



FRESH FOR ALL WORKING GROUP MINUTES

FRIDAY, APRIL 8, 2016, 9:30-11:30AM, 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, Brandi Hodge, Beverley Bell-Rowbotham (DAC), Wendy Anderson (CYSN Coordinator) Guests: Mitchell and Michael

REGRETS:

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	Loyalist students were introduced and welcomed.		
2. Review and Accept Agenda	Accepted		
3. Review and Accept Minutes from February 26, 2016	Accepted		



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<p>4. Engaging Recipient Organizations: a) Report from Wendy and Steve</p>	<ul style="list-style-type: none"> • Wendy reported that she and Steve met with reps from Community Cupboard in Stirling, Trenton Care and Share Food Bank and Lunch Program on April 5th • Are to meet with Tweed Salvation Army and Belleville Salvation Army on April 12th • These were the only recipient organizations that responded to our interview request • <u>Stirling</u>: Limited drop-off times, storage, processing capacity and transportation issues – willing to weigh donations – connections with Quinte Region Food Share members - Gleaners is the hub – would like to partner with Tweed • <u>Trenton</u>: Cold storage an issue, losing their community garden – is the local Ontario Association of Food Banks hub • Food prep a challenge in both communities • It was agreed that our group does not have the ability to resolve operations issues • We can focus on advertising and promotion and ensure the website is user-friendly, and help mobilize the community to resolve issues • Brandi distributed a survey for review and input • Advise recipient organizations of survey 		<p>Wendy will follow-up – revised tracking sheet and Public Health dietician contact</p> <p>Brandi and Beverley to prepare a 2nd survey draft</p>



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5. Funding: a) Funding Sources b) Finalize Budget	<ul style="list-style-type: none"> • JoAnne – missed deadlines for Scotts grants – another due in November – Quinte Essential deadline July 1st • Bayshore Credit Union – small \$300-\$500 • Wendy - FFA goals may align with future Healthy Kids Community Challenge campaigns • Cherie – applied for \$5,000 from Saputo • Saputo and Rotary may be best bets • Focus funding on what we have planned for the Spring and hope for the best in the Fall • i.e., zodiac signs, lawn signs, radio, facebook • Vital Signs has requested funding to run newspaper ads in PEC. The group did not include print ads in this year’s budget because they were not deemed as far-reaching last year as other strategies. Plans are underway however to submit a media release and invitations to the press for our May kick-off events in Belleville and Wellington 		
6. Marketing: a) Lawn Signs	Moving ahead with 150 signs \$1,186.50 – for distribution to garden centres, recipient organizations, donors, agencies – in strategic high traffic locations.		Jo-Anne will order



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b) Kick-Off Event c) Radio Ads d) Facebook Ads e) Bus Ads	<p>Two kick-off events will be held on May 16th one in Belleville (10-10:30am) and one in Wellington (11:30am-noon).</p> <p>Short/sweet – introductions, interviews and photos Using same ads as last year – Ruth is arranging.</p> <p>Already set-up for appropriate seasons – Brandi is arranging</p> <p>Trenton bus – 6 months/\$835 – size varies</p> <p>Screens – 4/hr for ten seconds = \$270/6 mos. Need to establish an inventory of digital signs. Billboard in October depends on funding – Dundas Street West and Holden Street may be good</p>		<p>To Do: A media release and invitation to the press. Locations: Wendy will approach Belleville Salvation Army. Steve will approach Wellington Food Bank.</p> <p>Cherie to check bus ad costs for Belleville</p> <p>Brandi to confirm available locations.</p>
7. Next Meeting Date	Will determine via doodle poll		If you are attending or not, contact: steve.vandehoef@gmail.com chardie@hpedsb.on.ca wanderson@hpechildrenandyouth.ca
8. Adjournment			