



FRESH FOR ALL WORKING GROUP MINUTES

TUESDAY, OCTOBER 6, 2015, 2:30-4PM, COMMUNITY DEVELOPMENT COUNCIL, BELLEVILLE

IN ATTENDANCE: Steve van de Hoef (Co-chair), Ruth Ingersoll (Co-chair), Brandi Hodge, Cherie Hardie, Beverley Bell-Rowbotham (DAC), Wendy Anderson (Coordinator – recorder)

REGRETS: Brandi Hildebrand, Nicole Chevalier, Steve Poole, Diane Milan

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			
2. Review and Accept Agenda	Accepted		
3. Review and Accept Minutes from Sept 21th	Accepted		
4. Campaign Update:			



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<p>a) Budget</p> <p>b) Billboard</p> <p>c) Newspaper ads</p> <p>d) Facebook ads</p> <p>e) Google Analytics</p> <p>f) Survey for Recipient Organizations</p>	<p>Since our last meeting, the newspaper ads came in at a higher cost than discussed. Steve and Ruth supported the increase at the time.</p> <p>The billboard is now up.</p> <p>Newspaper ads ran at around the same time the billboard went up.</p> <p>Facebook ads running from end of September to October 30th. Brandi reported that in 10 days, \$23 of our \$100 budget was used – cost based on # of clicks. 2910 people have seen the ad, mostly on mobile devices, 90% women.</p> <p>Deferred to next meeting. It will be interesting to see if billboard, newspaper and facebook ads have had an impact on # of website sessions.</p> <p>Deferred.</p>		<p>Brandi plans to bring an updated budget report to our next meeting.</p> <p>Brandi will investigate boost.</p> <p>Beverley will send out a draft electronically by Thursday. JoAnne and Wendy will contact organizations via email after Thanksgiving and follow up by telephone.</p>



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5. Fall Wrap-Up: a) Celebration Planning	<ul style="list-style-type: none"> • Data – testimonials – activity • Ruth advised that Debb has agreed to do a short demonstration/workshop – just not sure what yet • Carson is coming – may help with demonstration/workshop but not plan • Wendy advised that a representative from the Salvation Army would be happy to speak for 5 minutes – looking into whether it will be Brenda Post or Abby Mills • Wendy stated that Diane is looking into a donor from Prince Edward • Brandi said that Carson can also speak on behalf of a donor 		<ul style="list-style-type: none"> • Wendy has offered to coordinate cider • Cherie will make a request to Grills Orchard • Brandi will supply 50 cups • Ruth will draft a media advisory and share with group for input • Ruth will distribute to media • We are all responsible for sharing with our contacts.
6. Other Business: a) Succession Planning	<ul style="list-style-type: none"> • Ruth and Steve did not receive any nominations • Around the table, only Brandi and Cherie would be eligible to co-chair • Ruth and Steve will stay on until after the event • Brandi and Cherie will consider 		



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7. Next Meeting Date:	The group will re-convene in January to establish leadership, financial management, funding options and next year's budget.		If you are attending or not, contact: ruth@cdcquinte.com steve.vandehoef@gmail.com wanderson@hpedsb.on.ca
8. Adjournment			