

Ottawa Food Meeting Minutes August 3, 2017

Present: Jay Riggs, iWear Solutions; Brian Burch, Burch Partners; Sarah Suydam, Burch Partners; Al Vanderberg, Ottawa County; Betsy Neustifter, volunteer; Amy Sheele, OCDPH; Maddie Archer, GH/SL Farmers Market; Christen Korstange, MDHHS; Sarah Brody, GSPC; Beth Eggleston, Holland Hospital Center for Good Health; Christi Demitz, MSU Extension (Ottawa, Allegan, Kent); Jeff Roessing, Eighth Day Farm; Gordie Moeller, Food Security Advocate; Holly Cole, GH Area Community Foundation; Lauren Grevel, GH Area Community Foundation; Katie Auwers, FAWM; Sean Little, FAWM; Chelsea Schanz, WIC; Patrick Cisler, SPOKE/LNA; Paul Sachs, Ottawa Planning; Meanie Weaver, Salvation Army; Katherine VanSweden, Ottawa County CAA; Ken Freestone, Green Michigan.org; Doug Bazuin, Herman Miller; Garrett Ziegler, MSU Extension; Emily Redder, Spectrum Health/Zeeland Community Hospital, Sandy Boven, OCDPH; Lisa Uganski, OCDPH

Discussion:

1. Introductions
2. Guest Speaker – Al Vanderberg, Ottawa County Administrator
 - Al presented on the roles and responsibilities of the county administrator; what are county functions; what are some opportunities for Ottawa Food to interact with Ottawa County; and how does Ottawa County support local food. (Presentation is attached.)
 - Discussion took place on what can Ottawa Food (Lisa's position) advocate for and what are the boundaries. Al told group we have a policy for county entities related to advocacy vs lobbying. Sandy and Lisa will bring county policy to OF advisory group for review.
 - The county has lobbyist GSI-Jim Miller and Michigan Association of Counties (MAC) that act on behalf of the county on legislative issues. Ottawa Food can bring issues to Al and Keith to bring to lobbying group.
3. Ottawa Food Marketing Campaign
 - Lisa reviewed media exposure so far: 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 and definitely helped expand our reach:

- Ottawa Food Facebook page currently has 233 likes, up from 159 in April. Some OF Facebook posts have been boosted, which helped this number grow.
 - 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.
 - 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.
 - Increase in volunteers (MUEU, mobile trucks) as well as donations (pig/cow to CAH).
- We will be ordering updated promo cards (English and Spanish) as well as a new standing banner. We will have them at the November meeting.
 - Bylaws and MOU documents will be updated to reflect new name.
 - Brian Burch reviewed the Ottawa Food Brand Standards (attached). We are asking each of our partnering agencies to update the OCFPC logo and materials to Ottawa Food on websites, etc. using the Brand Standards document as a guide.

4. Subcommittee Updates

- Local Food:
 - 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.
 - Pick to pantry- U-Pick and donate to pantries that will pick up at farm. Participating famers: Visser-strawberries; Bowerman-blueberries. Fox 17 did a media story on program. Subcommittee is in process of compiling pounds of produce that was donated.
 - Subcommittee planning a Healthy Food Expo to be held February 17, 2018 at the Grand Haven Community Center. Group is in the process of developing the agenda, finding a keynote and soliciting sponsors. In the

future, planning on holding the expo annually in various locations throughout the county.

- Subcommittee is working with Economic Development/OC Planning and Program Improvement to develop guidelines for local food procurement in Ottawa County.
- Subcommittee meets the 3rd Wednesday of the month from 1:00 – 2:15 at Fillmore.
- Hunger:
 - Subcommittee is in the process of reviewing the strategic plan and updating.
 - 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. Future sites/dates: **August 8 at 10am**, HavenHuis Apartments, 100 Madison Ct., Zeeland – community room. **August 21 at 10am**, Dept. of Public Health, 12251 James St., Holland – main conference room
 - Food Resource guide has been updated. In the process of printing the guides. Need to set schedule to ensure guide is updated regularly (at least twice a year).
- Meet Up and Eat Up (MUEU): 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. Amy Sheele will update the MUEU flyer to reflect any recent changes and it will be sent out with the minutes (see attached).
- Healthy Eating:
 - Subcommittee is planning a Food Resource Provider Forum to be held on September 7 at Fillmore. The forum will help accomplish a number of the subcommittee's strategic plan action steps. Invites will go out soon.
- Food Waste:
 - Subcommittee is working with Hudsonville Public to implement a share table in an elementary school. EH Food team created a draft SOP that schools can use for guidance.
 - Ken (West MI Food Recovery Council) received a grant to survey schools/businesses in the region on food waste.
 - Ken and Jay are meeting to discuss implementing food waste reduction initiatives in restaurants. Targeting larger restaurant businesses with multiple locations (Gilmore and BarFly)

5. SNAP Navigation Partners Handout

- Amy Sheele and Christen Korstange shared a draft document designed by intern Maddie Archer to promote community navigation partners that are available to Ottawa County residents to help them apply for EBT (SNAP) benefits. A few edits were suggested. These changes will be made and then the document will be shared with OF members. Please share with clients as appropriate to help get the word out about this valuable resource.

6. Coordinator Updates

- FM donation programs are up and running. 350# donated in June and July in the GH/SL area. Over 100# donated in Holland over two dates so far.
- Evaluation: The evaluation plan created by Ottawa County's Planning and Performance Improvement Dept. is being implemented to evaluate all 5 grant-funded projects.
- Rx for Health: Program is full with 55 participants in GH this year. Chamber hired an intern to help with this project.
- Cooking Matters series is currently being implemented by Amy Prins/MSUE in Grand Haven.
- Ottawa Food received \$6000 in grant funding from the Michigan Local Food Council Network to support OF in hiring a facilitator of the OF strategic planning process; developing data collection plan with facilitator; implementing data collection plan; and using data collected to develop strategic plan. Proposed timeline includes:
 - December 2017: Hire staff from Community SPOKE (Patrick Cisler) to facilitate the strategic planning process.
 - January/February 2018: Hold an OF meeting with the facilitator to develop a data collection plan.
 - March/ April / May 2018: OF members will implement the data collection plan. (This may involve conducting online and/or in person surveys; conducting focus groups; etc. Gift cards will be provided for food resource users who complete surveys and/or participate in focus groups.)
 - May 2018: Facilitator will lead OF meetings to review and analyze the data collected as well as other available recent data.
 - May-Sept 2018 : Facilitator will lead OF meetings to develop the strategic plan, which will involve identifying priority areas and developing goals and action steps.
 - October/November 2018 : Hold OF meeting to review and approve the 2019-2021 OF Strategic Plan.

- 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.
- We should look into the possibility of collecting some data from community members at the Food Expo in February 2018 as well.

7. Advocacy

- With the current political climate, the question has come up: how will Ottawa Food take a stance on food-related issues as a group (cuts to SNAP, Meals on Wheels, etc.). What should the process be for deciding if OF takes a stance on specific food-related issues? When is a vote needed; and can that vote be done via email since many issues are time sensitive? Discussion was held, and the OF advisory board will review the Ottawa County lobbying/advocacy policy and will bring a draft process back to the full OF group at the November meeting for further discussion.

8. Member Updates

- Christen Korstange shared that MDHHS will be moving to an Integrated Service Delivery model that will enhance and update the MI Bridges application site, beginning in January 2018. This will allow clients to express an interest in local community resources within our online application process. **It is important that local non-profits and agencies, who wish to receive referrals from MDHHS, have their information current with 2-1-1.** The MDHHS MI Bridges site will be pulling information from the 2-1-1 database for this change.
- Gordie Moeller has Double Up Food Bucks and farmer market promotional information if anyone needs additional copies.