



**SSFSN Minutes**  
**December 4, 2019; 9:30-11:00AM**  
**TC Public Health & Social Services**

**Present:** Marilyn Sitaker, Co-Chair, TABC Food Hub Rep. & TESC; Celeste Wade, Co-Chair;; Joel Hansen, SSFSN Event Point-Person & Tumwater Planning Commission; Lesley Price, TCPHSS; Chris Koehler, WSU Ext.; Lynn Fitz Hugh, Thurston Climate Action Team; Mayra Pena, TABC; Taylor Egordo, Thurston Thrives; Maija Glasier-Lawson, FSCSS, Deb Crocket, GRuB CEO; Amy Healy, Olympia Farmers Market; Helen Lant, community member; Michaela Winkely, TCFB; Jenni Crain, Slow Food; Nora White, Thurston Conservation District; and Cathy Visser, Senior Services for S. Sound & Secretary.  
Guest Speaker: Natasha Ashenhurst, Mosaic Marketing

- 1. Self-Introductions, Updates, & Announcements** - Remember to send announcements for December/January activities to Lesley Price
  
- 2. Leadership Working Issue Team (WIT) Report**
  - Action Required – November Minutes were approved.
  - Financial Report – Rachel was absent but reported to Marilyn that the SSFSN checking account balance is still \$1422.74.
  - Thurston Thrives– Taylor announced that there will be a celebration of TT work December 16<sup>th</sup>, 4-6 pm at Waterstreet Café. All are invited. She also reported that nine of eleven working groups showed up to give an update of their work in November to the TT Coordinating Council. She will be summarizing main accomplishments into one document. Marilyn Sitaker presented for SSFSN. She noted that all other groups have strategy maps, which SSFSN used to have. She feels that SSFSN should revisit the old strategy map and discuss it in our January meeting with the goal of updating and improving it for future presentations. She feels it may also help attract new members.
  - Thurston Asset Building Coalition update – Mayra suggested that a SSFSN strategy map would be useful at their meetings, including what our advocacy desires and goals are for 2020.
  
- 3. Standing Working Issue Teams Reports**
  - Ag Park/Food Processing WIT**, Stephen was absent but sent in his report.
  - Commercial processing kitchen survey update - 47 responses of 240 so far, just shy of a 20% response rate. Survey will close shortly. Survey next steps: Open survey to follow. We can use help circulating that link when it comes available. Updates on feasibility assessments SSSS and WSU - SSSS is finalizing budgets with business coach at WCWB, projected completion mid-December.

- Jenni Post updated group on profit-loss estimations for minimally processed vegetables. Updated group on refined focus on minimal processing, with proposal for phased augmentation with blanch and chill capacity. Processing budgets will include a pilot analysis, for how to establish a small experimental processing operation that could operate out of a small space in an existing kitchen.
- Team updates: There is a processing kitchen being established by a local Christian organization out of Maytown. The WIT is meeting with South Sound Community Farmland Trust to consider assembling a white paper compiling data on status of local farming and food system. meeting 12/12 before County Ag Committee meeting at Fairgrounds.
- Discussion with WSDA: Chris Iberle and Laura Raymond in WSDA Small Farm and Regional Marketing Program would be interested in discussing pilot opportunities for minimal processing; meet to look over feasibility study reports in December or early January.
- Discussion next steps, Meals Program and Minimal Processing: WIT is considering funding proposals for implementation steps for processing capacity, opportunity to team with WSDA, opportunity to consider Specialty Crop Block funding in fall 2020, or Community Food Projects in June 2020. These are the topics of WIT meetings moving forward

**Food Summit & Tasting WIT, Joel, Maija & Mayra** - The Lacey Community Center is the venue for the March 14, 2020, 9 a.m. registration; sessions run 10 a.m. and 6 p.m., and food tasting/marketplace will open at 12 noon. The goal is to bring together all people interested in food and gardening. There will be skill-building sessions in the morning in two tracks 1) gardening workshops and 2) cooking/preserving/what to do with the food you harvest. Additional afternoon sessions are currently being planned. Lunch will be provided by food trucks and there will be coffee, tea, and snacks available throughout the day. Morning sessions \$25 until March 7<sup>th</sup>, then \$35. Sponsorship is the current priority and help is needed to extend our reach. Natasha will touch on how we can best do this as a group. Maija asked for a person to be the main sponsorship contact. This person will share sponsorship expectations and benefits; keep a spreadsheet of contacts, and track sponsors. Amy Healy agreed to be the sponsor contact. Maija will do food summit website updates that are food summit related. She'll also help coordinate the food trucks, with help from Michelle Harvey. Thurston Thrives will help with registration. Childcare will be in the form of a "kids track" of learning activities when the parents are in educational sessions. Joel will work on the beer garden. Mayra will schedule speakers. Marketing will be up to all of us. Steven Harvey will be the volunteer coordinator for the event. Cathy confirmed that Batdorf and Bronson will provide coffee and tea service and she is willing to help with the snacks.

### **Marketing Strategies, Natasha Ashenhurst**

Natasha stated that they have a timeline laid out. By December 15<sup>th</sup>, they need key messages and what the brand will look like. At this time, a press release is needed, which means she needs the "why" of the event. She asked the group for feedback about their idea of goals or the "why" of the food summit. She took notes about ideas

shared. She'll make a shared asset that we can send out with basic information about the event. They'll release a press release after that and start getting the word out. We'll need to talk about cost for different marketing options as well.

**4. Upcoming Meeting(s) & Agenda Items:**

January 8, 2020 at TCHD: Strategy Mapping Exercise