



## FRESH FOR ALL WORKING GROUP MINUTES

AUGUST 16, 2016; 1-3PM, UNITED WAY QUINTE, 55 HARRIETT STREET, BELLEVILLE

IN ATTENDANCE: Co-Chairs: Cherie Hardie, Steve van de Hoef, Brandi Hodge, Ruth Ingersoll, Mike Paradis, Wendy Anderson

REGRETS: Stephen Poole, Beverley Bell-Rowbotham, JoAnne Lewis

**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>	Mike Paradis was introduced		Cherie will contact JoAnne Lewis/Christine Durand – Poverty Roundtable to establish their involvement with group
<b>2. Review of Agenda</b>	Cherie added two other business items to agenda <ul style="list-style-type: none"> <li>• PEC event from Diane Milan</li> <li>• Community Gardens Network of HPE</li> </ul> Wendy offered to take minutes		<a href="https://www.facebook.com/CGNhpe/">https://www.facebook.com/CGNhpe/</a>
<b>3. Review and Accept Minutes from June 17, 2016</b>	Minutes were accepted		



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<b>4. Budget and Fundraising Update</b>	Brandi presented a summary of sponsorships and expenses for 2015 and 2016 <ul style="list-style-type: none"> <li>• Balance of \$1,337.49 slated for the billboard – October 3<sup>rd</sup> for 28 days – Dundas West and Holden Street</li> <li>• Cherie was successful in raising \$500 from Triangle Fluid Controls</li> <li>• Brandi waiting for responses from three grant applications</li> </ul>		Budget summary (attached)  Brandi to notify Diane and Brian Beiles of funding shortfall and advise of our need to cease spending - determine whether Vital Signs has run its newspaper advertising
<b>5. Fall Marketing Plan</b>	Plan included billboard, radio, PSAs and social media. We can proceed with the billboard but all spending has ceased unless additional funding can be secured. In the meantime, lawn signs and print materials are out there.		Brandi to develop a donor thank you card (attached) Cherie and Brandi to develop a donor recognition package – possibly with help from Mike.
<b>6. New Business</b> a) PEC Event          b) Community Gardens Network of HPE	FEAST – Free Food Festival, August 29 <sup>th</sup> , 3-7pm at Benson Hall and Picton Town Hall – food sampling, cooking demos, workshops, cookbook swap, bring your surplus garden harvest for community sharing. FFA print materials will be distributed          The CG Network is applying for non-profit status. Cherie was planning to attend their next meeting at the end of August to investigate the possibility of their taking on FFA. A face-to-face meeting with organizer Tanya Baldwin was suggested to determine: <ul style="list-style-type: none"> <li>• do our mandates align?</li> </ul>		Cherie will set up meeting with Tanya Baldwin



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	<ul style="list-style-type: none"> <li>• interest and viability</li> <li>• capacity to oversee FFA</li> <li>• ability to sustain</li> <li>• what questions would they have for us?</li> </ul>		
<b>7. Next Meeting</b>	<p>Meeting in September will be called if needed</p> <p>October 28<sup>th</sup>, 9:30-11am, UWQ to plan marketing campaign and grant applications for 2017, and discuss outcome of CG Network meeting</p>		<p>If you are attending or not, contact:</p> <p><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></p>
<b>8. Adjournment</b>	2:30pm		

**United Way of Quinte  
Fresh For All  
2015 - 2016**

updated: August 10, 2016

	\$	notes
<b><u>Sponsorships</u></b>		
United Way of Quinte	4,500.00	small grant Feb 2015
PE County Community Foundation	500.00	received April 2015
H&PE Learning Foundation	2,800.00	received April 2015
Bridge St. United Church Food Security Network	500.00	received Oct 2015
United Way of Quinte	2,000.00	received Feb 2016
Bridge St. United Church Food Security Network	802.00	received May 2016
United Way of Quinte	2,000.00	received July 2016
Triangle Fluid Controls Ltd.	500.00	received July 2016
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<b><u>Total Sponsorships</u></b>	<b>13,602.00</b>	
<b><u>Expenses</u></b>		
Promotional Design	300.00	All Media Quinte - May 2015
Sign Rentals	1,288.49	Zodiac Signs - May 2015
Rack Cards (3000)	277.76	JB Print - June 2015
Posters (250 large) (500 small)	438.59	JB Print - June 2015
Posters (250 large) (500 small)	238.96	Outfront Media - June 2015
Billboard	1,039.40	Outfront Media - June 2015
Paper Ads	176.68	Picton Gazette - June 2015
Paper Ads	162.15	The Times - July 2015
Radio Ads	779.55	Starboard Communications - July 2015
Radio Ads	498.91	Quinte Boardcasting - July 2015
Billboard space	1,039.40	Outfront Media - Sept 2015
Posters... Carson Arthur	239.06	Outfront Media - Oct 2015
Facebook	332.26	Oct 2015 to present
Advertising	77.95	Bancroft Times - Nov 2015
Billboard space	259.85	Outfront Media - Nov 2015
Advertising	437.07	Picton Weekly, Com Press, Trentonian - Dec 2015
Sign Rentals	1,920.81	Zodiac Signs - Feb 2016
150 coroplast signs	1,091.37	Goldfarb - April 2016
Advertising - Radio	498.91	Quinte Boardcasting - May 2016
Advertising - Radio	779.54	Starboard Communitcations - May 2016
Sign Rentals	387.80	Zodiac Signs - May 2016
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<b><u>Total Expenses</u></b>	<b>12,264.51</b>	
<b>Net</b>	<b>1,337.49</b>	
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Payables	\$ 1,130.00	Billboard - Outfront Media - October 2016
	239.06	Poster for billboard - October 2016
<b>Net</b>	<b>- 31.57</b>	



**freshforall.ca**

Grow fresh food. Share fresh food.



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Fresh For All is an initiative supported by various organizations to help contribute much-needed fresh vegetables and fruits to food banks and meal programs within Hastings and Prince Edward counties. The concept is simple: if you're planting a vegetable garden this summer, simply add an extra row or two that can be shared at harvest time.

**Thank you for your support!**

Dear Mr. Shorts,

Because of your generosity and support, Fresh for All will be able to continue encouraging gardeners and farmers to share their harvest. Thank you so much, not only for your donation of \$500.00, but also for facilitating and inspiring your employees to start their own garden. We hope Triangle Fluid Controls will be an example for more businesses to begin their own gardens. Even though this very dry year didn't allow for the best growing conditions, we hope your staff has been able to enjoy the fruits (or veggies) of their labour.

Thank you again for your gracious support!

Fresh for All Committee

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