

TFSC / Thurston Food System Council	
January 9, 2013	3:00pm – 4:30pm at TRPC
Type of meeting	Monthly Meeting Minutes
Facilitator	TJ Johnson; Karen Parkhurst
Note Taker	Diane Grace <gracedd@earthlink.net>
Timekeeper	TJ Johnson
Attendees	TJ Johnson, Karen Parkhurst, Peter Witt, Loretta Seppanen, Treacy Kreger, Lesley Wigen, Diane Grace; Erik Hagan (attending for Lucas Patzek, WSU Ext/Small Farms), David (attending for Kim Gaffe, GrUB).

AGENDA:

- I. Introductions and Updates
- II. LOGO: Feedback and Discussion
- III. WORKGROUP REPORTS
 - A. COMMUNICATIONS (Peter Witt)
 - B. LEADERSHIP and STRUCTURE (TJ Johnson)
 - C. PROJECT CRITERIA (group members absent)
- IV. Feedback on December Minutes (Diane Grace)
- V. Next Meeting / Next Steps (TJ Johnson) – February 6, 2013

Introductions and Updates:

Loretta Seppanen, Slow Food Greater Olympia and SSCFT Membership: Listings are now being accepted for the **2013 SSCFT FARM MAP**, through February 15, 2013 (application form due; final copy is due February 28, 2013). The costs for ads are \$125 / \$200; plus contributions. Publication date is **March 15, 2013** in time for April 4, 2013 Olympia Farmer's Market opening date. Listings will link with the CVB website map with a mobile pull-off.

Peter Witt, Kiwanis Garden Projects and American Farmland Trust: (please see Communications and Website report, below).

Karen Parkhurst, Thurston Regional Planning Council: Monday, January 14, 2013 at 9:00am at TRPC - Sustainable Thurston's Task Panel will review Urban Ag recommendations for "Local Food System" Moderate and Mighty Measures; to prioritize, note "easy wins", specify actions already taken and what is needed to move them into final form. In February, there will be outreach to the public, "Does this work for you?"

Treacy Kreger, Friends of the Olympia Farmers Market: Market will open on the first Thursday of **April 4, 2013**. Popular Demonstrations will be increased to 16, including taste comparisons of “Market” food vs. “Supermarket” food; will include recipes. There will be 5 “Farm-to-Table Dinners” with Chefs preparing food on the Stage. There will also be a low cost “Harvest Dinner” in late autumn. Treacy will present at the **January 16th Terra Madre Int’l event** with Erik Hagan and Sarah Rocker, 7pm at McLane Grange.

Erik Hagan, WSU Ext./Small Farms for Mason & Thurston Counties, Co-Founder of West Olympia Farmers Market and Mason Conservation District (sitting in for Lucas Patzek).

Lesley Wigen, Thurston Public Health: Completed profiles of 11 Community Gardens, located in Olympia and Lacey, plus one each in Rainier and Rochester. A grant was received from DOH/Department of Health, to build 5 additional community gardens in low-income neighborhoods of zip codes 98501 and 98503, by 2014. Tally does not include Kiwanis gardens, due to requirement that gardens are “open to the public” (not exclusively “for food banks”). Please see the new website, profiling each garden at < thurstoncommunitygardens.org >.

David, GrUB (sitting in for Kim Gaffe, out sick): KGB/Kitchen Garden Projects are now open for application on-line through the end of January, for building March – May, 2013. GrUB met and exceeded 2012 financial goals, including some grants and year-end donations, starting 2013 “in the black”. The site selection of three (up to five) new GrUB gardens is in process; sites will be announced when finalized. Chris Reykdal is supporting legislation for GrUB Replication projects, working together with Blue Peetz of GrUB.

TJ Johnson, Sustainable South Sound: SSS is currently recruiting for their first Executive Director, with applications closing January 14, 2013. Some applications have been turned in; please spread the word, for “half-time” work. Hope to offer the job during the first week of February, for the 11 months through 2013, with hope and intention to continue beyond that.

City Council is expected to announce unanimous adoption of the Revised Urban Agriculture proposals by February 5, 2013. This includes **5-foot setbacks, 6-foot fences, and 5 animals**. This is a first step, with continued advancement. In 2013, we will work with the City of Olympia to include a Food System Vision (Phase 2) and later on, an Action Plan (Phase 3). TJ emailed an updated copy to Food Council members on January 11th.

An old RCW State Law has been found; the state cannot prevent individuals from selling agricultural products (of vegetables and fruit) which they have grown, from their driveway or property. No license is needed, and selling cannot hinder Right-of-Way traffic.

MEDIA: YES, needed now, to publicize the improved City ordinances for Urban Ag. (“Green Pages” was suggested by council member).

II. LOGO: Feedback and Discussion (- TJ Johnson)

Three sample logos were sent out for TFSC “branding”. (Some members received, others did not, due to a technology glitch among some email addresses). There is a desire to “maintain association” with previous logos and color schemes used for the Food Summit and Come to the Table events, and to establish “recognizability”, with or without text.

- Upright Pear, Thurston hand-script, bold brown FOOD System Council
- Sideways Pear, (similar script with minor font color variance on Council)
- **“Words Only”**. This logo received the highest preference. **Consensus recommended “up and down pitch fork/dinner fork” graphics to frame the text.** TJ will propose this to Jaime.

Discussion comments:

- Edit font selection of “Thurston” script to look “**approachable**” to all, **balanced between “grassroots” and sufficiently “formal”** (i.e. professional organization).
- Consensus agreement for icon color (Yukon potato or pear color) as a part of logo.
- Graphic or icon could easily be changed to another vegetable (or item).
- Graphic icon should **unify** and encourage identification with ranchers, produce growers and generalized others in the food system.
- In discussing appropriate icons, “a small row of various common food items” below the word “Council” could include vegetables, fruits, eggs, nuts, etc.
- Logo should also be easily recognizable in simple “black and white” reproduction.
- Some suggested “Words Only” logo, plus a few optional graphics, depending upon usage, i.e. letterhead, eating events, etc.

Since Jaime Heinricher’s contract is now complete, it is time to finalize the logo with minimal further edits. TJ has council consensus to make the final decision with Jaime.

III. WORKGROUP REPORT:

(A.) “COMMUNICATIONS” WORK GROUP (- Peter Witt; See “TFSC Communications” handout)

<http://thurstonfoodcouncil.org>

Peter researched components used in existing Food Council Websites; pointed out platform tools to consider that would make maintenance of TFSC's website more straight forward, and researched common components that TFSC wants to include. Peter provided samples from four regions:

- A. **Multnomah County Food Policy, Oregon**
 - a. Food Projects & Policy picture and article, with Action Plan highlights.
 - b. Surplus Land into Community Gardens
 - c. Apprenticeships
 - d. Quick Links (on Right side edge): #1 Find Local Food, CSA’s, etc.

- B. **Oakland, CA**
 - a. More Legislative; Organization, Who is involved.
 - b. A “Changing Block (article)” on main page; Static “Right Column” information.

- C. **City of Portland, OR**
 - a. “Scaled back”, “Food zoning”, link to Multnomah County Council, Food Topics
 - b. Sustainable Food Resource database (less than 50%) (?)
 - c. FAQs / Frequently asked questions; what is going on in the Food System.
 - d. “Information”, “pointing the direction”.

- D. **Hawaii Food Policy Council**
 - a. Legislative Policy
 - b. News Highlights
 - c. “Seriously fun look at future of our food.”
 - d. “Council Projects”, drop down menu.

COMMON ELEMENTS (See handout):

- Projects
- Links to resources
- Calendars
- News blogs; Newsletters are downloadable PDF
- Websites are Government funded

TFSC Website desired elements:

- Projects
- Resources and Links to other resources
- Ongoing Blog and Articles
- About Us: Mission, Vision, Values, Organization, Members, Meeting Minutes, Archive, etc.

DISCUSSION:

- **Further discussion** and consideration is needed regarding “Maintaining a **Calendar of Events**” vs. Linking to other organizations’ existing Calendars (CVB, WSU Ext., TC-Pronet, Community Gardens, Thurston Talk). Embed various live calendar links, with real time updates.
- **Staffing** for one Calendar vs. who has the will to moderate, on a pro-bono basis?
- **Controls?** How much time will it take to manage the website?
- TFSC Website as “Point of Entry” for Local Food System; many can log-on and post content. Discussion regarding access for Council members vs. the public: Not everyone has access to “edit” content, but all have access to “post” content.

- A Council **Administrator** is needed to “monitor or reject” content. There needs to be one person who is fully trained on set-up and use of the site; others would simply know how to “post”. Example: Secretary would know how to up-load and post approved Monthly Meeting Minutes.
- All Council members are requested to learn how to post on WordPress, it is quick and easy. Add content of approved topics. Add content now! (by February meeting?)
- Although Weebly is a very easy website format to master, WordPress has more background choices that we want; worth any extra effort to master.
- **Password** and **Login required** to post.
- Other useful websites mentioned for comparison: Eco Trust, Cascade Harvest, NW Agriculture Business
- No interest in a newsletter.
- *[Disregard “test” web address of tfsc0.wordpress.]*

WORKGROUP REPORT: (B.) LEADERSHIP (-TJ Johnson)
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- **LEADERSHIP SUPPORT TEAM** – Set agenda, mail out meeting announcements;
Will sign letters on behalf of TFSC. (- TJ, Karen, Loretta, Peter)
 - Distribute decisions on **Values** (open, inclusive, equal voice), **Norms** and **Leadership** (shared, by those “at the table”; County level focus).
 - Establish Permanent and Temporary **WIT’s (Working Issue Teams)**, approved by the Council. **Council Members facilitate** the Working Issue Teams, attended by community members, and report back to the Food Council.
 - **“Does it advance our mission and goals?”**
 - Bring and disseminate information to your organization.
- **SUBGROUPS** (“Workgroups”?)
 - **Membership:**
 - Council membership maximum of 20 people
 - One-year commitment
 - Resignation if three absences without notice.
 - **Communications** (- Peter Witt did research on this)
 - Website
 - **Farm to Market** (-Treacy, Peter)
- **MEETINGS**
 - Open to the public. Members sit at the table, participate in discussions. Non-members are seated in chairs beyond the table (and do not participate in the discussion, unless public comment requested).
 - Outside Presentations are brought in on related topics, and to give voice to those who are not regularly at the table.
 - Members are required to serve in LEADERSHIP and/or SUBGROUP facilitator roles.

- Build consensus and capture minority views.
 - “No Financial involvement” for 2013. May seek grants later on, over time.
 - Open to supporting issues via written letters.
 - **Discern Policy:** “Substitute Attendees as Proxy” for absent members?
 - **Discern Policy:** “Consensus or Quorum” for votes?
 - **Suggest Bylaws,** Term limits for leadership?
- Decide these issues at Next Meeting, February 6, 2013.

WORKGROUP REPORT: (C.) PROJECT APPROVAL CRITERION (- Lisa, Sarah, Jim)

(Members absent; no report)

UPCOMING EVENTS (Please see further details noted in December Minutes):

January 12: “Cascade GRAINS Conference” in Tacoma

January 14: Sustainable Thurston’s Panel Review of “Local Food Systems” Moderate and Mighty Measures for Urban Ag Recommendations, 9am at TRPC

January 16: “TERRA MADRE Int’l Presentation”, 7pm at McLane Grange

January 17: “South Sound Food Summit”, at UPS, Tacoma, c/o Cascade Harvest

February 6: **TFSC / Thurston Food System Council, 3:00pm, at TRPC.**

February 23: “Women in Agriculture” Conference, various statewide sites, c/o WSU Ext.

March 15: “SSCFT Annual Meeting, Potluck and Dance”, 5:30pm at South Bay Grange, 3918 Sleater-Kinney Rd NE, Olympia, 98506

April 4: Opening Day for OLYMPIA FARMERS MARKET