



SECOND HELPINGS WORKING GROUP MINUTES

FRIDAY, MAY 15, 2015, 9:30-11AM, UNITED WAY OF QUINTE, BELLEVILLE

IN ATTENDANCE: Steve van de Hoef (Chair), Brandi Hodge, Wendy Anderson, JoAnne Lewis, Brandi Hildebrand, Cherie Hardie, Lacy Gillott, Diane Milan, Nicole Chevalier (recorder)

REGRETS: Ruth Ingersoll, Beverley Bell-Rowbotham, Steve Poole

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	Lacy Gillott		
2. Review of Agenda	No additions		
3. Accept Minutes	Minutes of April 22, 2015 were accepted as written.		
4. Business Arising from Minutes:	None		
5. Campaign Update	<u>Website</u> is live as of today. Brandi is adding a call out for organizations and adding information about the various agencies that		Brandi sent a text to <i>They</i> and the reply was that this feature has been built into the website design.



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	<p>comprise Fresh For All. A question was raised as to if there is a way to measure the # of hits. <u>Billboards</u>. The design was forwarded today. A Spring billboard will run for 28 days starting June 8 (on North Front St., south of Tracey on the west side facing south). A fall billboard will run from September 28 until the end of October. It will be 100m south of Bell Blvd on the west side, facing north. <i>They</i> logo will go on billboard. <i>They</i> has provided a tremendous amount of design work.</p> <p><u>Zodiac Signs</u>. Cherie reported that 9 of 10 locations have been secured. There is one in Bancroft (Food Bank), Centre Hastings (Centre Hastings Support Network), Deseronto Pentecostal Church), Quinte West (Connon's Nursery), north of Belleville on Hwy 62, and Bloomfield (Fields at West Lake). There are 3 in Belleville (Sydney and Bridge, College and Cannifton, and the CDC.). An additional location is being sought for the east end of Belleville. Cherie is working on that.</p> <p><u>Electronic Signs</u>. These can be implemented at any time. Any network agency with an electronic sign is encourage to use the signs to advertise freshforall.ca.</p> <p><u>Prince Edward Update</u>. Diane reported that Vital Signs had a working group meeting last</p>		<p>We can put the word out to our contacts/Network about www.freshforall.ca.</p> <p>Brandi advised that google analytics has been built into the website. Wendy uses this program and offered to help.</p>



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	<p>week. The website went live during the meeting. A few volunteers have created lawn signs to use at farm stands, garden centres and farmer’s markets. Approximately 50 signs have been made. Diane has noticed that Fresh for All has been mentioned in newspaper articles. The Storehouse food bank has received inquiries from farmers.</p> <p><u>Print Materials.</u> Brandi presented a number of designs created by Lacy Gillot. After discussion with the group, designs were selected for a combination of 8 1/2 x 11 and 11 x 17 posters. These are to be distributed to member agencies, food programs, the Poverty Round Table etc. There will be space for a message. “Get involved, here’s how”. There will also be rack cards, and small business card size ads. Electronic versions will be available on the CYSN website.</p> <p><u>Radio.</u> Ruth was not available today to give a report. Brandi reported that PSA’s are planning with Starboard Communications, and Ruth is following up with Quinte Broadcasting. Brandi will follow up with Loyalist.</p> <p><u>Nursery partners</u> – no report.</p> <p><u>Campaign budget</u> – no report</p>		



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6. Assigning Tasks	<p><u>Distribution of Print Materials.</u> Brandi will advise when print materials are available for member agencies.</p> <p><u>Media Release.</u> The media release is to occur during the week of June 8th. Wendy will create an initial draft and will forward to Steve and Ruth for editing and circulation to members for more input.</p> <p>Launch to CYSN blog. Wendy will be including the site in her blog, May 18th.</p>		
7. Next Meeting	<p>Tuesday, June 9th at 1pm – planned date for official launch with media</p>		<p>If you are attending or not, contact:</p> <p>ruth@cdcquinte.com</p> <p>steve.vandehoef@gmail.com</p> <p>wanderson@hpedsb.on.ca</p>
8. Adjournment			