



SECOND HELPINGS WORKING GROUP MINUTES

WEDNESDAY, APRIL 15, 2015, COMMUNITY DEVELOPMENT COUNCIL, 65 STATION STREET, BELLEVILLE

<p>IN ATTENDANCE: Ruth Ingersoll (Co-chair), Steve van de Hoef (Co-chair), Brandi Hodge, Maribeth deSnoo, Cherie Hardie, Diane Milan, Joanne Lewis, Beverley Bell-Rowbotham, Wendy Anderson</p>
<p>GUEST: Steve Poole – Connon Nurseries, Quinte West</p>
<p>REGRETS: Nicole Chevalier, Kellie Brace</p>

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	Introductions around the table. Steve Poole from Connon Nurseries was welcomed.		
2. Review of Agenda	No additions.		
3. Accept Minutes from Feb 12th and Feb 26th	Both were accepted. It was noted that a critical path needs to be developed		
4. Business Arising a) “Fresh for All” draft text	The draft micro-site page was reviewed, together with materials from Grow a Row Victoria, shared by Diane. <ul style="list-style-type: none"> • All agreed the Victoria site appeals because of its simplicity. • We will not use terms like “need” and “hunger.” 		Will request permission <u>if</u> we decide to use their language.



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	<ul style="list-style-type: none"> • Our goals are to bring people together and share fresh food. • The importance of explaining the “what” and “who” of Fresh for All was stressed. • “Who” could include the term “community collaborative” and that we are building on the work of existing groups and programs. • “Who” also could be identified by logos with website links for Food Security Network, CYSN, Vital Signs, Poverty Roundtable, etc. • “What” is defined as: "Fresh for All is a community of gardeners, businesses, organizations and individuals in Hastings and Prince Edward working together to share fresh food." • Radio spots can elaborate on all of the above. • Use same language as food access guide – i.e., food banks and meal programs. • Remove “weigh the produce” since not all programs do this. We will accept both weight and volume measures. Measures should be fairly specific – useful for future funding grants and community follow-up. • No need to list all possible crops to grow – a few examples should suffice. • Lettuce was identified as something programs enjoy but don’t receive much of. Foods that are simple to prepare or eaten raw should be included. 		



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<p>b) Funding from CYSN</p> <p>c) Loyalist graphic design class; THEY Integrated</p>	<ul style="list-style-type: none"> • Replace grow-a-row tips with Contact a Master Gardiner or local nursery • Complications around the request for “organic produce preferred” was discussed. • Steve P advised that Connon plans to play an active part in providing seeds and plants – have yet to determine free, 50% off, etc. They can be a drop-off point for donations, display rack cards, post the campaign on their website and do some tracking. • CYSN has contributed \$2,800 from its 2014/15 budget, slated for billboard space. • Vitals signs have earmarked \$500. • This gives the campaign a total of \$7,800 so far. • Work with the Loyalist students has been completed. • THEY has agreed to develop the micro-site and campaign logo for posters, rack cards, etc. • A dedicated email will be created for inquiries. • The community may also direct their inquiries to food banks/meal programs and nurseries. • Brandi clarified that the Second Helpings logo will be put aside for now, and left as a resource in case we get involved in food reclamation in future. • THEY had recommended that Fresh for All stand alone. 		<ul style="list-style-type: none"> • Wendy will follow up with Salvation Army • Other nurseries need to be engaged • Steve will take a request for \$500 to the Food Security Network in June. • Ruth will follow up with Avaya regarding \$500 • Brandi will follow up with THEY on progress.



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5. Promotion Plan a) Draft talking points b) Media strategy c) Timeline	<ul style="list-style-type: none"> • Deferred. • Billboards were selected – College Street West for June and Coleman and Dundas for September. • 10 rented signs throughout HPE for approx. \$130 per month. • Lawn signs for participants could be considered now or for future campaigns. • United Way has a communication intern who may be available to design billboards, posters, rack cards • Testimonials can be gathered through social media. • Will establish at next meeting when Brandi reports back on THEY, billboards and communication intern. 		<ul style="list-style-type: none"> • Brandi will share TedTalk on talking points for radio • Brandi will reserve. • Brandi will follow up.
6. Assigning Tasks	<ul style="list-style-type: none"> • Brandi – THEY, billboards, communication intern and share TedTalk with group • Ruth – Quinte Broadcasting and Avaya • Diane – County Radio and PEC nurseries • Steve – Hastings nurseries and FSN (June) • Wendy – Salvation Army and finish donor list • Joanne – engage agricultural societies 	Ruth will update CYSN on campaign at April 23 rd meeting	
7. Next Meeting Date	Wednesday, April 22, 2015, 9:30-11:30am Community Development Council		If you are attending or not: wanderson@hpedsb.on.ca
8. Adjournment	Adjourned at 11:30am		