



SSFSN Minutes

September 6, 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, Secretary & TABC Food Hub Rep; and Lesley Price, TC PHSS & Website Coordinator.

Other Members Present: Melissa Davis, WSU SNAP-Ed; Tracy Smacairz, Heritage Meats; Karen Parkhurst, TRPC; Mayra Pena, TABC; Laura Woodworth, TCFB; Lisa Smith, Enterprise for Equity; Whitney Trotta, Family Support Center; Jenni Crain, Slow Food; Sarah Robertson, TEDC Intern; Tara Witten, WSU SNAP-Ed; Celeste Wade, South of the Sound Farmland Trust; Marilyn Sitaker, TESC; Nora White, Thurston Conservation District; and Jeff Fishburn, Port Commissioner candidate and BBQ sauce entrepreneur.

1) Introductions/Announcements –Attendees provided brief updates about their work & upcoming events. During the meeting, attendees can write upcoming events on the sign-in sheet. People are encouraged to email fliers & more information to the group email list. Announcements can also be emailed to Lesley Price at PriceL@co.thurston.wa.us

2) Standing Working Issue Team (WIT) Reports

- **Leadership/Housekeeping**
 - ✓ Minutes – August minutes were approved with minor grammatical changes.
 - ✓ Leadership Succession Planning – Aslan and Katie to step down at the end of the year. New chairperson or co-chairs needed.
- **Communications**
 - ✓ Website – Lesley reported on website updates. The Food Summit registration and form for proposed presenter registration is on the website. She asked if she could remove 2 of the 11 food campaign messages as we agreed. She will remove “Know Farms, Know Food” and Do You Know Where Your Food Comes From.”
 - ✓ Social Media – Whitney is updating the SSFSN Facebook Page and is happy to post announcements or events to share or you can share them on the FB page yourself. She encouraged making comments on posts, which increases visibility exponentially. You can email her announcements at: WhitneyT@FSCsouthsound.org She will create and share an overview of how to best promote the SSFSN and Food Summit via our FB page.
- **Legislative**
 - ✓ Karen requested that we email her about issues that come up as we learn about food system regulatory reforms that are being proposed or going into effect. She

wants to know what is getting in the way of your business or organization's success.

- ✓ She's heard that the capitol budget may be passed after the election, next year, or never. If it isn't passed, \$6 billion will not be funneled into our economy, people will be laid off, projects will not be funded. She encouraged writing to WA State Members of Congress.

3) **Thurston County Comprehensive Plan** – update of the health chapter – deadline for written comments was August 31, 2017. People can still read the plan and attend the planning meetings. Lesley to send out the health chapter again. There is not clear date for finalizing this Plan.

4) **SSFSN 2017 Local Food Culture Campaign WIT Reports**

5) **Food Summit Planning**

- **Fundraising** – Alyssa said we have \$19,000 in cash, plus in-kind support, bringing total donations for the summit to \$29,950 dollars. The Olympia Food Coop and the Thurston Conservation District (\$250) also plan to donate, which will put us over our \$30,000 goal. This amount does not include registration fees for the event.
- **Marketing** –
 - ✓ Rack Cards – The goal is to print 1500 cards of each of the 9 messages, the first focusing on the economy. We still have environmental and social/health messages to print and share. Ironseele printed the cards. The three social messages will be done by next week, Sept 15th. How to best distribute the cards was discussed. The marketing committee can discuss distribution next month as well. We can also print half-page size, which will save funding. Sarah to ask about amount of price break before we decide to change the card size, but the group as a whole felt that it was a good idea. Karen agreed to track hits to our website to see if they increase with release of rack cards.
 - ✓ Media – Updates to the SSFSN website were discussed. Whitney suggested a pop up box for the Food Summit when people go to the SSFSN website. Aslan recommended that we include Food Summit information in our section of newsletters and other media resources to promote articles and information that is out there. Katie asked that we email her how we share rack cards and promote the campaign. Email: Southsoundfood@gmail.com
Bus Tail – Tara is finalizing the contract with Intercity Transit to place the ad for the Food Summit and campaign and said it will run Sept 22-24, 2017.
- **Food Summit Planning WIT**
 - ✓ Paid Registration is live online at the SSFSN website, although Katie is going to have the registration link made more prominent. To save \$, tickets will not be printed. Early bird registration ends in two weeks. Registration capacity - Friday night capacity capped at 400 with no sponsored/free entrees, Saturday capacity capped at 200 paid attendees to leave room for up to delegate partners who will attend at no cost. She asked that we all sign up and let her know if there are any issues with registration.

- ✓ Delegate Partner Registrations: We are able to give scholarship registration to up to 30 delegate organizations who can invite 5 people each. We will have a delegate partner informational session at E4E on Friday, September 15th at 12-1 noon. Lead Delegate recruiters should come at 11 a.m. and bring a simple finger food dish. Whitney volunteered to develop a flier for the Delegate partners to use.
- ✓ Katie brought in sample posters, flyers, and email invites that are drafted and will be in our shared Google Drive folder.
- ✓ Session Submissions – only four session submissions received so far. The deadline is extended until September 19th so sessions can be worked into the
- ✓ Food
 - Friday Food Salon – Lisa has reached out to several vendors for the Food Salon.
 - Saturday – Cathy working with the Chef at SPSCC to plan menu and recruit local farmers and food vendors will to deliver food a few days before the Summit and accept a lag time for payment.
- ✓ Child Care – We need a person to take on this role. **Katie to f/u with Jeff and Karen.** Lisa checked with SPSCC to see if they could provide childcare at the center for young children who cannot participate in the Food Summit.
- **College WIT**
 - ✓ Evergreen Food & Ag Day – Aslan reported on this event.
 - ✓ SPSCC Food Thematic – Aslan meeting with SPSCC today. Fourteen classes are focusing on food.
 - ✓ Student engagement – trying tactfully not to let the entire conference be students. Finding other ways to involve students like evaluation and f/u with delegates beyond the summit.

Adjourn 11:40AM

Next Steps:

- ✓ Lesley to email health chapter of comprehensive plan to members again.
- ✓ Sarah to ask Ironseele about amount of price break for half page rack cards before we decide to change the card size.
- ✓ Katie asked that we email her about where and how we share rack cards to promote the campaign. Email: Southsoundfood@gmail.com
- ✓ Katie to f/u with Jeff and Karen about childcare at the Food Summit.

Upcoming Meeting(s) & Agenda Items:

- ❖ September 15, 2017 - Delegate Recruiter meeting and potluck 12 pm – 1 pm at Enterprise for Equity.
- ❖ September 21, 2017 - Food Summit WIT Meeting at GRuB, 9-11 a.m.
- ❖ September 22, 2017 – Marketing WIT Meeting at Thurston EDC, **time?**
- ❖ October 4, 2017 - SSFSN meeting, TRPC 9:30 – 11:30 a.m.