



SSFSN Minutes

March 1, 2017, 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; Cathy Visser, Senior Services of South Sound & Secretary Elect.

Other Members Present: Liz Ellis, Grays Harbor Public Health; Sheila Canada, Grays Harbor Permaculture Guild & Quinault Nation Garden Coordinator; Stephanie Heiges, TESC; Natasha Bynum, TESC; Lisa Smith, Enterprise for Equity; Karen Parkhurst, Thurston Regional Planning Council; Marilyn Sitaker, TESC; Chris Koehler, WSU Ext Grays Harbor; Lesley Price, Thurston County Public Health; Sammy Berg, Thurston County Public Health; Rachel Friedman, Sustainable South Sound (SSS); Ann Petricola, Ellis Creek Farm; Stephen Bramwell, WSU Extension Thurston County.; Laura Woodworth, TCFB; Tara Witten, WSU Ext. SNAP Ed; Joel Hansen, TCD(?What's this acronym?) & Slow Food Board member; Eric Belgau, SSS Board; Whitney Trotta, Family Support Center; Celeste Wade, South of the Sound Community Farmland Trust & Slow Food.

1) Introductions/Announcements – placed online monthly at www.ssfoodsystemnetwork.org

2) Standing Working Issue Team (WIT) Reports

- **Leadership/Housekeeping**
 - ✓ Action Required – Approve February 1, 2017 Meeting Minutes
 - Minutes approved by consensus with amendments.
 - ✓ Leadership Team Election
 - Cathy Visser has agreed to be secretary, approved by consensus
- **Communications**
 - ✓ Aslan, Lesley, Chris, and Cathy will work together to find a better way to manage the announcements written down by attendees so that the information gets placed on a calendar and is useful.
- **Legislative**
 - ✓ Karen Parkhurst shared copies of the “2017 Legislative Session Food & Agriculture Issue Order,” calling out food- and ag-related bills. She’ll email copies to members as well. She encouraged members to meet legislative representatives in person and/or email or call them with comments and feedback.
 - ✓ Katie Rains encouraged people to register online to attend Good Food & Farming Lobby Day Monday, March 6, 2017.
- **Zero Net Loss**
 - ✓ Aslan reported for Loretta Seppanen of the South of the Sound Community Farmland Trust, who was absent. He reminded us that the goal of ZNL is to preserve, expand, and protect farmland. He talked about the Thurston Investment Network, which WSU and EDC launched to keep financial investments local.
 - ✓ He reported that the SSCFT did not get a grant to preserve land, although they made it through the first round.

3) SSFSN 2017 Local Food Culture Campaign WIT Reports

- **Messaging WIT:**

- ✓ The Messaging team met in February to review and condense messages gathered from members at the January SSFSN meeting. Katie Rains shared a list of draft messages, which includes 3 unifying messages/words and 17 additional potential messages under the headings of Economy, Social, and Environment proposals. Sound Food was selected by consensus of the group as the unifying phrase. For the messages, she asked us for consent rather than wordsmithing, with the caveat that all participating members did not have to use all messages for their audiences, but could choose among them. All 17 messages received consent, though suggestions and/or reservations were noted for messages 2, 4, 9, 10, 11, 12, 14, 15, and 16. These messages will be used as written for the purposes of the intercept survey, see below. Pending the results of the survey, the Leadership Team will work with Mary Ann from Thurston County Public Health to integrate key edits and will pass on complete messages to the marketing team to begin crafting the detailed marketing plan.
- ✓ SSFSN Local Food System Network Feedback Survey- Katie handed out a short survey to test the messages presented today. **She asked members to take 10 surveys and then test 2 or 3 of the 17 messages presented and to get feedback to her by March 15, 2017.** From a marketing perspective, Eric suggested that we include words that the people we survey used in thinking about the messages as this can be useful feedback. All members signed up for 1-3 messages and will survey a minimum of 5 people on each message.

- **Marketing**

Aslan said this group has met and agreed that postcards should accompany each message. Messages would also include the upcoming food summit. Other marketing options include bus signs, radio spots, etc. He asked for additional members for the marketing team. He'll send a Doodle poll for the next meeting.

- **Fundraising** (for Messaging and Food Summit)

Alyssa, Eric, and Ashley are on the funding WIT and they will meet soon to review a list of materials to be printed, estimate the cost of printing these materials, and get back to us. She asked for additional members. Email her if interested. Sponsors include the Chamber Foundation and yet to be identified businesses.

- **Food Summit** – Katie reported for the team, saying that the goal is to set a date and venue soon. They have some options. It will likely mirror the 2011 Food Summit, having a gathering Friday night and an event on Saturday. She proposed October 20 & 21 and/or 27 & 28 now. Stephen asked if the Food Summit has an overarching goal. Katie referred us to the Summit planning handout which lists the goals as: a) Community Development – listening and hearing new perspectives; b) Building Pathways to Leadership – how do we build a pathway for folks to engage differently in the future; and c) Identify new, relevant messages – desired behavior changes and system changes.

Adjourn 11:40AM

Upcoming Meeting(s) & Agenda Items:

- April 5, 2017