

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: 10/18/17

Time: 1-3pm

Location: Sustainable Connections

Present

Facilitator: Adrienne Renz

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
--	--

Red = DECISIONS

Yellow = ACTION ITEMS

Collaboration

MEETING SUMMARY:	
Item	Summary
WCF Proposal & Website	Hoping to have website launched Nov 3 rd – the Coordinating Team is still working on a proposal for the Community Foundation, will send it to SC once final
Fall Forum	Steering Committee members signed up for day of tasks and SC to do invites
CFA	Continuing to gather edits and would like a final round of feedback from the steering committee by 10/23
Wrap up and Adjourn	Opportunity Council to host Dec. Steering Committee meeting

FOLLOW-UP ITEMS:		
By when	Action Item	Person(s) responsible:

10/18	Add Mardi to logins	Diana
10/20	Diana to send out a invite to forward and outreach list link	
10/18	Diana to send Chris reminder to get in touch with panel, forward agenda/panel itinerary and info about power points	
10/18	Diana will send link to a spreadsheet to input edits in	
10/23	Please review document, especially the key themes and your sectors. We need any edits EOD 10/23	ALL STEERING COMMITTEE
	Diana ask about Julianna about CFA food system design piece	
	Mardi and Holly to look for CFA second update power point	

Agenda Items for next meeting:

NOTES

Go Round: What's Happening in Your Sector

- a) Diane Smith with WSU Extension – Here to help talk through the CFA work, just completed a curriculum on reducing food waste at home which corresponds to the film “Wasted” hoping to help individuals curb food waste.
- b) Mardi – Whatcom Farm to School co-hosted a volunteer luncheon and training for people who want to do food education in school. Co-hosted with Common Threads and Bham Public Schools and ReSources. One of the things we presented on was a document that will be the updated Farm to School Guide, and ways to promote healthy eating – especially in schools and the cafeteria. Hope to have it finished this month and have it distributed to partners and all superintendents and food service professionals.
- c) Sara, Sustainable Connections– We just had a successful Eat Local Month, are on to planning for next year. Tomorrow we are co-sponsoring a brewer farmer connections event and we are hosting a farmer chef pairing event on November 8th, we are also planning for Farm to Table Meeting on Feb. 20th at BTC. Still moving forward on the Food Atlas Project, it will be a resource for food and farm business, but we are looking and exploring how people can connect easier through the site – hosting fresh sheets, etc. Want to make sure it’s valuable for users and are still thinking through it. We are also in process of wrapping up research on the Eat Local First Campaign with consumers, I will share that research and we are planning on a rebrand of the Eat Local First Campaign to freshen the look, make it more food focused, and shift the messaging a bit. Messages that resonate with those folks are softer and more feel good, such as “The best flavors are from home.”

- d) Karlee, ReSources – There is an upcoming conference called the Water Supply Symposium, on Dec 13 in Ferndale, all day. WSU and other partners are putting it on and it should be interesting in light of all the recent conversations. We will be doing some education and outreach around drinking water in Lake Whatcom so stay tuned for more on that and in the meantime have been doing non-partisan voter education outreach and election. Ballots were mailed today, make sure to vote!
- e) Holly, Whatcom Farm to School – Will speak briefly to work in East County, we are trying to build a food bank in the E. Whatcom Regional Center but funding is caught up. We are working on that but I will send you a poster for Foothills Community Food Access Plan and is working across sectors to create food access through multiple lenses. We have been working on watershed planning in S. Fork and the next thing we will do is pull together a Water Fair and Pie Social, with a very diverse group of organizers! There will be a presenter to talk about ag, forestry, fish... We are getting the biggest run of Chinook Salmon that we have seen in years. A request – if anyone wants to do a fundraiser for foodbanks please ask for Whatcom County Food Banks not just Bellingham
- f) Adrienne, Community Food Co-op – We are getting ready for 2018 business planning and goal setting. October 28th we are hosting a movie for Doctober on the evolution of organic, with leaders from the movement and the director will be there for Q&A, dessert in the lobby plus networking opportunity. A chance for us to find out what people are thinking about organic right now. The Co-op has been working on the Co-op Education Project (teaching about the cooperative model) for a while then we took a break to find out if we should have a cooperative group here in Bellingham. At Green Drinks we reconnected with some other orgs and businesses and this is resulting in events on Nov 14th and Nov 30th – a meet and greet at Aslan and then the 30th will be a meeting of those interested in progressive business models focused on triple bottom line. All are invited!
- g) Lisa, Opportunity Council – We are reapplying for the FINI Grant, we are required to add new elements to the grant. We are looking at additional vendors to add, especially those out in the County. We are looking at an option for a coupon program, possibly participating at health classes that attendees receive a coupon for attending at a vendor. We are looking to try and get to wider demographic of SNAP users. Work with Whatcom Asset Building Coalition, it's quite large now, including a food access page, and many more. In addition to that, we are trying to have more events we are going to put on facilitated data walk, a snapshot of poverty in Whatcom County – highlighting different aspects of portion in relation to poverty. Food will be a part of this and we will invite different stakeholders in community to be a part of that has facilitated conversations and solutions.
- h) Pete, Bellingham SeaFeast, Sea Grant – Fishing this year for Sockeye and Pink salmon was a failure, runs didn't come in. Frasier River stocks keep failing, next year will be a big year. A number of fishermen who work out Bellingham and work in AK had a tremendous year, we are now in the fall season. I'm sure you all know we had a farmed salmon escape, I don't think we will have the ramifications we fear could happen. The SeaFeast event was incredible, there were over 10,000 – double what we had last year. Weather was great, we are already looking forward to next year the 21st and 22nd. We tried zero waste management and SSC said they did a great

job at diverting trash, we were around 10 – 15% actual landfill. Port elections are coming up, please do your diligence when you make your choice. There is a MRC Conference in Bellingham on the 3rd and 4th of November, lots of salt water issues discussed, everyone is invited. BTC Aquaculture Program has been revamped, Pete has been helping.

- i) Chris, Whatcom County Planning and Development – Ag Advisory Committee kicked off, we have an Oct – May cycle and we have a fresh committee and lots of energy. We will be updating the Ag Strategic Plan this year, looking at other plans from Snohomish and San Juan Island Counties. PDROC got approval to purchase 6 more easements and has approval to purchase 9 more easements which will be around 100 acres, but have to wait for Federal Govt. to sign off on that to finalize. Took over the Open Space Land Program.
- j) A request – if anyone wants to do a fundraiser for foodbanks please ask for Whatcom County Food Banks not just Bellingham

2) Updates: WCF Proposal & Website

- a) Right now the launch date for the website in November 3rd, be ready for the Forum
 - i) We will have a written doc and video tutorial for how to use the Website/edit
 - ii) Add Mardi to logins
- b) Proposal: A proposal was written and submitted this summer, we have gotten feedback from the foundation asking questions, made adjustments based on that, the proposal as it stood was looking for a FT Director for three years with a work plan and path forward.
 - i) WCF suggested a consultant for this position or to re-think how this work could be staffed
 - ii) We are still going through that discussion as it stands, we had a meeting with the Coordinating Team last Friday. Feel like overall they are interested in increasing capacity and funding.
 - iii) At this point the Cord. Team needs to sit down and debrief and figure out how to best move forward.
 - iv) Holly and Adrienne were brainstorming on the “why” to get crystal clear of the benefit of the WFN. If nothing else what is this theory of change and what is the potential that it carries.
 - (1) Food network important bc we have the capacity in Whatcom County to strengthen, sustain and build resiliency and address issues that are all connected to food (health of water, land, food access). We have opp. to broaden how we are seeing things, holistically. And can broaden my mind and understanding of the system and increase the capacity for transformation. Planning is the way to have an approach to that conversation and approach.
 - (2) Pete – Fisheries and waterfront is playing catchup on this front and we are still learning a lot, we need to get more coordinated and collaborative. We would really love to see more seafood consumed, plus the waterfront development work is happening where they are open to putting in a pier.
 - (3) We all work in the food system, so we all understand, so having a plan so that the rest of the general public if they want to engage would provide a one stop shop for them to start and get plugged in.

- (4) There is no other body that is looking at all the sectors and how they intersect so we serve a really valuable role in that way, and sustaining the progress we are making. It is a challenge because we don't have a solid backbone, and is important for us to establish that backbone is important.
- (5) Orgs value as being able to come to the table, to have a seat and voice, to check ourselves. Its nice to be able to be here because we want to support tertiary issues to our cause just as much as the work we are focusing on. Its nice to be able to identify issues in the food system and what most needs attention in this moment.
- (6) From a food access perspective, what we know local is not the driving choice behind food choices so if we can strengthen our food system to make things more accessible economical but also focus on the job side of this problem. For the jobs issue, it is important to plug into the whole food system. There is an opportunity on developing a more robust local food economy, creating more jobs, increased stability which equals more vulnerable populations switching from survival food choices to.
- (7) As a top 20 employer and this informs the decisions I make with business planning and goals we are setting, because of what is happening with other orgs and work that is being done in the community. It makes our business stronger and more resilient as a business.

v) The Coordinating Team will be meeting to discuss and will re-send a new proposal in November, most likely, for the Steering Committee to review

3) Fall Forum

- a) We are just wrapping up details
- b) There are around 50 registered
- c) All agreed on agenda and itinerary
- d) Chris to get one more dairy person and Sara to present as economics specialist
- e) Sign ups:
 - i) Set up: Adrienne, Sara, Mardi and Holly
 - ii) Welcome table and photos: Holly
 - iii) Speaker timer: Lisa
 - iv) Notetaker: Ask Matia if she will take notes
 - v) Food & snacks: Adrienne
 - vi) Break down: Karlee, Adrienne, Mardi, Holly
- f) All to send strategic invites
 - i) Diana to send out a visual invite and list link
- g) Diana to send Chris reminder to get in touch with panel, forward agenda/panel itinerary and info about power points

4) First Peek at the 2017 Update of the Community Food Assessment

- a) We started work on June in 2016 at it has been a fun and arduous process
- b) The complete text is here today for your review, minus resources, indicators, and organizations (though they are finalized).

c) Please review document, especially the key themes and your sectors. We need any edits EOD 10/23

d) Diana will send link to a spreadsheet to input edits in

e) Looking for red flags – obviously wrong or missing.

f) We are waiting on any edits from this group, Melissa Morin, Laura Riddenour and a few other sector experts

g) Edits:

i) Stakeholder perceptions of key developments. Putting key developments in each sector.

ii) An icon and a color for each of the sectors

iii) For the sector chart would be a good visual to have at the beginning of the document

iv) Have a half page somewhere in text on how to use the CFA in your organization

v) Mardi captured more granular edits from the group

h) CFA Presentation at Forum

i) Share summary of findings, share each of the sector big picture overview

ii) Have a scavenger hunt, ask them to find specific information, in pairs or small groups

iii) Use the website, give a tour of the CFA

iv) Think about the are main goals:

(1) Know about it

(2) Show them it's a resource they could use

(3) Access it for grant writing, looking for initiatives, etc.

(4) Share information that people will find valuable

v) Dive into one sector, here's an example of what this sector looks like they can take it from there

vi) Share some indicators and the progress over time?

vii) Reuse presentation for CFA 2 Dining with the Co-op Melissa might have it. Mardi and Holly will look for it

i) In each sector summary online there could be a space to add new challenges, opportunities, resources, comments...here

j) Diana ask about Julianna about CFA food system design piece

k) Keep Forum presentation as a DRAFT so we can continue to incorporate changes/make sure we take our time putting together a great document

l) While presenting be clear that updates are welcome but will be for the next CFA update

m) Start thinking about promotion for CFA

n) Also thinking about long term promotion and to keep CFA alive, break it into pieces and do communication pieces throughout the year, or at Forums link back to CFA doc.

5) Wrap up and Adjourn

a) Recapped commitments

b) Opportunity Council to host the next Steering Committee Meeting in December