they already do</li> <li>• Increased community awareness that fresh produce can be donated – shift in thinking - expectations and processes</li> </ul> <p><u>What didn't go as well?</u></p> <ul style="list-style-type: none"> <li>• funding shortfall from original budget</li> <li>• planning needed to start sooner – behind the 8-</li> </ul>		<ul style="list-style-type: none"> <li>• Steve to update planning worksheet for 2017 based on our discussion - attached</li> <li>• Brandi to share draft recipient organization survey with JoAnne for finalizing</li> <li>• JoAnne, Wendy and Diane will coordinate distribution and gathering of results</li> <li>• Can use CYSN survey monkey account – with assistance from Beverley</li> <li>• Will also advise organizations of partnership</li> </ul>



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	ball – were reactive rather than proactive <ul style="list-style-type: none"> <li>• need for sustainability and pooling of resources</li> <li>• no evaluative data</li> </ul>		
<b>5. Funding for 2017</b>	<ul style="list-style-type: none"> <li>• Develop a firm plan and budget and approach funders for full amount</li> <li>• United Way can provide \$2,000, and will continue to manage funds for 2017</li> <li>• County Community Foundation will again contribute \$500</li> <li>• Steve will follow up with Epicure</li> <li>• Cherie will apply to Saputo and Triangle Fluids</li> <li>• Due to the community garden focus, applications to Scotts and Fiskers would be made collectively between CGN and FFA</li> </ul> <p><u>Outstanding:</u></p> <ul style="list-style-type: none"> <li>• Kay Stafford Fund Community Grant – Trenton Memorial Hospital Foundation – <a href="http://tmhfoundation.com/ways-to-give/kay-stafford/">http://tmhfoundation.com/ways-to-give/kay-stafford/</a> - open January – March 2017</li> <li>• QuintEssential Credit Union - <a href="https://www.qcu.ca/Personal/MyCommunity/CommunityFunding/">https://www.qcu.ca/Personal/MyCommunity/CommunityFunding/</a></li> <li>• Bayshore Credit Union - <a href="http://bayshorecu.com/index.php/about-us/">http://bayshorecu.com/index.php/about-us/</a></li> <li>• TD Bank - <a href="https://www.td.com/corporate-responsibility/apply-for-funding-canada.jsp">https://www.td.com/corporate-responsibility/apply-for-funding-canada.jsp</a></li> </ul>		Budget attached

Item	Discussions/Motions	Recommendations <i>(things to go forward to the Networks)</i>	Action <i>(including Person Responsible And Completion Date)</i>
	<ul style="list-style-type: none"> <li>Rotary Club of Belleville - <a href="https://www.rotary.org/myrotary/en/rotary-foundation">https://www.rotary.org/myrotary/en/rotary-foundation</a></li> </ul>		
<b>6. Wrap-Up</b>	<ul style="list-style-type: none"> <li>We will share grant results via email</li> <li>Steve will be stepping down as co-chair</li> <li>Cherie will continue as co-chair</li> <li>CGN defers to co-chair – learning at this point</li> <li>Brandi willing to support</li> </ul>		
<b>7. Next Meeting Date</b>	<ul style="list-style-type: none"> <li>We will share grant results via email</li> <li>Next meeting to be determined</li> </ul>		If you are attending or not, contact: <a href="mailto:chardie@hpedsb.on.ca">chardie@hpedsb.on.ca</a> <a href="mailto:steve.vandehoef@gmail.com">steve.vandehoef@gmail.com</a> <a href="mailto:wanderson@hpechildrenandyouth.ca">wanderson@hpechildrenandyouth.ca</a>
<b>8. Adjournment</b>	Meeting ended at 11:30am		

## Planning Worksheet for 2017 Fresh For All Campaign

Timeline	Campaign activities	Types of Marketing	Budget
November 2016	<ul style="list-style-type: none"> <li>• Follow-up from 2016 campaign               <ul style="list-style-type: none"> <li>○ Campaign review</li> <li>○ Contact recipient organizations for feedback, evaluations</li> </ul> </li> <li>• Plan for 2017 campaign:               <ul style="list-style-type: none"> <li>○ Identify campaign goals and create timeline</li> <li>○ Develop Budget</li> <li>○ Identify grant/funding opportunities and assign responsibility for grant-writing as necessary</li> </ul> </li> <li>• Distribute survey to recipient organizations</li> </ul>		
January 2017	<ul style="list-style-type: none"> <li>• Engage garden centres to build awareness of the campaign and ask for support; distribute posters. Target: Garden centre owners/employees; avid gardeners</li> <li>• Book upcoming marketing space (e.g. billboards) as needed</li> <li>• Print additional posters, postcards/rack cards</li> <li>• Possibly sponsor a film for DocFest</li> <li>• Create social media avatar for use in social media campaigns</li> </ul>	<ul style="list-style-type: none"> <li>• Direct contact with garden centres</li> <li>• Posters</li> <li>• Postcard/rack cards</li> <li>• Sponsorship</li> <li>• Retractable banner</li> </ul>	<ul style="list-style-type: none"> <li>\$600</li> <li>\$300</li> <li>\$100</li> <li>\$500</li> <li>\$0</li> </ul>
February/March/April	<ul style="list-style-type: none"> <li>• Engage recipient organizations to build awareness, (remind them of the program), develop partnerships, refine our program to fit their needs</li> <li>• Continue reaching out to garden centres, other key supporters who we hope to work with throughout the campaign (e.g. farmers, Ag associations, community groups, etc.)</li> <li>• Marketing: focused marketing to target avid gardeners who are planning their gardens (Jan/Feb/March)</li> </ul>	<ul style="list-style-type: none"> <li>• Direct contact</li> <li>• Advertising at garden centres</li> </ul>	
Mid-April to end May (planting season)	<ul style="list-style-type: none"> <li>• Marketing: broad-based marketing to raise brand awareness in the community, target backyard gardeners, encouraging them to plant an extra row of veggies. Centre efforts around May long weekend</li> <li>• Kick-off event?</li> <li>• Print more lawn signs (if needed)</li> </ul>	<ul style="list-style-type: none"> <li>• Zodiac signs</li> <li>• Billboard (spring)</li> <li>• Lawn signs</li> <li>• Facebook ads (spring)</li> <li>• Radio ads (spring)</li> <li>• Newspaper ads (spring)</li> </ul>	<ul style="list-style-type: none"> <li>\$1200</li> <li>\$1300</li> <li>\$--</li> <li>\$100</li> <li>\$1300</li> <li>\$300</li> <li>\$0</li> <li>\$800</li> </ul>

June – August	<ul style="list-style-type: none"> <li>• Follow up with garden centres, etc. to thank them for participating in the campaign, ask for feedback</li> <li>• Marketing: light promotion to keep it in front of gardeners, general public. Human interest stories; donation stories; tips and tricks for gardening; planning for harvest and reminders to donate; stories of recipient programs. Magazine articles for Fall issues</li> <li>• Touch base with recipient organizations – encourage, remind we’re here, ask for stories to share; remind them to track “Fresh For All” donations, collect any feedback provided</li> </ul>		
Mid-August to October	<ul style="list-style-type: none"> <li>• Marketing: broad-based marketing to encourage people to donate their “Fresh For All” produce, excess garden produce</li> <li>• Fall Event: Donation day, with possible live reporting from radio station in combination with, or in lieu of radio ads.</li> </ul>	<ul style="list-style-type: none"> <li>• Billboard (fall)</li> <li>• Facebook ads (fall)</li> <li>• Radio ads or live reporting(fall)</li> <li>• Newspaper ads (fall)</li> </ul>	<p>\$1300 \$100 \$1300</p> <p>\$300</p>
Mid to late October	<ul style="list-style-type: none"> <li>• Marketing: Thank donors for their donations, supporters (businesses) for their participation</li> <li>• Feedback and evaluation: Connect with garden centres to thank, request feedback, input for next year’s campaign</li> <li>• Feedback and evaluation: Collect statistics from recipient organizations, request feedback and input for next year’s campaign</li> <li>• Harvest Celebration: conclude 2017 campaign, celebrate success, report to community (?)</li> </ul>	<ul style="list-style-type: none"> <li>•</li> </ul>	
November 2017	<ul style="list-style-type: none"> <li>• 2017 campaign review</li> <li>• 2018 campaign planning</li> </ul>		
<b>Budget total</b>			<b>\$9500</b>

## FRESH FOR ALL BUDGET 2017

Draft Prepared on November 11, 2016

### Sponsorships

United Way of Quinte	2,000.00	pending approval
County Community Foundation	500.00	

### Total Sponsorships

### Expenses

Banner	500.00	
Billboards	2,600.00	Spring and Fall - locations to be determined
DocFest	100.00	
Facebook	200.00	Spring and Fall
Newspaper Ads	600.00	Spring and Fall
Lawn Signs	800.00	Have ? in reserve
Posters	600.00	Small only
Radio	2,600.00	Spring and Fall
Rack Cards	300.00	Consider post cards, business cards
Zodiak Signs	<u>1,200.00</u>	Rental only - magnets have been purchased
<u>Total Expenses</u>	<u>9,500.00</u>	