

Ottawa Food Advisory Board Meeting Minutes
July 19, 2017

Present: Patrick Cisler, LNA/Community Spoke; Melissa Roessing, Community Action House; Sandy Boven, OCDPH; Jeff Roessing, Eighth Day Farm; Sean Little, Feeding America West Michigan; Lisa Uganski, OCDPH

I. Welcome /Introductions

II. Approve Meeting Minutes

-Motion was made by Sean to approve the April 2017 meeting minutes. The motion was supported by Patrick. All present were in favor; none opposed. Motion passed.

III. Ottawa Food Marketing Campaign

a. Feedback

-Feedback has all been very positive! New brand identity is less governmental; shorter; easier to understand. The logo is sharp.

b. Media

- Ottawa Food has been on 3 tv segments. Two at Fox 17 and one at Wood TV. Also GRBJ: Sentinel: Mlive: west Michigan Woman, etc. Burch is doing a great job helping us get the Ottawa Food name into the public eye.

c. Update Documents

- Melissa made a motion to edit the bylaws and MOU documents to update the name change from Ottawa County Food Policy Council to Ottawa Food. The motion was supported by Sean. All present were in favor; none opposed. Motion passed. Lisa will update the documents and send them out to the entire council via email.

d. What else?

-The group could not think of any other updates that need to be made at this time. Burch will review the new Ottawa Food brand standards at the August 3 council meeting, and Lisa will remind all agencies to make the name change on their agency's website from OCFPC to OF if they have not already. Brand standards will then be sent to all OF members.

IV. Coordinator Updates

a. Budget

- OCDPH funds (\$1200 per subcommittee) being used to carry out approved proposals by 9-30-17.
- Ottawa Food will receive \$6000 in funding from the MI Local Food Council Network, and an additional \$2000 from the OCDPH (pending budget approval) for 2019-2021 Strategic Plan facilitation and data collection. The \$6000 grant will cover:

Personnel - \$3000

Strategic Plan facilitation and facilitation of 2-3 focus groups by Community Spoke staff.

Travel- \$400

Travel expenses for OCFPC representative(s) to attend at least two in-person Michigan Local Food Council Network meetings.

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Meeting expenses - \$600

Food for OCFPC members at Strategic Planning meetings

Other \$2000

200 Meijer gift cards (\$10 each) will be given to food resource users (one per person) who complete a survey or participate in a focus group.

-At the October OF Advisory Board meeting, we will discuss the strategic plan timeline /process in more detail.

- We have \$495.90 from a previous community donation that can be used for Ottawa Food as needed. This can be carried over into next fiscal year.

- Additional OCDPH funding will be used this fiscal year to purchase Ottawa Food promotional cards (English and Spanish), a standing banner, and some t-shirts.

b. Healthy Ottawa Fund Grant Update

-Marketing Campaign: Discussed earlier

-Evaluation: The evaluation plan created by Ottawa County's Planning and Performance Improvement Dept. is being implemented to evaluate all 5 grant-funded projects.

- CSA to Pantry: Blackbird Farms and Eighth Day Farms are providing CSA shares to Christian Fellowship Assembly (Allendale) and Harvest Stand Ministries (Zeeland), respectively. MSUE staff is implementing Eat Your CSA Curriculum at each pantry over the 20 week CSA season.

-Meet Up and Eat Up: Program expanded to Hudsonville this summer at Presidential Estates, as well as Holiday West in Holland. Kick-off events have been held at many sites, and supplies were purchased for sites with grant and OCDPH funds as needed. This week is "Meet Up and Eat Up Week" in Michigan, and grant funds will be spent to promote the program and hopefully increase participation.

- Rx for Health: Program is full with 55 participants in GH this year. Chamber hired an intern to help with this project.

- Senior Project Fresh: Voucher distributions/ nutrition education sessions have taken place in the Holland, Jenison, Spring Lake and Coopersville areas, and will continue until all 375 vouchers have been distributed to eligible seniors.

c. Subcommittee Mini-Grants

-Pick for Pantries has been successful at Visser Farms and Bowerman Blueberries. We have learned a few things that we will change for next year's program.

- Senior Transportation to GH Farmers Market: this program is in process. A September date has been added as well, in order to get more seniors to the market.

- Ottawa Food Promotion: Food resource guides are being updated with Ottawa Food logo and pantry info changes and will be printed soon.

d. Website/Facebook Updates

- Ottawa Food Facebook page currently has 198 likes, up from 159 in April.

- From June 17, 2017-July 16, 2017 the OF website had 519 sessions, 390 users, 2.86 pages/session, and average session duration was 2:23. 67.8% were new sessions.

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- From May 17, 2017- June 16, 2017, the OF website had 528 session, 414 users, 3.09 pages/session, and average session duration was 3:28. 73.86% were new sessions.
- From March 17, 2017-April 16, 2017, the OF website had 274 sessions, 221 users, 4.09 pages/session, and average session duration was 2:13. 73% were new visitors.
- Partnership with Burch has definitely helped expand our reach.

V. August 2017 Ottawa Food Meeting

-Discussion held about the information we would like Al Vanderberg, Ottawa County Administrator to cover at the August 3 OF meeting. Lisa will contact Al and ask him to discuss the following:

- What are your roles/responsibilities as Ottawa County Administrator?
- Where do you see opportunities for OF to interact with Ottawa County?
- Regarding advocacy, what can the county do? What can OF do? What are the boundaries for OF?
- How does Ottawa County support local food?

-After the August 3 meeting, Lisa will ask Burch to help with language related to Ottawa Food advocacy.

VI. Volunteer Opportunities- Worksites

- At a prior meeting we discussed the possibility of putting together quick “how-to” toolkits for:

- 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.

-Discussion was held, and the group decided this would only be feasible for the healthy food drive toolkit. Lisa will put together a toolkit for conducting a healthy food drive, and will make it available on the OF website.

- It would be nice to have a donation button available on the OF website if individuals or groups would like to support OF. Lisa and Sandy will meet to discuss how this would work best, and will follow up with the board at the October meeting.

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

Respectfully Submitted,

Lisa Uganski (08/02/17)