



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, Brandi Hildebrand, Beverley Bell-Rowbotham (DAC), Wendy Anderson (Coordinator – recorder)

REGRETS: 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	Add assessment to #4		
3. Review and Accept Minutes from Sept 11th	Correction: Carson Arthur did not attend the Sept 11 th meeting – he was present on Aug 20 th		
4. Campaign Update: a) Budget	No change other than cost of newspaper ads.		



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<p>b) Billboard</p> <p>c) Newspaper ads</p> <p>d) Paid Facebook ads</p>	<p>The billboard will be set up week of Sept 28th.</p> <ul style="list-style-type: none"> • Steve shared quotes received from Diane – Wellington Times = \$78 and Picton Gazette = \$85 plus tax. • Brandi advised that the Bancroft (North Hastings) ad will cost \$22 more than budgeted = \$82. Brandi negotiated \$331 for 1/8 page colour ads in the Community Press (South and Centre Hastings), Trentonian (Quinte West) and County Weekly (PEC). The group agreed that these four ads represent an equitable distribution of funds per community. • Revised newspaper expense = \$413 • All agreed that United Way could arrange Facebook ads through their account. These ads will appear in newsfeeds. Likes, shares and reach are measured. Brandi chose HPE and Kingston, men and women, 25-64 years, gardening and outdoor interests as targeted demographics. Is \$100 budget enough for 4 weeks of advertising? 		<ul style="list-style-type: none"> • Brandi will confirm these four ads and provide billboard artwork to newspapers next Monday. • Steve will thank Diane for quotes and advise that the Prince Edward ad has been arranged. • We will go with \$100 for now and Brandi will connect via email if she feels it appropriate to raise the budget amount.



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e) Google Analytics	<ul style="list-style-type: none"> • Steve shared a summary of website metrics from May 10 to Sept 17 (see attached). • 3491 sessions, 1158 in Canada, 1073 in Ontario, 626 in HPE and 192 in neighbouring communities (eg. Kingston) = 54% and 17% of Canadian sessions respectively are local. Represents 600 unique users. Main traffic sources are Quinte News (48 sessions), CYSN (36 sessions) and other media. Peaks seem to reflect erection of Zodiac signs and postings on CYSN website (May 21), and media launch (June 18). Steve stated that these metrics underestimate our campaign reach because word-of-mouth, signage and print materials were also in place. 		
f) Survey for recipient organizations	<ul style="list-style-type: none"> • Beverley reported on the survey questions developed with JoAnne and Wendy: Did you experience an increase in produce donations over last year? How were donations used (checkboxes)? What challenges did you face as a result of Fresh for All donations? The group added: Do you believe Fresh for All had an impact? 		<ul style="list-style-type: none"> • Beverley will set up on survey monkey and invite the group to preview • Jo-Anne and Wendy will connect with their recipient groups re: tracking, anecdotes, testimonials and give the heads-up about survey.



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g) Other - Assessment	<ul style="list-style-type: none"> • Beverley has ideas for questions to ask donors but the challenge is reaching them. Could this be done through the website? Wendy advised that setting up a mini-pop-up survey on the website might cost ~\$200. • The group questioned whether this would be worth the work – would we get enough statistically relevant data? Key informants and focus groups could be other strategies. • Beverley also raised unintended positive outcomes. Brandi suggested we determine whether results gathered would be worth the investment of resources. <p>Suggestions for next year:</p> <ul style="list-style-type: none"> • Advertise in middle of August and second week of September • Set up facebook ads sooner • Engage agricultural societies and fair boards • Involve 4H in promotions • Ask THEY what they would consider a successful campaign in terms of hits on our website. 		<ul style="list-style-type: none"> • We will look at strategies for collecting input from donors next year. • A thank you to donors could go out in the newspaper applause sections which are free.



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5. Fall Wrap-Up: a) Celebration Planning	<ul style="list-style-type: none"> • Diane had indicated to Steve that Vital Signs doesn't have capacity for a separate event. • Ruth will check with Connon's to see about Saturday, October 24th, 11am-noon, and inquire whether they could provide/co-facilitate a demonstration. • Brandi will see if Carson Arthur would be available on the 24th and be willing to provide/co-facilitate a demonstration. • The message of this event would be to share results from year one of the campaign and kick-off next year's campaign; i.e., getting ready for the next gardening season. • The structure of the hour would include a formal media event, workshop and cider. • Short presentations from a donor and a recipient organization would be great. 		<ul style="list-style-type: none"> • Ruth will inquire and advise group • Brandi will inquire and advise group • Ruth will draft a media release for input • Wendy will connect with her Salvation Army contact, and speak to Diane about locating a donor.
6. Other Business: a) Succession Planning	<ul style="list-style-type: none"> • Since the 2-year mandate of our group ended in May, we are currently ad hoc. • Ruth and Steve plan to step down as co-chairs at this time – great opportunity for new leadership now that year one of Fresh for All is coming to completion. 		<ul style="list-style-type: none"> • Please submit chair or co-chair nominations or volunteer to Ruth and Steve prior to our next meeting.



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	<ul style="list-style-type: none"> • They issue a call for chair or co-chair nominations and volunteers. • A lead agency was discussed – something that United Way is currently doing – to manage the finances. Metrics would be required in order for UW to continue in this role. It was decided to remain ad hoc and seek confirmation that UW would continue to administer the budget. • Affiliating formally with the PRT was discussed as a good fit as food security is one of their four pillars of poverty. Sustainability of PRT funding could be an issue however. It was decided not to pursue this further. • Moving forward, our group also requires a budget and funds to continue Fresh for All. 		<ul style="list-style-type: none"> • Brandi will seek confirmation from UW that they would continue to manage the budget.
7. Next Meeting Date:	Tuesday, October 6, 2:30-4pm, CDC <ul style="list-style-type: none"> • Continue to plan public event • Succession planning – Co-chairs, lead agency and budget 		If you are attending or not, contact: ruth@cdcquinte.com steve.vandehoef@gmail.com wanderson@hpedsb.on.ca
8. Adjournment			