



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

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



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

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	<ul style="list-style-type: none"> Rotary Club of Belleville - https://www.rotary.org/myrotary/en/rotary-foundation 		
6. Wrap-Up	<ul style="list-style-type: none"> We will share grant results via email Steve will be stepping down as co-chair Cherie will continue as co-chair CGN defers to co-chair – learning at this point Brandi willing to support 		
7. Next Meeting Date	<ul style="list-style-type: none"> We will share grant results via email Next meeting to be determined 		If you are attending or not, contact: chardie@hpedsb.on.ca steve.vandehoef@gmail.com wanderson@hpechildrenandyouth.ca
8. Adjournment	Meeting ended at 11:30am		

Join the Food Revolution!



Community Gardens Network of Hastings and Prince Edward (CGN HPE) is a registered not for profit that provides networking opportunities, resource sharing and support for organizations, educators, gardeners and community members. Through advocacy and education, the CGN HPE supports the growth of a strong and sustainable food system through community gardening and urban agriculture.

Community Gardens:

- Improve access to healthy, nutritious food (Over 10% of households in HPE experience food insecurity. This rate remains the one of the highest in all of Ontario, considerably above the provincial average)¹
- Encourage healthy, active living.
- Create opportunities to learn how food grows.
- Provide community hubs and green spaces that foster strong social connections.
- Inspire climate action.
- Create partnerships between organizations, educators and individuals.
- Provide opportunities to connect with nature for improved mental, emotional and spiritual health.
- Strengthen the local economy by empowering people and groups to become more self-sustaining.
- Build skills and confidence for daily living.

Goals:

The long term planning objective of **Community Gardens Network of HPE** is to create a regional centre for experiential learning and sustainable urban development. In partnership with established community organizations our goal is to deliver best practice models and community development strategies.

GROW

Connect people and provide spaces to grow fresh, healthy food.

LEARN

Create experiential learning opportunities for people to develop food skills & learn about local food systems.

SHARE

Encourage a culture of sharing and sustainable living.

- Build a strong and healthy community through - collaboration and social innovation/enterprise
- Encourage a culture of sharing to ensure a sustainable environment for future generations
- Connect people to the food they eat through experiential, seed to table learning
- Educate and empower people to become more self-sustaining



Planning Worksheet for 2017 Fresh For All Campaign

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

June – August	<ul style="list-style-type: none"> Follow up with garden centres, etc. to thank them for participating in the campaign, ask for feedback 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 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 		
Mid-August to October	<ul style="list-style-type: none"> Marketing: broad-based marketing to encourage people to donate their “Fresh For All” produce, excess garden produce Fall Event: Donation day, with possible live reporting from radio station in combination with, or in lieu of radio ads. 	<ul style="list-style-type: none"> Billboard (fall) Facebook ads (fall) Radio ads or live reporting(fall) Newspaper ads (fall) 	\$1300 \$100 \$1300 \$300
Mid to late October	<ul style="list-style-type: none"> Marketing: Thank donors for their donations, supporters (businesses) for their participation Feedback and evaluation: Connect with garden centres to thank, request feedback, input for next year’s campaign Feedback and evaluation: Collect statistics from recipient organizations, request feedback and input for next year’s campaign Harvest Celebration: conclude 2017 campaign, celebrate success, report to community (?) 	<ul style="list-style-type: none"> 	
November 2017	<ul style="list-style-type: none"> 2017 campaign review 2018 campaign planning 		
Budget total			\$9500

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>	