



SSFSN Minutes

July 5, 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; and Cathy Visser, Senior Services, Secretary & TABC Food Hub Rep; and Lesley Price, TC PHSS & Website Coordinator.

Other Members Present: Karen Parkhurst, TRPC; Jeff Crane, St. Martin's University; Christine Philippsen, Type & Design; Nora White, TC Conservation; Marilyn Sitaker, TESC; Chris Koehler, WSU Ext.; Nicholas Vroman, Communications Volunteer; Mary DiMatteo, Olympia Farmers Market; Lisa Smith, Enterprise for Equity; Whitney Trotta, Family Support Center; Celeste Wade, SSCFLT & Slow Food; and Laura Woodworth, TCFB.

1) Introductions/Announcements – Attendees provided brief updates about their work & upcoming opportunities. Opportunities were recorded on sign-in sheet & folks are encouraged to email fliers & more information to the group email list.

2) Standing Working Issue Team (WIT) Reports

- **Leadership/Housekeeping**
 - ✓ Minutes - June minutes were approved.
- **Communications**
 - ✓ Website – Chris was thanked for updating the SSFSN website, which took many hours of work. She has not yet set up a way for members to place events online, but she's working on it. Lesley reminded the group that our web address will expire in October. Karen's agency is willing to pay for the renewal. Lesley to remind her in August or September.
 - ✓ Social Media – Alyssa would like to ensure that we thank sponsors on social media, which we already have started on our website. Aslan suggested that we all "like" the SSFSN FB page and encourage others to do so as well.
- **Legislative**
 - ✓ Karen will review the approved budget and send out info via email.

3) SSFSN 2017 Local Food Culture Campaign WIT Reports

- **Messaging & Outreach:**
 - ✓ Christine has shared on the Google Drive four draft campaign postcards in PDF format. Please review them and provide feedback asap. The language needs to be reduced. Katie reviewed postcard campaign roles from the June minutes. Chris reminded members that she needs to receive campaign information for the website. Nick and Lesley to touch base on a procedure for this process. Each of

the 11 local foods messages should be linked to the website along with postcards and article links. The SSFSN/food campaign article should be released this week in the Living Local newspaper. Thurston Talks has agreed to run a series of four articles about the SSFSN, local foods campaign, and food summit.

- **Fundraising & Food Summit Planning** (for Messaging and Food Summit)
 - ✓ Goal is 350-400 attendees with half being SSFSN members/associates and half being community members living on a limited income. Alyssa reported that we have raised a total of \$13,550 so far, of which \$12k is cash and the remaining is in-kind. Our upper goal is \$50k. Katie estimates that we'll raise an additional \$15-\$20k through registration fees. Katie suggested that offering to place logos on event posters and the website at the \$250 donation level for restaurants and food businesses might help. Alyssa requested further sponsorship leads from the group and reminded us to look at the shared Google Drive to review who has already been asked to give. Katie reviewed the draft Food Summit agenda, which includes a Tasting Salon and Food Celebration Friday, Oct 20 from 6-9 p.m. Saturday will include breakfast, lunch, kid-friendly activities/sessions, and other educational break-out sessions from 9 a.m. – 5 p.m. on Saturday. Katie also shared and requested feedback on a draft Food Summit Session Submission form. She will make modifications to the form and email it to members with the goal of getting it out to potential presenters by early September. It was suggested that the submission form go out with a cover letter, which Katie agreed to draft.

Adjourn 11:30AM

Upcoming Meeting(s) & Agenda Items:

- July 20, 2017, 9-11 a.m., Food Summit WIT at Thurston EDC
- July 28, 2017, 10:30 a.m. -12:30 p.m. – Messaging & Outreach WIT at Thurston EDC
- August 2, 2017, 9:30-11:30 p.m. – SSFSN Meeting at TRPC