

Ottawa County Food Policy Council

Meeting minutes

May 4, 2017

Present: Jay Riggs, WPF; Sean Little, Feeding America; Mallory Weber, Feeding America; Katie Auwers, Feeding America; Ann Schutt, Community Volunteer; Christen Korstange, DHHS; Doug Bazuin, Herman Miller; Amy Florea, Senior Resources; Jan Hastings, Pantry in Allendale; Becky Young, OCDPH; Amy Sheele, OCDPH; Mishelle Bakewell, NOCHS; Char Seise, City of Grand Haven; Chelsea Schanz, Intercare WIC; Christi Demitz, MSU Extension; Patrick Cisler, LNA/Community SPOKE; Melanie Weaver, Salvation Army-Holland; Gordie Moeller, Food Security Advocate; Garrett Ziegler, MSU Extension; Sonya Archer, Love INC. – NE Ottawa County; Sara Cozolino, Holland Farmers Market; Mary Sherman, GH/SL Farmers Markets; Lauren, Grevel; GH Area Community Foundation; Barry Andersen, Holland Community Garden/MRC; Ken Freestone, GreenMichigan.org; Mary DeRidder, Bread for The World/ CROP Walk; Kim Squiers, Community Action House; Erin Cataldo, Burch Partners; Sarah Suydam, Burch Partners; Brian Burch, Burch Partners; Katherine VanSweden, Ottawa CAA; Melissa Roessing, CAA/Eighth Day Farm; Jessica Garza, CAA/Migrant Resource Council, Sandy Boven, OCDPH; Lisa Uganski, OCDPH

I. Introduction

II. Double Up Food Bucks (DUF) @ Family Fare-Alison Sutter

- Spartan Nash (D and W, Family Fare Fresh Market) will be partnering with Fair Food Network to offer DUF program again this year at 2 Family Fare sites in Holland.
- Participants can use their Bridge Card to purchase produce and will receive points on their YES card/account to redeem additional produce (up to \$20) at next visit.
- Marketing the program will start in May. Spartan Nash will partner with OCFPC to get information out into community.

III. Careerline Tech Ag and Animal Science Program – Tony McCaul (See attached powerpoint)

- FPC will look at possible initiatives for student involvement

IV. Subcommittee updates

A. Hunger Sub committee

- Senior Project Fresh vouchers will be implemented at 7 sites by the OCFPC. MSU Extension will be providing 20 minute nutrition classes.
- The Food Donation program will be implemented at the Holland Farmers Market this summer. Volunteers are needed to accept donations.
- DUFB flyers and posters are available. Contact Gordie Moeller at 616-293-4727.
- MUEU sites will be held in Grand Haven, Coopersville, Hudsonville (Presidential Estates) Holland (Holiday West, Leisure Estates, Quincy Camp). This year Feeding America will be partnering with MUEU to provide backpacks with food to MUEU participants at Presidential Estates. Backpacks will also be provided in Allendale, although there is not MUEU in that area. It was suggested to market the MUEU sites to hotels where a lot of families are living.
- Hunger Subcommittee received \$1200 mini grant from OCDPH. Funds will be used to produce food resource guides and DUFB information.
- St. Patrick's in Grand Haven will be hosting a food truck. MSU Extension, Feeding America and OCDPH will be on site to hand out educational materials and promote Double Up Food Bucks.

B. Healthy Eating Subcommittee

- Rosy Mound Elementary in Grand Haven will be hosting a healthy food donation drive. Classrooms will hold competitions to see who collects the most (healthy) food. Winners will receive a smoothie party.
- Healthy Eating Subcommittee received \$1200 mini grant. Funds will be used to transport seniors receiving Senior Project Fresh vouchers from Coopersville senior apartments to the Grand Haven Farmers Market three times this summer. Education will be provided on the bus.

C. Local Food Subcommittee

- Two farms (Eight Day Farms and Blackbird Farms) will be providing CSA shares to Christian Fellowship Assembly (Allendale) and Harvest Stand Ministries (Zeeland). So far 38 participants have signed up to receive the CSAs. Eat Your CSA curriculum will be taught at each pantry by MSUE staff during the CSA season.
- Local Food subcommittee has received a \$1200 mini grant. Funds will be used for the pick for pantry initiative. People attending U-Pick farms can pick extra produce which will be donated to a local pantry.

- Funds will also be used to provide equipment/supplies to Central Alternative Ed in Grand Haven for their greenhouse project. Food grown in the greenhouse will go home with students in need.
- The Subcommittee met with County of Ottawa to look into local food sourcing policy development. County will look at the current purchasing policy to see what the language is surrounding local sourcing. Subcommittee members will continue to meet with County staff to make recommendations.

V. OCFPC Marketing campaign – Burch Partners

- Burch Partners reviewed the communication plan developed for the council (see attached). Main priority at meeting was to decide on a logo/branding. The FPC unanimously voted for the attached new brand identity/logo.
- The council agreed the logo was simple, less governmental and eye appealing compared to the current logo.
- It will be important that we do our job as Ottawa Food members, to spread the message about what Ottawa Food is, and what we do.
- Burch Partners will begin developing a brand standards manual for us. They will also help develop a press release and a to-do list for us as we go through the process of rebranding. The goal for the crossover to the new brand identity in the end of May. Stay tuned for more information.

VI. Coordinator Update – Lisa

- Prescription for Health program enrollment is open (Grand Haven area). So far program is almost full.
- The evaluation plan for the OCFPC initiatives (MI Health Endowment Fund Re-granting Initiative) is being developed by the OC Planning and Program Improvement Department.
- Lisa took the new brand identity/logo to the Consumer Advisory Committee. The group responded favorably to the simple logo.
- Next year will be the start of the development of the 2019 – 2021 FPC strategic plan. Patrick Cisler has agreed to lead the Council through the process. If any agencies have funds to contribute to the development of the plan, please let Lisa know.

VII. Member Updates

A. Migrant families - seeing more food assistance cases being closed out of fear of deportation of undocumented clients.

B. DHHS - Christen talked about time limited food assistance – able body adults must work or be enrolled in a work program to received food assistance. If a person does not follow the work rules, they may be denied food assistance for three months. They can regain eligibility if can prove they are working or in a work program. DHHS has not seen a widespread effect.

C. The Holland Farmers Market has hired an assistant who is bilingual in Spanish. The Bridge Card booth will be located in a trailer in the parking lot this year. It will be well marked with signs.

D. Community Action House and Eighth Day Farms is hosting a plant sale May 20th from 9 am-1 pm at Community Action House General Store, 694 Michigan Ave, Holland.

Next Meeting: Thursday, August 3, 2017 at 1 pm.