



## FRESH FOR ALL WORKING GROUP MINUTES

FRIDAY, FEBRUARY 12, 2016, 9:30-11AM, UNITED WAY QUINTE, 55 HARRIETT STREET, BELLEVILLE

IN ATTENDANCE: Steve van de Hoef (co-chair), Cherie Hardie (co-chair), Ruth Ingersoll, JoAnne Lewis, Stephen Poole, Ruth Ingersoll, Brandi Hodge, Christine Lee, Beverley Bell-Rowbotham (DAC), Wendy Anderson (CYSN Coordinator) Guest: Laurie Rowbotham

REGRETS: Brandi Hildebrand, Diane Milan (resigned), Nicole Chevalier (resigned)

**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>			
<b>2. Review and Accept Agenda</b>	Steve identified tasks for today. Agenda accepted.		
<b>3. Review and Accept Minutes from January 8, 2016</b>	Accepted with one revision – Steve P. advised 4c should state that gardeners purchase most of their annuals in May instead of April.		



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<p><b>4. Campaign:</b> a) Goals for 2016</p>	<p>Priority goals were identified and discussed:</p> <ul style="list-style-type: none"> <li>• Measurement: Shouldn't attach too many parameters. Need to find a realistic balance between establishing impact of campaign while respecting the pressures faced by recipient food banks and meal programs. A tick box around minimal, medium and significant increases in fresh food donations could be a possibility. Collection of anecdotal data (testimonials, stories) another possibility – through website? Measure of community awareness through website and facebook hits/demographics.</li> <li>• Engage recipient organizations: Refer to plan prepared by Steve, Cherie and Wendy that was included in your meeting package. Process for gleaners something to consider.</li> <li>• Increase community awareness through broad based marketing to target audience – i.e., backyard gardeners. A form letter blitz could support word-of-mouth. JoAnne informed YMCA of community service opportunity. Ruth suggested DocFest. School gardens probably not viable.</li> </ul>		<p>Will need to confirm details on website. JoAnne unable to be a recipient contact this year.</p> <p>Ruth offered to organize a kick-off event.</p>



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b) Work Plan and Timeline	Steve walked us through the draft work plan and timeline for 2016.		
c) Engaging donors/supporters	Steve P. is in the process of engaging 10 garden centres and 20 farm operations – ensuring geographic representation.		
d) Engaging recipient organizations	Deferred to next meeting		
e) Marketing	<p>The discussion focused on broad based marketing opportunities outlined in the work plan in relation to budget.</p> <ul style="list-style-type: none"> <li>• Cherie advised that 7 magnetic signs would cost \$2,088. \$900 of this is 4 week rental.</li> <li>• JoAnne advised that lawn signs cost about \$6 each. Could recover through donations.</li> </ul>		
f) Budget	See draft budget below. \$947.42 remaining from last year. The Food Security Network has contributed \$800. Brandi advised that United Way funds of \$2,000 must be spent by March 31 <sup>st</sup> plus \$2,000 in 2016/17 = \$5,747.42!! The issue of tax receipts for donations was raised.		<p><u>Note from Steve:</u> The legislation we're looking for is called the "Community Food Program donation tax credit for farmers." It provides a 25% non-refundable tax credit to farmers for eligible donations of goods. The Ministry of Agriculture has an overview and FAQ <a href="#">here</a>, and the Ministry of Finance has further information <a href="#">here</a>. The full legislation is available <a href="#">here</a>. The charity receiving the donation provides the receipt for fair market value of the produce.</p>



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<b>5. Other Business:</b>	None		
<b>6. Next Meeting Date:</b>	Friday, February 26, 2016 9:30-11:30am United Way of Quinte		If you are attending or not, contact: <a href="mailto:steve.vandehoef@gmail.com">steve.vandehoef@gmail.com</a> <a href="mailto:chardie@hpedsb.on.ca">chardie@hpedsb.on.ca</a> <a href="mailto:wanderson@hpedsb.on.ca">wanderson@hpedsb.on.ca</a>
<b>7. Adjournment</b>	11am		

Broad Marketing Strategies	2015 - \$8,300	BUDGET 2016 – CURRENT FUNDS = \$5,747.42
Billboard	\$2,800	\$1,400 / \$2,800 (Spring and Fall – priorities are good location in Belleville and Fall harvest)
Radio (PSAs)	1,300	\$2,600 / \$3,500 (Spring and Fall)
Zodiak Signs	1,300	\$2,100 / \$3,000 (Spring and Fall – 7 signs – 4 weeks) – go ahead using \$2,000 by March 31 <sup>st</sup>
Lawn Signs	0	\$1,500 (200 signs across Hastings County – PEC has signs)
Print	1,000	\$0 (Surplus rack cards and posters sufficient for 2016)
Social Media	100	\$500
Community Events	0	\$300
Newspaper	850	\$0
	\$7,350	Low = \$8,400 High = \$11,600 (\$2,650 more realistic to fundraise; e.g., sponsors, service clubs).