

Ottawa Food Meeting Minutes November 2, 2017

Present: Wende Randall, Kent County Essential Needs Task Force; Hailey Hubert, Baker College nursing student; Alaina Herrmann, Baker College nursing student; Christen Korstange, DHHS; Allise Wilkerson, West Michigan Works; Christi Demitz, MSU Extension; Beth Eggleston, Holland Hospital Center for Good Health; Dan McCrath, Harvest Stand Ministries; Jan Hastings, CFA Food Pantry; Erin Cataldo, Burch Partners; Sarah Suydam, Burch Partners; Chelsea Schanz, WIC; Amy Florea, Senior Resources, Mishelle Bakewell, North Ottawa Community Hospital; Liz DeLaLuz, Great Ottawa County United Way; Mary Sherman, Chamber of Commerce/Farmers Market; Doug Bazuin, Herman Miller; Patrick Cisler, LNA/SPOKE; Sean Little, Feeding America West Michigan; Amy Sheele, OCDPH; Sandy Boven, OCDPH; Lisa Uganski, OCDPH

I. Introductions

II. Guest Speaker – Wende Randall, Kent County Essential Needs Task Force (ENTF) Director (**see attached power point**)

A. ENTF started in 1982 to address emergency needs in Kent County (housing and food crisis). Expanded to essential needs to set up clients for success.

B. Employs full time director to oversee 5 areas.

- 1) Transportation - To ensure all Kent County residents have access to multiple transportation choices.
- 2) Food/Nutrition – To ensure all Kent County residents are food secure and have access to food that is nutritionally diverse.
- 3) Energy Efficiency-To ensure all Kent County residents have adequate utility services.
- 4) Economic Workforce Development – To ensure all Kent County residents who seek employment will have opportunities at a sustaining level with pathways to economic stability.
- 5) Coalition to End Homelessness – To ensure all Kent County residents have stable-affordable housing.

Here are links to the ENTF site and social media:

www.entfkent.org

<https://www.facebook.com/ENTF-Kent-County-Essential-Needs-Task-Force-175601072459921/>

twitter - @ENTFKent

You can also contact Wende at wrandall@hwmuw.org with other questions.

III. Healthy Ottawa Fund initiatives – Year one of two year grant

A. MUEU –

1) Total meals served:

- Grand Haven - #10,602
- West Ottawa - #27,062

- Coopersville- #2,178
- Hudsonville- #1,855
- Holland- #27,153

2) The number of sites went up in Holland. However, the # of meals went down. Possible reasons include: parents cannot eat at site; food must be eaten on site. Hoping to dig deeper to find out the true reasons, and then determine how to best address the issues.

B. Prescription For Health-

- 1) Program implemented in GH/SL. Eligible participants receive \$10 tokens/10 times to be used to purchase produce at the farmers market.
- 2) 50 residents participated in the program. Post surveys results will be shared at next meeting
- 3) Program to expand to Holland in 2018. Also exploring the idea of implementing cooking classes and utilizing Community Health Workers.
- 4) Long term sustainability will be explored. Burch Partners will help to secure a sponsor for 2019.

C. CSA To Pantry-

- 1) His Harvest Stand – 30 families received CSAs each week. Had truck to pick up food. Felt educational piece was most crucial since they had unhealthy eaters and participants who did not know how to prepare food. Participation at educational sessions was a challenge. Will have to reevaluate for next year.
- 2) Christian Fellowship Assembly – 64 participants signed up, as the same participants did not show up each week. Farmers would help pass out produce at the pantry to answer questions. Participants loved the food. An average of #15 people attended the cooking classes provided by MSUE.
- 3) Working with OC Planning and Program Improvement to evaluate and make changes for 2018.

D. Marketing Campaign – Burch Partners

- 1) Burch is tracking all media coverage regarding Ottawa Food initiatives.
- 2) Healthy holiday donation campaign being developed
- 3) Working with Hunger subcommittee to develop videos
- 4) Working to highlight Ten Cents a Meal schools
- 5) Will help promote the Ottawa Food Expo

E. Carry over funds from year one to year 2 will be used to fund

- 1) Translate Senior Project Fresh materials to Spanish (\$200)
- 2) Expand pick for pantries program (\$600)
- 3) Expand farmer market donation program (\$1500)
- 4) Purchase \$10 gift cards for Cooking Matters Grocery Store Challenge. MSUE has agreed to lead three grocery store tours with 10 participants at each tour. (\$300)
- 5) Expand coaching portion of the Prescription For Health program in Holland and Grand Haven (\$1400)

IV. Subcommittee updates

A. Local Food: working with Ottawa County and their procurement process – suggesting that the food service contract includes language on buying local. Lisa and Garrett will be meeting with ACRE Ag Tech, local schools and the OAISD to discuss local food procurement. Holland Public, Coopersville, and Grand Haven will participate in Ten Cents a Meal in 2018. How can we help promote?

B. Healthy Eating: Facilitated a forum for food resource providers in September. Emphasis on supporting providers, working through barriers. Participating agencies decided it will be beneficial to hold agency tours to see what best practices providers have implemented in their organization. Ottawa Food will help with the facilitation of the first few tours. Community Action House will host the first tour in January. FAWM is working on a collaborative project with some local pantries and retailers (Walmart, ALDI, and Meijer). Pilot project will start with Harvest Stand picking up donations from Holland Walmart once a week; and Love in Action picking up donations from GH Walmart once a week.

C. Hunger: Collaborating with food waste task force. Working with intern to collect data on food waste in elementary schools. Jay and Ken will be meeting with local restaurant owners. Food Resource Guides in English and Spanish have been developed and printed. Please let Lisa know if you need some to distribute.

V. Coordinator update

A. GH Gleaning Program: Over 1,200 pounds of produce were donated to Love in Action of the Tri-Cities & Teen Challenge throughout the program this year.

B. Farmers Market Donation Program:

- GH Market – 575 # food donated
- SL Market – didn't weigh food but had a successful program
- Holland- 475# food donated

C. Member Survey: will be coming out soon via email. Please participate!

D. 2018 OCDPH budget: was approved. Includes funding for Consumer Advisory Committee gift cards subcommittee Mini-Grants, Facebook ads, Food Resource Guide printing (once), OF marketing, and OF Strategic Plan facilitation.

E. Ottawa Food Website has been updated to include a donate button, and also includes a healthy food donation toolkit. Please help spread the word!

F. - Strategic Planning: will take place very soon! Patrick, Sandy and Lisa will be meeting soon with the OCDPH epidemiologist to discuss the data collection process that will need to take place, and to begin scheduling meeting dates. Your organization may be asked to help with data collection. We will also be including data collection around local food and food waste this time around.

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- OF meetings to review and analyze the data collected as well as other available recent data.

May-September 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

G. New Members: Please contact Lisa Uganski if you/your agency has not yet signed an Ottawa Food Memorandum of Understanding. Signing an MOU is necessary to be an active (voting) member.

H. Ottawa Food Consumer Advisory Committee in Holland/Zeeland is in need of some new members (specifically parents of school age kids who use any type of food resources).

Meetings are held twice a year and participants (one per household) receive a \$10 gift card. Contact Lisa if you would like to refer someone.

I. Speakers: needed for 2018 OF Quarterly Meetings: ideas include Muskegon County, someone on Food Waste, Herman Miller Cares, any other suggestions please contact Lisa U.

2018 quarterly meeting dates are February 1, May 3, August 2 and November 1.

VI. Advocacy

A. The OF Advisory Board recently discussed the advocacy process for Ottawa Food, as a follow-up to the quarterly meeting in August. They brought the following recommendation to the full Ottawa Food active membership for discussion and approval:

- The main focus of Ottawa Food will always be to educate the public about food-related issues and topics that are related to the OF priority areas.
- If a situation arises (most likely ≤ 3 times/year) where Ottawa Food (OF) could advocate for a certain issue related to any of the OF priority areas (at the local, state, or federal level) or to encourage members and the public to contact their legislator(s) to advocate for a certain issue related to any of the OF priority areas, the OF Advisory Board will vote via email or in person (unless time permits for all Active OF Members to vote at the next OF quarterly meeting). If the issue is approved, the information will be sent out to the entire OF email group by a non-Ottawa County employee and posted on the OF Facebook page.
- If OF is asked to sign-on in support of charters, resolutions, etc. related to any of the OF priority areas, the OF Advisory Board would vote via email or in person (unless time permits for all Active OF Members to vote at the next OF quarterly meeting). If approved, OF will sign-on in support of the respective charter, resolution, etc.

A motion was made to approve this recommendation for advocacy. The motion was supported, and all present were in favor. Motion passed. Ottawa Food will use this advocacy process moving forward.

VII. Ottawa Food Expo

A. The expo will be held 2/17/18 from 10-3 at the GH Community Center. Goal is to educate the general public around the issues of hunger, healthy eating, and local food. There will be an exhibit section as well as speakers on a variety of topics. Free event!

B. Hoping to make this an annual event. If you have ideas for potential exhibitors or sponsors, please contact Lisa.

C. Broad audience. Exhibitor fee of \$10. Any volunteers for the event please contact Lisa.

VIII. 2018 Ottawa Food Subcommittee RFP (see attachment)

IX. Member Update

A. Google "West Michigan Food Processing Initiative" to learn about a new initiative in Muskegon.

B. MSUE – Working with faith base organizations to implement nutrition education. Training leaders on educating their members. Criteria is 50% of members use food resources. Cost is free. Contact MSUE for more information.