

Whatcom Food Network Planning Committee Meeting

Planning Committee purpose/function: Working to build common understanding and facilitate collaborative efforts toward an equitable, sustainable and healthy food system for all.

Agenda

Date: 7/19/17

Time: 1-3pm

Location: ReSources

Present

Facilitator: Holly O’Neill

Note taker: Diana Meeks

Adrienne Renz Cheryl Thornton Chris Elder Lisa Sohni Holly O’Neill	Kent Kok Mardi Solomon Rosalinda Guillen Sara Southerland Pete Granger Karlee Deatherage
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Red = DECISIONS

Yellow = ACTION ITEMS

Blue = Collaboration

MEETING SUMMARY:	
Item	Summary
Community Food Assessment Update Check In	<ul style="list-style-type: none"> - CFA Subcommittee would like to check in about WFN data points in the collaboration and participation and would like to survey our current membership, Forum attendees, and organizations that work in the food sector in order to gather this data. - Steering Committee Approves, Diana and Mardi will draft survey - Mardi and Diana will also work with Sara to see if this could overlap with Food Atlas data collection
WFN Proposal and Website Update	- The website rebuild is underway! The first draft of the new side will be sent to me on 7/28 for review, Diana will be in touch about Steering Committee edits when appropriate.

Agenda Items for next meeting:

NOTES

2) Welcome

3) Go Round: What's happening in your sector & organization

- a) Adrienne – Have been getting requests for FINI and Fresh Bucks, Co-ops around the Nation are very excited about this and there has been a lot of interest. Starting to think about the Downtown Marketwalk/Coop Summer Party, collaborating with Sustainable Connections, 14 businesses total getting together.
- b) Astrid – Public Health has been looking for new ways to resource work, have some positions they have been modifying and have been working on that. WIC programs across the Nation are in full swing with people able to use vouchers at the market, the Health Department used to go to market and hand out vouchers, are now handing them out at the Health Dept. on Saturdays but want to increase use and promo. (Collaboration – Diana to help promote via ELF communication channels.)
- c) Mardi – F2S Collective met in May and are now working on creating MOUs to coordinate work so everyone is clear what pieces they are working on and to also get coordinated with funding requests. The 2017 – 2018 Harvest of the Month calendar is drafted and we are getting ready to put all 2017-2018 collateral together so food service directory can go online and pull pieces they need. Have also been very involved in creating a State Farm to School Network, were recently awarded a WUSDA Grant to push this movement forward and hire a staff person to do this work!
- d) Chris – The Critical Areas Ordinance is close to being passed – farm-planning requirements have been a challenging spot. Will close on four additional farms soon, they have been waiting on WUSDA funds. Has written a 5 year funding preproposal to the USDA that has been accepted and will go on to write full proposal now. Karin isn't being replaced, Chris will remain main staff and is also the primary staff for Agricultural Advisory Committee.
- e) Lisa – Have started evaluation of the Fresh Bucks/FINI grant today where they gather information of FINI buck recipients experience and the program impact. In September, the program is presenting to all other FINI projects nationally. Traveling to DC to go to FINI project directors meeting, one large question is about future of program, funding.
 - i) Are also getting ready for Project Homeless Connect, a big event that pulls together all resources for those living in low income or who are homeless, everything from DSHS to dental easily, they will be there this Friday. Lisa leads Whatcom Asset Building Coalition,

generally people think about financial side but it can be both intangible and tangible benefits – will have a food page with everything from Fresh Bucks, WIC, Meal Access, will be mainly for clients to access info and we'll be able to update real time the free food and meal plan guide. (Collaboration – Astrid was able to request info be included about WIC, Lisa will make sure it's a resource on the page)

- f) Sara – Have been busy with lots of marketing consultations this summer with wholesale buyers and with producers. We do consultations with any food businesses, so if you know anyone send them our way! Helps businesses identify how to get the most bang for your buck when it comes to getting the word out in this community. Eat Local Month is coming up and is broken into weeks. Farm Week will have the Farm tour and we are partnering with Whatcom Family Famers to expand, now two days: the 8 and 10th. There will be Food Fest where we are partnering with six different businesses to throw a number of food events, then Market Week, Seafood Week, and Restaurant week to follow.
 - i) Consumption – we are looking at pivoting the Eat Local First Campaign (markets and promotes local food), we are looking at refreshing the marketing and look as it is six years old now. We are doing consumer research/focus groups in August – possibly shifting the messaging and look. We will share what comes out of it!
 - ii) Waste – There is a large focus currently on organic food waste reduction and there is a lot of availability for any food businesses, events and organizations here or in county, to receive free towards zero waste consulting. Keep Mark Peterson in mind as a resource for TZW consulting.
 - iii) Have a new hire Maressa, Food & Farming Marketing Coordinator – doing more one on one work with local businesses, food atlas, and will also be supporting farm to school.
- g) Holly – Mardi has covered the important Farm to School updates. Another pertinent to the water sector is that Steward Mountain and the surrounding range has gone back on market and there is a motion to see if they can bring in conservation forestry to purchase it, which would be a greatly impact our water quality and our fisheries.

4) Community Food Assessment Update Check In

- a) The CFA Subcommittee is chipping away at the work, we have three summaries left to finish.
- b) Our committee met reviewed indicator data, have had an assistant go through and add as many new data points as possible, and we would like to check in about WFN data points in the collaboration and participation section. There's available recorded data set to say we've increased collaboration and communication, so we would like to survey our current membership, Forum attendees, and organizations that work in the food sector in order to gather this data.
 - i) It could also be a good tool to update membership, mailing list and so forth.
- c) As far as funds we have \$800 to go to Matia to help us write the new CFA update report, and there is another volunteer who will work on the survey with us. Mardi and Diana would draft survey SC to review.
- d) Steering Committee: How does this overlap with the Food Atlas and our organizational profiles, how could this dovetail?

- i) Sara, Mardi, and Diana to talk more later to identify how to best do this!
- e) Holly – would it be good to do an update of our membership in general, member drive and then member survey. It wouldn't be a bad thing to update membership, update the language around the Declaration of Support.
 - i) Diana – Think that would be a great effort after the new website is up and running then we have all resources and info in one place to point members.
- f) Sara – Likes the mix of both, kind of give them a membership reminder, we're updating our membership list, updating the info for the CFA
- g) SC approves

5) WFN Proposal and Website Update

- a) The website rebuild is underway! We chose a contractor to help us build the new WFN Website and the Food Atlas, Community GIS from Maine, they are some of the original builders of existing food atlas' and have a wealth of experience and expertise. The first draft of the new side will be sent to me on 7/28 for review, I will continue working with them and will be in touch about Steering Committee edits when appropriate.
- b) The Whatcom Community Foundation Proposal: The Committee really liked the proposal but along with WCF Staff, had some questions and concerns. We have an opportunity to clarify goals of network, priorities for next year, and to staffing solutions.
- c) Holly spoke with WCF and Adrienne will be accompanying Diana to meeting on Thursday

6) Spring Forum Debriefing

- a) 37 people in attendance, 11 turned in Evals – Adrienne did a review of the survey/evals, please read through
- b) Takeaways:
 - i) Overall very positive reviews
 - ii) Networking: was too rushed, allowing more time and more structure
 - iii) It brought very different perspectives/people together and got people sitting at the same table
 - iv) Everyone says the format works well, so don't change that
 - v) Increase promotion

7) Begin Fall Forum planning:

- a) Dates – November 8th (in the morning) or 9th (either) 9-12 or 1-4pm
- b) Location – Ferndale WECU / Squalicum / C Room St.Lukes / Ferndale Library?
- c) Topics:
 - i) CFA update
 - ii) Debut new website
 - iii) State of land: Get some of big ag farmers to speak and Chris, another panel with varying levels of farmer and Chris could cover County, development rights and opposing need for space. Wrap up convo with language we are starting to work with food system plan.
 - iv) Trying to do group interactive exercise that would gather info for the member survey and food access, this would be timely for the Food Atlas.

- v) Possibly mapping food system and create a way to do that visually – there would be defined categories and making sure all of the pieces are in each category.
 - vi) Food access? In East county have data on price comparison, give people a chance to share numbers and what's happening with funding, usage numbers, Lisa has really interesting stats (food application have been decreasing steadily, great DSHS Stats).
 - vii) Labor – Farm workers and immigration policy might be nice to partner with hunger.
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- d) One thing that seemed to work well was having an informational session and then conversations about the food system plan or mapping if it would have a similar flow.
 - e) Maybe do land in fall and pick up with hunger/access in Spring. Use this forum to build on new partnerships. This would also work with the Anti hunger coalition meeting. Holly has a new connection with anti hunger nutrition, AHNC Claire Lane, set date now and start doing outreach for speakers.
 - f) For the intro session: What is the WFN, look at website, then dive into the CFA update. Follow with land focus panel and the interactive Food Atlas component