



FRESH FOR ALL WORKING GROUP MINUTES

FRIDAY, SEPTEMBER 11, 2015, 9:30-11AM, COMMUNITY DEVELOPMENT COUNCIL, BELLEVILLE

IN ATTENDANCE: Steve van de Hoef (Co-chair), Ruth Ingersoll (Co-chair), Brandi Hodge, JoAnne Lewis, Nicole Chevalier, Kellie Brace, Beverley Bell-Rowbotham (DAC), Wendy Anderson (Coordinator – recorder), Carson Arthur (Guest)

REGRETS: Brandi Hildebrand, 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	Add 4H update to 4, feedback from donors to 6		
3. Report on August 20th Meeting	Attended by Steve, Ruth, Brandi, Cherie, Wendy and Carson Arthur. Carson was full of energy and ideas – will to do anything to help move Fresh for All forward. He agreed to have his		



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	photo appear on billboards, print materials - also how to videos, plugs on Cityline, psa's, etc.		
4. Campaign Update: a) Budget b) Billboard c) Newspaper ads d) Connecting with recipient organizations	<p>Brandi distributed a budget dated July 31st (attached). \$500 is anticipated from the Food Security Network. Wendy clarified that the \$2,800 in revenue is from the CYSN. \$238.96 is still required for the printing of 2nd billboard.</p> <p>The 2nd billboard will run for 5 weeks, starting September 28th at Sydney and Bell Boulevard.</p> <p>The newspaper ad allocation was increased from \$303 to \$330 plus tax. Ads to run just before Thanksgiving and be consistent with billboard: up to \$200 for Community Press, \$60 for Bancroft and \$70 for PE County.</p> <p>Wendy prepared an email message about Carson's video, advising food banks and meal programs that measurements, testimonials, comments, stories, etc. from donors, volunteers and clients will be gathered after Thanksgiving – and shared it with JoAnne and Diane for</p>		<p>Brandi will arrange for ads in Community Press and Bancroft. Steve will contact Diane about PEC.</p>



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e) Other – 4H	<p>distribution. Wendy sent to her group in August, JoAnne will send next week, and Diane had already shared the video but will remind her group about the collection of data. CDC and United Way as drop-off points have received many donations. Tyendinaga food bank has been receiving donations.</p> <p>The attached email was discussed at our August meeting about having the 4H support Fresh for All in a series of shifts totaling 12 hours. Brandi advised that community gardens wouldn't offer enough for them to do in the increments they are available. JoAnne suggested promotion to the public at fairs, markets, etc. - we could offer print materials to support. Gleaning and donating to recipient organizations was also suggested.</p>		Brandi will follow up with 4H.
5. Other Business: a) Email from Northumberland	United Way received an email from Northumberland County asking for information on how they might implement Fresh for All in their community. Carson is willing to support – not sure about role THEM would be willing to		



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<p>b) Google analytics</p>	<p>play. Plenty of room for campaign growth and expansion – use of a common brand can be more effective than stand-alone campaign – copyright a future consideration.</p> <p>Brandi advised that a preliminary look showed 3600 hits in the last month – 50/50 male/female split – young people under 35.</p>		<p>Brandi will follow up with Northumberland.</p> <p>Brandi will provide more details at next meeting.</p>
<p>6. Fall Wrap-Up:</p> <p>a) Collecting data from recipients</p> <p>b) Initial brainstorming for wrap-up event</p>	<p>Wendy, JoAnne and Diane will collect data from recipient organizations. Beverley, JoAnne and Wendy will develop short survey and share with Diane, Ruth and Steve next week.</p> <p>We can learn from this year’s results to look at options/processes for future data collection. A narrow window of drop-off days in rural areas - suggests the idea of collaboration between programs in future.</p> <p>Celebration – one hour public event for participants, donors, recipients in late October – Saturday, October 24th, morning? Invite Carson - at Connon’s to include demonstrations. Serve soup, cider? Promotion (press release?)</p>		<p>Beverley will present survey at next meeting for input.</p> <p>Ruth will contact Connon’s Brandi will run it by Carson. Steve will talk with Diane about PE County involvement.</p>



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	would include campaign purpose, impact message, thank yous and garner support for next year.		
7. Next Meeting Date:	Monday, September 21, 9-10:30am, CDC <ul style="list-style-type: none"> • Plan for celebration • Succession planning • Tracking donors in future • Next year's budget 		If you are attending or not, contact: ruth@cdcquinte.com steve.vandehoef@gmail.com wanderson@hpedsb.on.ca
8. Adjournment			