

Good Food Council of Lewiston/Auburn
Council Meeting
January 9, 2014
2:15-4:15pm
AVCOG
125 Manley Rd., Auburn

Present: Ginny Andrews, Karen Bolduc, Christine Bosse, Deb Burd, Belinda Gerry, Emily Horton, Erica Madore, David Moyer, Sitey Muktar, Camille Parrish, Nancy Perry, Mia Poliquin-Pross, Brendan Schaufler, Bob Thompson, Kirsten Walter
Absent: Phil Doucette, Lelaine Picker, Daniel Wallace

MEETING NOTES

1. Welcome
 - a. Food for meetings?
 - i. Decided that anybody who is inspired to bring food can do so, should be in touch with Brendan, or that Brendan can bring in food if he is inspired, but that nothing is expected
 - b. Review Nov. notes
 - i. No comments/changes on notes
 - c. Introductions
 - i. Expressing hopes for what the council can accomplish over the next year
 1. Concrete project for L/A that gets more people talking about good food AND supports others
 2. Weave a network of activities & people's talents together for impact
 3. Greater awareness ie issues & bringing like-minded people together
 4. Project – something concrete
 5. Build on goals/objectives from community charrette
 - a. Get more produce and “good food” in downtown stores
 6. Get good food into downtown stores and make it affordable while connecting it to a larger network
 7. Better understanding of what good food is and what is possible
 8. Both Lewiston AND Auburn deepen the understanding across the river AND show people HOW to use good food
 9. Better way to get good food to seniors/homebound
 10. To support the ever-increasing awareness of good food

11. Local food systems as key community development strategy
 12. Permanent food hub-type facility
 13. Expand nutrition education for youth
 14. Move work to partners/communities (out of non-profit sector); a weaving of ideas in support of communities
 15. A roadmap to set direction by/with partners & community; what else might be done? Who else could do it? Have a plan as a reference point
 16. Making people care about what we're doing
 17. Build support to influence policy
 18. Having the opportunity to learn & help our community succeed
2. December event: impressions & survey feedback
 - a. Brendan shared overwhelmingly positive feedback from survey of attendees
 - i. Approx. 1/3 response rate
 - ii. People felt the event was well planned and executed, that they got something out of it
 - b. Council ideas for improvement
 - i. Might be good to be more succinct and clear about goals ("What are the 1-2 things that we're going to focus on today?")
 - ii. Could this become an annual gathering where we update people?
 1. Date was picked to time with release of CFA
 - iii. Was the crowd representative? If not, how do we get the right people there?
 1. Didn't have a lot of New Mainers attending
 2. Time of year might have made it difficult for people to attend
 3. Hard to assess who is there because we don't know if they belong to a certain demographic
 4. Kirsten didn't know everybody in the room, which is a good thing, given how connected she is to the food system
 - iv. More nametags! We ran out
 - v. Co-sponsorships for the event in the future
 - vi. Further comments can be sent to Brendan
 - vii. What's our follow-up to the event during the next couple months while we get our plan formulated?
 1. March is Nutrition Month, might be a good chance to be in touch with the LSJ
 2. Would be good to follow up with everybody who attending the next month; touch base with them to keep them involved (start with THANK YOU!!!)
3. Updates
 - a. Website
 - i. Brendan to send login information for the forum

- ii. Requested events and resources to be sent to Brendan
 - iii. Photos/clip art/graphics would be good to have too
 - iv. Partner organizations should be suggested
 - v. Websites are as good as we market them; need to publicize it
 - vi. Bios and contact sheet needs to be reviewed and approved ASAP
 - 1. Good to say what town we live in
 - 2. Need headshot to include
 - 3. Organizations should be linked
- b. CFA
- i. Need to start the road show conversation again with Sarah Curran
 - 1. Powerpoint to lean on the exec summary
 - ii. Make companion pieces for the CFA *really* simple so that they can quickly engage populations that aren't familiar with food system work
 - iii. Reminder on the website to sign up for CFAs
 - 1. MOFGA and Get Real Get Maine should have
 - 2. Send notice that these are up on the website to the email list
 - 3. Gleason Media would help to put out a short link
 - 4. Turner Publishing (Jody) could help with publicity (is very nutrition-minded)
 - iv. CFA release: how do we let people know that it's out there?
 - 1. Who can help think about how to help with the rollout?
 - a. Bob and Mia volunteered
 - b. Brendan to nudge them, as well as the council, about their ideas for how to draw attention
- c. Nominating process (use stuff that Deb sent)
4. Beginning to set direction for 2014 in the context of what we do
- a. Deb gave a brief history of the council's efforts to choose goals and form groups to work toward them
 - i. Goal areas and goals document
 - 1. Top goal shown in each goal area, many more goals exist in each area
 - a. Distilled from community voices
 - 2. Tried to organize off of this document last year, then realized at the end of the year that we could organize around the document *generally* and not *specifically*
 - ii. Committee structure didn't work for various reasons
 - 1. Meeting for committee work after the regular council meetings didn't work
 - 2. Short-term committee needed to do work before the long-term committee could work
 - 3. Durability Committee *did* work – why?
 - a. Met at a different time
 - b. Had a sparkplug instead of a chair who served as a nudger

4. Committees were put into place in part to give people something concrete to work on so council membership wasn't just process work
 - b. Sarah Curran's involvement
 - i. You Get What You Measure is a tool that could be used to explore setting a path, and that Sarah could help to facilitate the use of
 1. Stumbled because of the volume of information that the CFA & community planning process gave to us, & this tool could help us to make sense of that and chart a way forward (but is not the only way)
 - ii. Camille expressed how exciting it would be to be able to move forward to action
 - c. Reactions to how things have gone
 - i. Can we look at the elements of a good food system and frame solutions?
 1. Can we model around a successful food system?
 - ii. Would be good to have somebody on the outside to come in and help steer the ship
 1. There is consultant time in the budget to help with this
 - iii. Would be good to think of low-hanging fruit to help get our name out there (not big things, just visible things)
 1. Sharing education about food would be easy to do
 2. Would be good to support other initiatives
 - iv. Could choose theme goal area for the year
 - v. We had talked about bringing people in to present, as well as have internal presentations, so that we could continue to be educated
 1. Will build those into agendas moving forward
 - vi. Could use GFCLA's name to draw attention to other efforts
 1. Could do a regular "Best Kept Secrets" email to the email list we've established
 - d. Looked at excerpted CFA recommendations for further research
 1. What do we need to go further?
 - e. Looked at CFA conclusions re: challenges
 - f. Re-visiting committee structure/work
5. Misc
 - a. Maine Network of Community Food Councils Toolkit
 - i. Network is trying to serve as resource for councils
 - ii. Kickstart Guide helps groups do a community food scan and do organizational work
 - b. Could we put together a PSA that Great Falls TV could use? Short piece to let people know what the Council is?
 - c. Need to learn what Councilors are doing and what they see as challenges within the food system
 - i. Can we highlight people for 10 minutes at each meeting?
 - ii. Need to provide a council 1-pager that outlines top 3 challenges/opportunities

- d. NC youth are doing a healthy meal subscription program where people who are signed up receive a healthy meal to take home
 - i. Funds go to send kids in a youth campaign (focused on bringing healthy food into schools) to national conference about food issues
- e. Environmental Funders Network update
 - i. Food was identified as a priority issue in L/A
 - ii. Looking at hosting community forums and conversations about food in relationship to connection between environmental issues and community and economic development
 - iii. KW has been involved in this, hopes to share draft of their plan

Next meeting: Thursday, February 13, 2:15–4:15pm