

Good Food Council of Lewiston/Auburn  
Council Meeting  
March 3, 2014  
2:15–4:15pm  
AVCOG  
125 Manley Rd., Auburn

Present: Deb Burd, Sarah Curran, Karen Bolduc, Emily Horton, Erica Madore, Lee Picker, Mia Pross, Kirsten Walter, Brendan Schaufler, Daniel Wallace

### Meeting Notes

1. Welcome
  - a. Deb introduced Sarah as facilitator, has lots of history with the council
    - i. Last year we laid the foundation for what the council what do, but didn't get to a place where we had a workplan to move us forward
      1. Need to narrow down our priorities and see what role the council will play in the work that needs to be done
      2. You Get What You Measure (YGWYM) process will help us set the direction that will need
  - b. Reviewed Jan. notes
    - i. No changes
2. Elect council leadership
  - a. Candidates
    - i. Chair: Deb Burd
    - ii. Vice-chair: Camille Parrish
      1. Approved!
3. Identifying key leverage indicators activity
  - a. YGWYM developed by Yellowwood Associates, a firm that does rural economic development
  - b. This meeting is to figure out what the leverage points are
  - c. Next is how the council can get involved with those levers
  - d. Work at identifying key indicators
    - i. Document with outcome of 2012 charrette distilled into 5 goals
      1. In 2013 the two goals that were chosen were:
        - a. Culturally appropriate food that is accessible, affordable, and available
        - b. Residents of L/A have healthy food skills and knowledge
      2. Review of concepts
        - a. Goal: what do you want to achieve?
        - b. Indicator: how do you know you're making progress toward the goal?
          - i. Similar to a gas gauge

- ii. Group reviewed examples of what makes a good indicator
    - 3. Council split into 2 groups to focus on the above goals
      - a. Developed 10-12 indicators for each goal
    - 4. Large group exercise to look at connections between indicators to identify those that are key
      - a. Each indicator was reviewed to assess whether it had a definite or probable impact on each other indicator
        - i. Mapping connections allows determination of which indicators are key leverage points – having the most influence on other indicators
          - 1. Once these are known for each goal, the group can decide on actions to take to make progress on key indicators
        - ii. Completed one goal, will complete second goal next time
4. Updates
  - a. CFA
    - i. Exec summary done by end of the week
    - ii. Bob, Mia and Brendan planning on a release plan, meeting later this week
  - b. Facebook
    - i. 98 likes
      - 1. Like it and invite your friends to, too
  - c. Website
    - i. Moving to new server this week, page loads will be faster
    - ii. Site visit metrics since Jan. 1
      - 1. 77 unique visitors
      - 2. Average visit time is 5.5 minutes
      - 3. Visitors view ~4 pages
      - 4. 1/3 of visitors get to home page and don't go inside of site
  - d. Five2Farm
    - i. Need input on what kind of questions the food hub planning process needs to ask
    - ii. Karen will share document with council for immediate feedback
5. Next steps, next agenda
  - a. YGWYM, part 2

**Next meeting: Thursday, March 13, 2:15–4:15pm**