

OCFPC Advisory Board Meeting Minutes
April 19, 2017

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

Guests: Brian Burch, Erin Cataldo, and Sarah Suydam

I. Welcome /Introductions

II. Approve Meeting Minutes

-Motion made by Sandy to approve the January 2017 minutes. The motion was supported by Doug and all present were in favor of approval.

III. Marketing Campaign Plan – Burch Partners

-Brian Burch presented the OCFPC Communications Plan, and distributed a more detailed version (see attached).

- Overall, the board liked the “Ottawa Food” concept. It seems less governmental, less bureaucratic than OCFPC. Logo is appealing to the eye. However there is some concern regarding whether the brand identity might be too simple, or too vague. Will the public think it is a food production company? How does “Ottawa Food” sound in context/conversation? Suggestion was made to add “Hunger. Health. Local.” to the logo to clarify it. Another suggestion was to add a third word to “Ottawa Food”, such as “Collaborative” or “Collective” in order to emphasize the large number of partners working together on this. There was also a question regarding the font used, and how the “TT” in Ottawa would transfer into print. Could a different font be used?

- Lisa will follow up with Burch Partners regarding these concerns, and will ask them to send back some variations of the brand identity. Lisa will then share the concept(s) with the OCFPC Consumer Advisory Committee for their feedback, and will send it on to the Board via email for a vote.

IV. Coordinator Updates

A. Budget

- Each subcommittee received \$1200 to implement their proposed projects. (Hunger: Printing of resources guides/OCFPC materials; Healthy Eating: transportation of senior citizens to Grand Haven Farmers Market three times; Local Food: Supplies for Central HS greenhouse and supplies to pilot Pick For Pantries). All funding must be spent by September 30, 2017.

- We will need to begin securing funds for 2019-2021 OCFPC Strategic Plan Development which will take place in 2018! Patrick Cisler has agreed to facilitate for us again. Sandy will plan \$2000 into the OCDPH budget to go toward this. Lisa suggested that OCFPC should apply for the remainder of the funds needed, as well as funds for data collection, through the upcoming Center for Regional Food Systems Local Food Council grant. The Board agreed that the grant should be written to secure funds for strategic planning. Lisa will email more information when she gets it from CRFS.

B. Hunger Subcommittee

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-Joanne Lemieux has agreed to co-chair the Hunger Subcommittee with Jay Riggs. They met recently to review the strategic plan and discuss her responsibilities.

C. Healthy Ottawa Fund Grant Update

1. Marketing Campaign: Discussed earlier by Burch Partners
2. Evaluation: Ottawa County's Planning and Performance Improvement Department (PPID) created an evaluation plan after meeting with those individuals coordinating all 5 grant projects. Lisa shared the draft with all project coordinators for their feedback, and will share with PPID to develop a final evaluation plan in the next few weeks.
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.
 - Contracts have been signed, farmers will be paid soon.
 - Pantries and farmers have met and registration process has begun.
 - MSUE developing Eat Your CSA Curriculum which will be implemented at each pantry over the 20 week CSA season.
4. Meet Up and Eat Up:
 - Program expanding to Hudsonville in summer of 2017 at Presidential Estates, as well as Holiday West in Holland. Minigrants received for some ice cream kick off events. Holland Museum is hiring an intern to help with activities at MUEU sites.
5. Rx for Health: Registration is just getting started. The goal is to have 55 program participants in GH this year. Chamber is hiring an intern to help with this project.
6. Senior Project Fresh: Voucher distributions are scheduled for June 8-14. Vouchers for 275 seniors will be provided through this grant.

D. Website/Facebook Updates

- OCFPC Facebook page currently has 159 likes.
- From Feb 15, 2017-March 16, 2017 the OCFPC website had 352 sessions, 280 users, 2.9 pages/session, and average session duration was 2:08. 72.4% were new visitors.
- From March 17, 2017-April 16, 2017, the OCFPC website had 274 sessions, 221 users, 4.09 pages/session, and average session duration was 2:13. 73% were new visitors.

E. Future 2017 OCFPC Meeting Speakers

May-Tony McCaul, Agricultural & Animal Sciences Instructor@ Careerline Tech Center
August- Al Vandenberg, Ottawa County Administrator
November-Kent ENTF

F. Holland Farmers Market

- Produce Donation Program will be piloted on 6 days during the summer at the Holland Farmers Market. Food recipients include Salvation Army Holland and Love INC Allendale.

G. OCFPC Promotion Follow-Up

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- Doug connected with Foodservice/Benefits person at Herman Miller. He learned that Herman Miller would be excited to participate in OCFPC initiatives if there is not a lot of work involved on their end. (See section V.)
- Lisa shared that Mishelle Bakewell will be meeting with Spartan Nash Community Outreach staff on behalf of the OCFPC on 4/27. Lisa will follow-up with Mishelle after this meeting to learn more.
- Melissa and Jeff will connect with some local growers and invite them to get involved with OCFPC.

V. Volunteer Opportunities- Worksites

- After meeting with staff at Herman Miller to discuss the OCFPC, Doug realized the Council could benefit from bringing almost fully-developed programs to businesses, farmers, churches, etc. What types of bundles could we develop?

- How to host a CSA on-site pickup at your worksite,
- How to sponsor CSA at food pantry or transporting seniors to a farmers market,
- How to conduct a healthy food drive etc.

-The group agreed this is a good idea. Lisa will begin working on some of these things and will follow-up at the next meeting.

VI. Advocacy

-Currently all advocacy-related information is sent out to the OCFPC email list by Mary DeRidder from Bread for the World. It doesn't come from Lisa because she is employed by the county. This process seems to be working well.

- However, with recent threats to some federal food programs, questions have surfaced regarding how and when will the OCFPC take a stance on these issues. Who determines (or what is the process for determining) if we take a stance as the OCFPC? The group agreed that this discussion should be held at the next quarterly OCFPC meeting. Lisa will add it to the May 4 meeting agenda.

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

Respectfully Submitted, Lisa Uganski (4/21/17)