



## Meeting Minutes

### Wednesday, February 1<sup>st</sup>, 9:30-11:30AM

Thurston Regional Planning Council - 2424 Heritage Ct SW Suite A, Olympia, WA 98502

**Officers Present:** Aslan Meade, Thurston EDC & Co-Chair; Katie Rains, GRuB & Co-Chair; Alyssa Auvinen, WA DOH & Treasurer; Secretary (Vacant), but Jeanne Rehwaldt took minutes. Cathy Visser has agreed to be nominated as Secretary.

**Other Members Present:** Lesley Price, Thurston County Public Health; Ashley McBee, TCD; Stephen Bramwell, WSU; Lisa Smith, Enterprise for Equity; Peter Witt; Mary Ann O'Garro, TC Public Health; Marilyn Sitaker, TESC; Jennifer Diaz, TESC; Celeste Wade, SSCFLT; Natasha Bynum, Evergreen FS Working Group; Tara Witten, WSU Extension; Liz Davis, Thurston Thrives; Mary DiMatteo, Olympia Farmers' Market; Eileen Pedersen, Family 'GaSupport Center; Peter Gutchen, Climate & Clean Energy Convention; Annie S., Helsing Junction Farm; Susan Ujac, Helsing Junction Farm; Ann Petricola, Ellis Creek Farm; Kevin O'Sullivan, TC Farm Bureau; Tracey Smaciarz, Heritage Meats; Shelley Ferer, Thurston County League of Women Voters; Rachel Friedman, SSS; Eric Belgau, SSS; Celeste Wade; Christine Ciancetta, WSU Extension Mason Co.

1) Introductions/Announcements

2) Standing Working Issue Team (WIT) Reports

- **Leadership/Housekeeping (5 minutes)**
  - Action Required – Approve February 1, 2017 Meeting Minutes
    - Minutes approved by consensus
  - Leadership Team Elections
    - Call for Nominees for Secretary
      - Though absent today, Cathy Visser has agreed to be secretary, members approved her nomination
- **Communications (5 minutes)**
  - Lesley Price has the distribution list. SSFSN website – Chris and Leslie. Chris Koehler (WSU Extension Grays Harbor County) will be updating the website as needed, particularly posting minutes & agendas. Web updates need in light of local food culture campaign unknown. Events page of SSFSN website links to partner organization's events web pages.
  - Liz Davis stated that Thurston Thrives has linked the new web address to their site.

Email: [thurstonfoodcouncil@gmail.com](mailto:thurstonfoodcouncil@gmail.com)

Web: [thurstonfoodcouncil.org](http://thurstonfoodcouncil.org)

- Legislative (5 minutes)
  - *Karen Parkhurst will send a list of bills relating to food that are currently in the legislature.*
  - *Stephen Bramwell discussed HB 1544, which seeks to expand the tax rate reductions per Current Use Valuation to land under the house site on under 20 acre farms. Currently the house site on under 20 acre farms is taxed at full rate, not the Current Use Rate. It is perceived that this is unequal treatment of farms by size, which it is.”*
  - *Katie: the GRuB Bill tomorrow morning hearing following up on bill from Reykdal. Barrier to this bill’s passing is the stipend. Some legislative members are against paying students to go to school, although that is not exactly what the program is all about. School district has enhanced funding for CTE classes supply needs. Greenhouse – USDA Farm to School grant. Academic calendar doesn't work on our agriculture growing season calendar. It is summer work, and many student participants must work to help out their families during the summer. Providing work for them supplements their family budget and provides workforce development. Ag and food related businesses are among top 5 economic drivers in our region.  
HB 1542      8 AM      Meeting room B tomorrow  
Dave the Date – Tilth Alliance Food lobby day March 6<sup>th</sup>*
  
- Data (5 minutes)
  - *Katie has too many duties requiring her attention, so she has had to step away from completing the annual report. A suggestion was made to explore the possibility of having a student intern(s) do this for us in the future.*
  - *2017 we will be tracking data because we recognize the importance of it. We would like to get the highest level data possible, we are planning to use Healthy Youth Survey, Behavioral Risk Factors, Childhood Obesity.*
  - *We will be using measures to track consumption of fruits and vegetables. We want to build/develop ways to capture other food system data – 1<sup>st</sup> we need to decide what exactly it is that we need to capture. Solid waste provided data about food waste, and this kind of data helps weave together a story.*
  - *Indicators – are we making a difference? Katie and Aslan are capturing collaborative data.*
  - *VSP hosting a meeting of food producers February 16 4-6 pm TRPC*

### 3) SSFSN 2017 Local Food Culture Campaign

#### a. Funding/Messaging WIT

Eric, Ashley, and Alyssa volunteered to find funding for messaging campaign.

Need: Key Message; What we want to emphasize; Social/Business/Economics?

What is the campaign going to cost?

Billboards?

Templates for newsletters?

Ads?

And more... Which businesses should they plan to connect with? Discussion about cost estimates and print costs.

The WIT decides each level: Cadillac?

Mid Level?

Bare bones?

Rachel Friedman stated Sustainable SS may sponsor a portion of this summit.

**Email: [thurstonfoodcouncil@gmail.com](mailto:thurstonfoodcouncil@gmail.com)**

**Web: [thurstonfoodcouncil.org](http://thurstonfoodcouncil.org)**

We need to decide messages then move on to testing. Top messages must include all triple bottom line framework: Social/Economic/Environment

b. Prioritization Exercise

Katie facilitated a prioritization exercise to narrow the list from 100. Each member went through list to rank/choose their favorites. Messaging WIT will work from this list.

c. Tag line/Unifier

*Must build momentum/establish a brand for the campaign and for the summit. We must be mindful of other work going on, for example: "Complete Eats".*

d. Intercept Survey

*Goal: Inspire behavior change and change culture over time. Be sure we have Spanish language messaging.*

*Method for collaborating*

*Momentum from summit*

*To leverage more funding for the year*

e. Establish Marketing WIT

*Internal/External campaign name.*

*Map out campaign*

f. Establish Food Summit Event Planning WIT

*Summit: Intention is for November. Christine Ciancetta is interested in being part of it. Need to send invitations to the community. All need to feel they have a voice at the table.*

6) Adjourn 11:30AM

Upcoming Meeting(s) & Agenda Items:

- March 1, 2017
  - Intercept Survey
  - Marketing Materials
  - Timeline & Action Items for Food Summit

*Respectfully submitted by R. Jeanne Rehwaldt, Mason Matters*