

**OCFPC Advisory Board Meeting Minutes**  
**January 18, 2017**

Attendees: Sean Little, Feeding America West Michigan; Jeff Roessing, Eighth Day Farm; Patrick Cisler, Community SPOKE/LNA; Doug Bazuin, Herman Miller; Melissa Roessing, Community Action House; Sandy Boven and Lisa Uganski, OC Department of Public Health

**I. Welcome /Introduce Melissa Roessing & Sean Little**

Lisa introduced Melissa Roessing who is replacing Mark Tucker and representing Community Action House on the board. She also introduced Sean Little who is replacing Pattijean McCahill and representing Feeding America West Michigan.

**II. Approve Meeting Minutes**

Sandy motioned to approve the October 2016 meeting minutes. The motion was supported by Patrick and all present were in favor of approval.

**III. Coordinator Updates**

**A. Budget**

- OCFPC received a donation of \$522 from Brownson Properties. This funding is in an account at the United Way and does not have to be spent in a certain time period.
- Ottawa County Funds dedicated to OCFPC initiatives in 16/17: **(\$14,020 total)** \$2500 for Strategic Plan implementation; \$200 for boosting OCFPC Facebook ads; \$1500 for OCFPC evaluator; \$2000 for Cooking your CSA-worksite Nutrition Educator; \$500 for Cooking Your CSA-worksite nutrition education supplies; \$2000 for Rx for Health market coordinator; \$320 for OCFPC Consumer Advisory Committee Gift Cards.

**B. Hunger Subcommittee**

- Kara Painter has taken a different position and is leaving her role as the Hunger Co-Chair. We will need to recruit someone to co-chair the Hunger Subcommittee with Jay. Kara's last meeting with the group will be on January 25 and the group will discuss future plans that day.

**C. Healthy Ottawa Fund Grant Update**

**1. Marketing Campaign:**

- Review committee selected Burch Partners of Holland. Contract is to be signed by County board on 1/24/; initial meeting with OCFPC and Burch Partners to be held the week of 1/30.
- An OCFPC Selection Committee interviewed both Burch Partners and Revel. Both agencies had comparable abilities but different approaches. We felt that Burch's approach will better fit the needs of the OCFPC

**2. Evaluator:**

- \$6100 available funding for an evaluator for the 2 year grant period (not \$3500 as mentioned previously). This includes \$3000 designated in this grant: \$1500 in county funds, and an additional \$1600 in grant funds that won't be needed for a different project within the grant.
- We have received 2 proposals, and will also be talking with the County's Planning and Performance Improvement Department prior to making a final decision.
- We would like the evaluator to start ASAP...most likely early February.

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3. CSA to Pantry:

-Blackbird Farms and Eighth Day Farms will be providing CSA shares to Christian Fellowship Assembly (Allendale) and Harvest Stand Ministries (Zeeland), respectively. Initial meetings with farmers have been held. The next meetings will involve farmers and pantries.

4. Meet Up and Eat Up:

-Hudsonville program to start up in summer of 2017 at Presidential Estates. Jenison/Hudsonville Food Service will prepare the meals, and a variety of churches and human service agencies will take care of program implementation and provide activities for the kids.

D. Website/Facebook Updates

- OCFPC Facebook page currently has 149 likes.
- From Nov 13- December 12, 2016 the OCFPC website had 308 sessions, 240 users, 3.7 pages/session, and average session duration was 3:58. 69.5% were new visitors.
- From Dec 13, 2016-Jan 12, 2017, the OCFPC website had 330 sessions, 230 users, 3.34 pages/session, and average session duration was 2:45. 63.6% were new visitors.
- These analytics will be shared with Burch Partners.

E. Evaluation of Cookbook/Cooking Supply Project

- 136 people completed the follow-up survey (this is 54% of the original 250 participants).
- At the time of the follow-up survey, 38% of respondents had tried recipes from the cookbook, and 93% of respondents had used the kitchen supplies.
- Fruit and Vegetable consumption: of the 136 respondents who completed pre and post surveys: the average pre-project consumption of fruits and vegetables was 2.4 cups per day; average post-project was 2.8 cups per day.
- Of the respondents, 52% felt they are now eating healthier because of the cookbook and/or the kitchen supplies. 34% did not feel they are now eating healthier because of the cookbook and/or the kitchen supplies. 12% were not sure, and 2% did not answer.
- Based on these results, the group discussed whether OCFPC funds should be used to provide the cookbooks and supplies to participants at the *2017 Greater Ottawa County United Way Ottawa Connect* event in October. (This event brings together Ottawa County service providers with homeless and at-risk residents of Ottawa County, linking them to opportunities and basic needs.) They are expecting about 65 households to attend this year.
- Because nearly all participants used the cooking supplies, it makes sense to order those again. The group agreed that it might be a better use of funds to provide just a few targeted recipes to future participants along with the cooking supplies, instead of the entire cookbook.
- Lisa will look into the cost of the items at this quantity and get back to the group for a final decision.

F. Michigan Local Food Council Network Awards Seed Grants to 6 MI Councils

- OCFPC did not apply for this round of funding. We will most likely apply in their second round of funding later this year.
- Southwest MI Local Food Council, Detroit FPC, Washtenaw County FPC, Food Systems Workgroup of the Greater Lansing Area, Kent County FPC and Good Food Kalamazoo received funding in the first round.

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**G. Future 2017 OCFPC Meeting Speakers**

February- Lyn Raymond, Ottawa Housing Next

May-TBD

August- Al Vandenberg, Ottawa County Administrator

November-TBD

- Lisa will continue to recruit speakers for May and November.

**H. Holland Farmers Market**

- Sara Cozolino was hired as the new market master. She will be at the Feb OCFPC quarterly meeting, and Lisa will also meet with her in early February to discuss market initiatives.

**IV. Approval Process- OCFPC Funds**

Lisa explained that we need a process for selecting how donations and county funds for “OCFPC Strategic Plan implementation” will be spent. Discussion was held and the group decided that an application should be created, and when an OCFPC subcommittee would like to request funding for strategic plan implementation, they can submit a proposal to the OCFPC Board for approval. Lisa will work on a draft version of the RFP and this process will be discussed further at the April meeting.

**V. Promotional Plan- Rack Cards**

-Discussion was held regarding strategies for recruiting businesses, grocers and farmers to engage with the OCFPC. We need to start the face-to-face meetings using the rack cards that were printed. Sandy asked for more information regarding the detailed suggestions on the rack cards. Lisa will work on this and then share with the group.

-The group created a list of businesses, grocers and farmers to approach; and then decided to start by reaching out to just 1 business, 1 grocer, and 1 farmer. Doug will meet with an HR staff member at Herman Miller; Lisa will connect with Alison Sutter from Spartan Nash, and Jeff and Melissa will connect with Levi from GVSU. We will discuss lessons learned in April and move forward with the recruiting process from there.

**VI. Member Survey Results**

-Lisa shared the results of the 2016 Member Survey and the member comments. Overall, results were very positive and responses are trending in the right direction compared to the 2015 survey.

- One area that needs to be addressed is that the OCFPC does not adequately represent the ethnic diversity of the county. Council attempts to address this in the past have not been successful, so we need to identify new strategies. Patrick suggested that we look within organizations that are already OCFPC members to see if they have staff who could represent some of our county’s ethnic diversity on the OCFPC. Lisa will bring this up for discussion at the February quarterly meeting.

**Next Meeting:** The next Advisory Board meeting will be held on April 19, 2017 from 11:30 am to 1 pm at the health department. Additional 2017 meetings will be held on July 19 and October 18.

Respectfully Submitted, Lisa Uganski (1/19/17)