



FRESH FOR ALL WORKING GROUP MINUTES

FRIDAY, FEBRUARY 26, 2016, 9:30-11:30AM, UNITED WAY OF QUINTE, 55 HARRIETT STREET, BELLEVILLE

IN ATTENDANCE: JoAnne Lewis, Ruth Ingersoll, Wendy Anderson, Cherie Hardie, Brandi Hodge, Laurie Rowbotham, Beverley Bell-Rowbotham and Steven Van de hoef

REGRETS: Stephen Poole

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>
1. Welcome and Introductions	No introductions necessary		
2. Review of Agenda	Agenda accepted		



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3. Accept Minutes	Minutes accepted, with the note that Ruth Ingersoll is in attendance twice		
4. Engaging Recipient Organizations	<p>Steve reviewed the 'engaging with food recipient organizations' document prepared by Steve and Wendy (attached)</p> <p>Brandi cautioned about questions 1 c) and d) that we may ask recipient organizations with a view to managing the expectations organizations have of the planning committee. We shouldn't ask for feedback on items unless we intend to meaningfully use the feedback and modify the program.</p> <p>Steven and Wendy will implement the interview process with the intention of promoting the value of FFA to recipient organizations which may foster an improved measurement process if organizations understand why the committee needs the information.</p>		Brandi will draft a basic standardized outcome measurement process for presentation to the working group



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5. Funding	There was discussion regarding the budget and how to sustain FFA moving forward. Many possibilities were suggested		<p> Ruth – look at TD Bank (altho this requires a non- UW funded agency to apply) JoAnne – approach 1) Greg Rupnow at Credit Union to learn process for applying and 2) find names and info for the Ontario Federation of Agriculture Farmers and 3)TMH Foundation – Kay Stafford Grant Cherie – Vital Signs/County Community Foundation Brandi – Belleville Rotary and ask Wayne Dewe about the Presidents Choice Foundation Steve – Stirling Rotary Wendy – Healthy Communities Challenge </p> <p>Everyone to bring follow up to next meeting</p>



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<p>6. Marketing</p>	<p>Cherie has booked the zodiac signs and submitted an invoice to United Way of Quinte for payment (using extra funds contributed during 2015/2016 fiscal year).</p> <p>We discussed using well located digital signs already at locations</p>		<p>Cherie to coordinate for May 16th start for 4 week campaign. 7 Locations to be: Cannifton St, College St in Belleville, Cornerstone Church in PEC, Connon Nurseries in QW</p> <p>Brandi to ask Foxboro Foodland and Ruth to ask Madoc Resource Centre and JoAnne to ask Tyendinaga location</p> <p>Brandi to ask Highland Shores, Wendy to ask funeral home on North Front and Tyendinaga Library and HPEDSB and to mention in CYSN blog. Ruth to ask Salvation Army, Quinte Sports & Wellness Centre</p>



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	<p>Kick-off Event – there was talk about launching it at the Market Square. It was decided that an all-day event is probably not necessary, and the potential of moving the kick off to one of our recipient organizations or CDC market days, with a media release and photo opportunity may be just as impactful.</p> <p>Utilizing 4H – Brandi reported that 4H has been in contact recently.</p> <p>Facebook – Brandi will book sites using United Way of Quinte’s facebook account again this year with ramped up time and budget</p> <p>Billboard space – we had availability for the spring billboard campaign however sites</p>		<p>This will be discussed at the next meeting.</p> <p>Brandi to touch base with 4H regarding opportunities for partnership and promotion of FFA at the plowing match</p> <p>Brandi will book ads for last week of April to the end of June, and Last week of August to the end of October. \$250 per campaign for a \$500 total</p> <p>Brandi to contact Precor for their availability as well, send available locations to the</p>



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	available weren't in the right locations. We will run a fall billboard campaign only.		working group and book an appropriate site for fall.
5. Next Meeting	April 8 th , 9:30am – United Way of Quinte office – 55 Harriett Street, Belleville		If you are attending or not, contact: chardie@hpedsb.on.ca steve.vandehoef@gmail.com wanderson@hpedsb.on.ca