

OCFPC Advisory Board Meeting Minutes
April 20, 2016

Attendees: Doug Bazuin, Herman Miller; Elianna Bootzin, Feeding America West Michigan; Jeff Roessing, Eighth Day Farm; Patrick Cisler, Lakeshore Nonprofit Alliance/Community SPOKE; Sandy Boven, Ottawa County Dept. of Public Health; Lisa Uganski, Ottawa County Department of Public Health

I. Welcome/Approve Meeting Minutes

-The Board approved the Feb 24, 2016 OCFPC Advisory Board meeting minutes.

II. Coordinator Updates

Lisa shared:

- OCFPC has officially signed on as a General Member agency of Healthy Kids Healthy Michigan.
- The draft OCFPC Bylaws were approved by Ottawa County Corporation Counsel with one minor addition, (The position of OCFPC Coordinator will be funded by the Ottawa County Department of Public Health, *contingent upon the continued approval of such funding by the Ottawa County Board of Commissioners*). The Bylaws will go to the full OCFPC for approval at the May 5 meeting.
- The 2016-2018 OCFPC Strategic Plan document was formatted/designed by Kristina Wieghmink at the OCDPH. This document will also go to the full OCFPC for approval at the May 5 meeting. Once approved, the document will be made available as a PDF on the OCFPC website.
- The OCFPC Letter of Intent was submitted on March 31, 2016 for the Health Endowment Fund Healthy Ottawa funding. The letter included 6 OCFPC initiatives that would require \$100,000-\$150,000 in funding. In addition, over \$204,000 of funding (including in-kind) has already been committed to these initiatives. We have not yet received any response; however if invited to apply Lisa will meet with all Subcommittee Chairs to gather the information needed to complete the RFP by June.
- We still need speakers for the August and November OCFPC General meetings. At least one should be a legislator. Lisa will contact Roger Victory to see if he is available. Patrick Cisler suggested we also consider Congressman Fred Upton as another option if needed.
- Both the Healthy Eating and the Local Food Subcommittees have decided they want to work on efforts to help get the 10 Cents /Meal legislation passed at the state level.
- We need someone to serve as the Advisory Board Chair for the next year. Patrick suggested we ask if Mark Tucker would be interested in serving in this capacity. Lisa will contact him to ask.

III. Fundraising

- Lisa shared that because the OCFPC is starting to receive donations, it is important that we develop a process/criteria for determining how the funds are used. Discussion was held and the group agreed that it would be ideal for the United Way to hold onto these donated funds until they are needed for an

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OCFPC initiative or program. Lisa will ask United Way if this is possible; and if so, will also request an updated budget report to share with the OCFPC Advisory Board each quarter. Regarding the process for determining how funds are used, it was suggested that we find out the process used by Friends of the Parks for their donations. Lisa will look into this and follow-up at the next meeting.

IV. Marketing Plan

- Lisa shared that there is \$3000 available in county funds for OCFPC marketing that must be spent by 9-30-16. Lisa is waiting to spend the money until we find out if the OCFPC will receive funds through the Health Endowment Healthy Ottawa Fund for a comprehensive marketing plan. This will be discussed further at the next Advisory Board meeting.

V. Website/Facebook

- Lisa shared the analytics for the OCFPC website. Over the past month (March 18-April 17) the site had 432 sessions and 381 users, with 870 page views. When looking at the data more closely, it appears that 216 of these sessions were from Russia. We are not sure why this happened; but Lisa will try to find out more information. Lisa also shared usage data from January 2015 and January 2016:

Date	Sessions	Users
January 2015	121	72
January 2016	262	202

-The OCFPC has received approval from the County to develop an OCFPC Facebook page. Lisa will begin setting up the page in May. Discussion was held about the importance of making frequent posts on the page. It will be important that at least one person from each subcommittee has the ability to add information to the page. Patrick mentioned that Hope College has a social media platform for nonprofits that may be worth looking into. In addition, Patrick shared that there is a lot of value in paying for facebook boosts to increase our exposure/reach. This is not very costly and can make a huge difference in the number of people who see our page. This could be a good use of some of the county money that has been designated for OCFPC marketing. This will be discussed further at the next meeting.

VI. Member Survey Recommendations

-Lisa shared some of the suggestions/comments that came out of the December 2015 Member Survey. She explained that some of the suggestions have been incorporated into the new strategic plan.

-There were suggestions that the OCFPC should be more involved with social media. (Facebook will be our first step in this direction).

- It was also recommended that we keep a "Parking Lot" available at General meetings to ensure that new/different ideas don't get lost between meetings. Lisa will explain this at the next General meeting.

-There were also a number of comments about the need for more representation from the Hispanic population, food resource users, grocers, farmers, and private sector business. Lisa asked the Board if

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anyone has existing relationships and would be willing to reach out to any of these people. Lisa also shared that perhaps not all members are aware of the Consumer Advisory meetings that are happening quarterly. Lisa will report out on these meetings at all future General meetings.

- Elianna will look into reaching out to some grocers.
- Doug will reach out to Ben Aguilera and Lisa Karp.
- Patrick will reach out to Outdoor Discovery Center Macatawa Greenway and Raul Garcia.
- Lisa will reach out to Tom Cary (Groundswell) and Flavia (Great Start). Lisa will also make sure to stay in contact with Rachelle from West Michigan Growers Group.
- Board members also agreed it would be useful to develop targeted information about the OCFPC for farmers, businesses, and grocers (one document for each). Lisa will discuss this with Kristina and will follow-up with the Board at the next meeting.

- Doug asked if there is any way to measure the effect of the healthy food donation flyers that will go out in 30,000 Post Office Food Drive bags. Lisa will ask Mark Tucker if there is any way to estimate the amount of healthy food they receive through the food drive, as well as who pays for the bags that are used.

The next Board meeting will be held on July 20 from 11:30 am- 1 pm at the Ottawa County Department of Public Health.

Respectfully Submitted,

Lisa Uganski