

Ottawa County Food Policy Council Hunger Subcommittee Meeting Minutes

| | |
|---|---------------------------------|
| Co-Chairs: Jay Riggs and (vacant) | Meeting Date: February 22, 2017 |
| Priority: Eliminate Hunger in Ottawa County | |
| Present: Christen Korstange, Mary DeRidder, Melanie Weaver, Katherine VanSweden, Joanne Lemieux, Gordie Moeller, Mary Cunningham, Sean Little, Amy Sheele, Erin Cataldo, and Lisa Uganski | |

| Goal #1: Support the development of policies that focus on eliminating hunger in Ottawa County. | |
|--|---|
| Action Step | Strategies Strategies/Person Responsible/Date Strategy to be completed |
| aa. Research policies that focus on eliminating hunger in Ottawa County. <i>By 4-30-17 at least 3 sample policies will be reviewed.</i> <input type="checkbox"/> Check box when complete | At the March 2017 meeting, this group will brainstorm a list of policies that impact hunger/food security (federal, state and local) and then make a decision about which policy(s) to address this year as the Hunger Subcommittee. Please come to that meeting with a list of applicable policies to share. |
| ab. Select policy(s) to work toward implementing. <i>By 5-31-17 at least 1 policy will be selected to implement.</i> <input type="checkbox"/> Check box when complete | |
| ac. Identify decision makers who need to be engaged. <i>By 6-30-17, at least 2 decision makers who need to be engaged will be identified.</i> <input type="checkbox"/> Check box when complete | |
| ad. Advocate for policy change or development. <i>By 7-31-17 at least 2 decision makers will be contacted to discuss potential policy change.</i> <input type="checkbox"/> Check box when complete | |

Ottawa County Food Policy Council Hunger Subcommittee Meeting Minutes

| Goal #2: Create greater awareness of food resources to those in need. | |
|---|--|
| Action Step | Strategies Strategies/Person Responsible/Date Strategy to be completed |
| aa. Create and implement a county-wide marketing plan to promote available food resources (pantries, Double Up Food Bucks, WIC, free meals, etc.). <i>By 12-2018 a county-wide marketing plan will be created and implemented.</i> <input type="checkbox"/> Check box when complete | Erin Cataldo from Burch Partners was present to listen and learn about the work of this subcommittee. Members were asked to share issues/topics that will be important to include or consider when creating the marketing campaign. The following were discussed: <ul style="list-style-type: none"> • It will be important to have measurable outcomes so we can show growth. • If there is a way to find those who might be eligible for SNAP but are not yet enrolled, it would be good to target them with our messages. • A variety of promotional methods will be needed: paper, face-to-face, videos, social media, etc. in order to reach our target populations. • It will be important to highlight human-interest stories from right here in Ottawa Co. Feeding America WM may be able to help with this. • How can we remove the barrier of pride for those needing food resources? • We should use PSAs to promote the OCFPC. |
| ab. Create an info list of resources available. <i>By 12-2016 one resource list will be created.</i> <input checked="" type="checkbox"/> Check box when complete | Resource list is available in English and Spanish. Contact Lisa Uganski if you need copies for distribution. |
| ac. Annually review the resource list in order to ensure its accuracy. <i>By December 2017 & 2018 the list will be reviewed and updated.</i> <input type="checkbox"/> Check box when complete | |
| ad. Promote the OCFPC website, 211 and other programs/technologies to the target population. <i>By 12-2016 the OCFPC will review these resources to make sure they are working for the population served in OC.</i> <input type="checkbox"/> Check box when complete | |

**Ottawa County Food Policy Council
Hunger Subcommittee Meeting Minutes**

| | |
|---|--|
| <p>ba. Train the access points (food pantries, service orgs, physicians, and other staff) about food resources available. <i>By 2-2017, food resource info will be sent out to 10 various access points.</i> <input type="checkbox"/> Check box when complete</p> | |
| <p>bb. Create a video or other sustainable marketing piece for this training. <i>By 4-2017, a 30 second clip will be created for informational training.</i> <input type="checkbox"/> Check box when complete</p> | |

| | |
|---|---|
| Goal 3: Educate the public of the hunger need in our community. | |
| Action Step | Strategies Strategies/Person Responsible/Date Strategy to be completed |
| <p>aa. Create an integrated marketing plan to communicate a unified message to the public. <i>By 1-2018, a unified message & 1 marketing plan will be developed & implemented.</i> <input type="checkbox"/> Check box when complete</p> | <p>This is one of the goals of the marketing campaign that Burch is working on.</p> |
| <p>ab. Create an annual marketing calendar to highlight the local agencies addressing hunger. <i>By 1-2017, a marketing calendar will be created.</i> <input type="checkbox"/> Check box when complete</p> | <p>Lisa will get a list of agencies/events to Burch Partners. Please contact Lisa with any agencies/events that should be included on this list by February 27.</p> |

| | |
|--|---|
| Goal 4: Expand utilization of benefit programs such as Double Up Food Bucks, SNAP, and Project FRESH. | |
| Action Step | Strategies Strategies/Person Responsible/Date Strategy to be completed |

Ottawa County Food Policy Council Hunger Subcommittee Meeting Minutes

| | |
|--|---|
| <p>aa. Identify & expand access points for benefit programs. <i>By 11-2016, five new access points will be identified.</i> <input type="checkbox"/> Check box when complete</p> | |
| <p>ab. Create and implement an outreach plan to connect access points (special focus on seniors). <i>By 11-2016, a detailed outreach plan will be created and implemented.</i> <input type="checkbox"/> Check box when complete</p> | |
| <p>ba. Explore the feasibility of expanding the Senior Project FRESH program in Ottawa County. <i>By 3-31-16, Shari King from SPF will be contacted to check on expanding the program.</i> <input checked="" type="checkbox"/> Check box when complete</p> | <p>Program will be expanded in Ottawa County this summer with funding from the Michigan Health Endowment Regranting Initiative.</p> |
| <p>bb. If feasible, expand the Senior Project FRESH program in Ottawa County. <i>By summer 2017, the SPF program will be expanded in Ottawa County.</i> <input type="checkbox"/> Check box when complete</p> | |

Goal 5: Create a one-stop service center that provides comprehensive food and social services.

| Action Step | Strategies Strategies/Person Responsible/Date Strategy to be completed |
|---|---|
| <p>a. Support roll out of Will Play for Food grocery store strategy. <i>By 12-2018, one WPFFF grocery store strategy will be implemented in Ottawa County.</i> <input type="checkbox"/> Check box when complete</p> | <p>Lisa deferred to Jay to discuss this in more detail at the March 2017 meeting.</p> |

Ottawa County Food Policy Council Hunger Subcommittee Meeting Minutes

| | |
|---|--|
| <p>b. Enhance existing social service resources to provide more comprehensive services (ex: food pantries that also offer food stamp enrollment). <i>By 12-2017, five new churches and/or pantries will offer SNAP outreach stations.</i></p> <p><input type="checkbox"/> Check box when complete</p> | |
|---|--|

| Goal 6: Support the efforts of community programs feeding children in need. | |
|--|---|
| Action Step | Strategies Strategies/Person Responsible/Date Strategy to be completed |
| <p>aa. Act as a resource for Summer Meal Programs. <i>By 9-2016, five summer meal sites will be supported by the OCFPC.</i></p> <p><input checked="" type="checkbox"/> Check box when complete</p> | |
| <p>ab. Support the expansion of Summer Meal Programs in Ottawa County. <i>By 9-2017, one new site will participate in the summer meal program in OC. By 9-2018, one additional new site will participate in the summer meal program in OC.</i></p> <p><input type="checkbox"/> Check box when complete</p> | <p>Presidential Estates in Hudsonville and Holiday West in Holland will be new summer meal sites in 2017.</p> |
| <p>b. Act as a resource for other local supplemental food programs serving children (including Kids' Food Basket; Manna Meals; Blessings in a Backpack and Hand 2 Hand Ministries). <i>By 3-2016, one OCFPC representative will serve on the KFB Holland Adv. Committee.</i> <i>By 6-2017, the needs of local supplemental food programs serving kids will be assessed & addressed where possible.</i></p> | |

Ottawa County Food Policy Council Hunger Subcommittee Meeting Minutes

| | |
|--|--|
| <input type="checkbox"/> Check box when complete | |
|--|--|

| Goal 7: Begin looking at ways to extend food life/eliminate food waste in Ottawa County. | |
|--|---|
| Action Step | Strategies Strategies/Person Responsible/Date Strategy to be completed |
| a. Develop relationships with farmers, grocers, and/or restaurants. <i>By 4-2018, a survey on food waste will be conducted with growers, farmers & restaurants.</i> <input type="checkbox"/> Check box when complete | |
| b. Collect data regarding the feasibility of extending food life. <i>By 4-2018, info regarding other counties' & councils' plans to extend food life will be collected.</i> <input type="checkbox"/> Check box when complete | |
| c. If feasible, create a subgroup to address the issue. <i>By 9-2018, a subgroup will be created in OC (if feasible).</i> <input type="checkbox"/> Check box when complete | |

Meeting notes:

- On May 12 and June 9 at 9:15 am, MSU Extension will provide a cooking demo/nutrition education for people waiting to get food from the FAWM mobile truck. We are looking for volunteers to help promote Double Up Food Bucks during this time. Please contact Lisa Uganski if you are able to help at one or both of these events.
- Subcommittee funding proposals are due by March 9. Lisa encouraged the group to contact Jay ASAP with ideas/programs for this funding, which must be related to the strategic plan. The group discussed that if no other projects are suggested, a good use of the funding would be to print more of the food resource guides or other promotional materials for distribution this summer/fall.
- We are still in need of a Co-Chair to replace Kara. Joanne Lemieux (St. John's Lutheran Church) volunteered to help out. Lisa will send her information about the Co-Chair responsibilities, and will follow-up to determine if she would like to become a Co-Chair.

The next meeting will be held on Wednesday, March 22 at 11 am at the Fillmore Administration Building.