



## FRESH FOR ALL WORKING GROUP MINUTES

FRIDAY, JANUARY 8, 2016, 9:30-11AM, HPEDSB PRINCE EDWARD ROOM, BELLEVILLE

IN ATTENDANCE: Steve van de Hoef (co-chair), Wendy Anderson, Cherie Hardie (co-chair), JoAnne Lewis, Stephen Poole, Brandi Hodge, Beverley Bell-Rowbotham (by Skype), Nicole Chevalier (recorder)

REGRETS: Brandi Hildebrand, Diane Milan, Ruth Ingersoll

**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<br><i>(things to go forward to the Networks)</i> | Action<br><i>(including Person Responsible And Completion Date)</i> |
|--|--|--|---|
| <b>1. Welcome and Introductions</b>                      |  |  |   |
| <b>2. Review and Accept Agenda</b>                       | Agenda accepted with the understanding we will be reflecting back on the year that was and beginning to set a timeline and priorities for the upcoming campaign. |  |   |
| <b>3. Review and Accept Minutes from October 6, 2015</b> | Accepted with one revision – JoAnne was not listed as having attended.   |  |   |





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| <p>d) Google Analytics</p> | <p>We should time our Zodiac signs, in conjunction with Facebook ads, to coincide with mid-April gardening time. We can run Facebook ads again in June and July. Radio ads, and newspaper/magazine articles, should be run during the 2<sup>nd</sup> and 3<sup>rd</sup> week of May.</p> <p>Harvest season runs from the end of July through to the end of October. Newspaper articles and editorials in publications such as What’s Happening or Watershed, could provide good publicity. We should continue to build relationships with our stakeholders. Stakeholders/Recipient agencies, could provide some exposure through their newsletters or Facebook ads.</p> <p>Steve v. provided <i>Fresh for All</i> analytics. There were spikes in numbers of sessions corresponding to Facebook ads. A spike occurred at the end of October (related to an article in Quinte News). Hits in June seemed to be related to information published in traditional media.</p> |  | <p>Cherie will investigate costs of magnetic signs.</p> <p>Steve v. and Wendy will meet to have a discussion about strategies re stakeholders engagement.</p> |



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| e) Other                                       | <p>Beverley reported on the suggestions that came from stakeholders as follows:<br/>           One stakeholder asked for 48 hours' notice of the arrival of fresh food. (might not be possible)<br/>           Storage of food was sometimes an issue.<br/>           There was a huge variety in types of donations.<br/>           It is difficult for some donors to pick up food.<br/>           Should we consider a committee of gleaners?</p> |  |   |
| <b>5. Spring Start-Up:</b>                     |  |  |   |
| <b>6. Other Business:</b><br>a) Goals for 2016 | <p>We listed the following long list of potential goals (not adopted but to be used as a starting point for discussion):</p> <ol style="list-style-type: none"> <li>1. Set ourselves up at the front end to gather more measurable outcomes.</li> <li>2. Increase the awareness of <i>Fresh for All</i> in the community.</li> <li>3. Engage more business partners (engage more corporate sponsors to help support promotion).</li> </ol>           |  | <p>All committee members to consider goals for further discussion and priority-setting at next meeting.</p> |



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|                              | <ul style="list-style-type: none"> <li>4. Spread the <i>Fresh for All</i> campaign to other communities.</li> <li>5. Add one new community that we are impacting.</li> <li>6. Enlist at least one representative from each of North Hastings and Centre Hastings.</li> <li>7. Create drop- off hubs in rural locations.</li> </ul> |  |   |
| <b>7. Next Meeting Date:</b> | Steve v. to send out doodle poll to arrange next meeting.  |  | If you are attending or not, contact:<br><a href="mailto:steve.vandehoef@gmail.com">steve.vandehoef@gmail.com</a><br><a href="mailto:chardie@hpedsb.on.ca">chardie@hpedsb.on.ca</a><br><a href="mailto:wanderson@hpedsb.on.ca">wanderson@hpedsb.on.ca</a> |
| <b>8. Adjournment</b>        |  |  |   |