

Piedmont Triad Regional Food Council

Full Council Meeting

Tuesday, January 26, 2021

12:00pm – 1:15pm || Remote Call: Zoom

Objectives:

Today's Objectives:

- Check in/updates: council members
- Approve: 2021 meeting dates
- Update: 2021 council members list
- Presentation: Food Assessment Update

Attendance: (c) consultant; (s) technical support staff; (v) visitor

Ann Meletzke	Grace Messinger	Michael Banner
Cori Lindsay	Hannah Harrison	Nikki McCormick
David Allen	Jennifer Bedrosian (s)	Paula Norris (v)
Demond Hairston	Jesse Day (s)	Rachel Zimmer
Emily Edmonds (c)	Jose Abreu	Stesha Warren
Emily Foley (v)	Kana Miller	Steven Pulliam
Emma Hendel	Kyle Hood (v)	Tom Henslee
Gary Williams	Matthew Dolge (s)	

12:00 PM Call to order

- Rachel Zimmer called the meeting to order with announcement that Justin Williams-Blackwell is resigning from the council. He has taken a new job opportunity and will be re-locating. Council will be accepting nominations to fill his position as co-chair. Nominations will be accepted over email during the month of February; you can nominate yourself or someone else.

12:05 pm

Check in: What is bringing you HOPE in 2021?

- Vaccine roll out; new administration; local food; no more virtual school; seeing family; community organization; healing as a nation; our youth; herd immunity; getting vaccinated; bye to 2020

Council updates

- Growing High Point has hired an Executive Director to replace Victoria; excited!
- Healthy Alamance is mainly focused on the following right now as an organization:
 - Prioritizing dissemination about COVID and vaccines to communities of color in Alamance and developing protocols for such
 - Planning for 2021 market network season, incorporating food empowerment series
 - Looking for funds to sustain the market coordinator position and promotional platform beyond the USDA grant
 - Conducting strategic food distributions as funding becomes available
 - The AFC is moving forward with developing out its paid shared leadership model

- Identifying committee work at the local and state levels to develop a hybrid approach to service provision and policy change
- Rockingham County is moving forward with steps to create a local food council in the county. The first meeting was last night. Looking forward to seeing things develop.
- Food Prescription Program for seniors with Wake Forest Baptist Health in Forsyth County is at capacity; they're at 100 older adults. Working with Emma Hendel and Fair Share Farm on food boxes. Trying to think through funding and how to include more people. Second Harvest and Providence Kitchen will prepare meals, but we want to keep funding boxes. SNAP is going to be difficult to work with. Seeking suggestions to support providing produce.
- PTRC has received CARES Act Funding for older adults, working with Second Harvest on that. Received a proposal from Greensboro Curb Market, but they didn't have mechanism to track where boxes were going. Still have about 50-60K to push out in Guilford and Forsyth. Possibly subcontract to produce boxes? Thoughts on how to be effective.
- Free opportunity- Infusing Diversity, Equity and Inclusion into Community Engagement: A Collaboratory Community Dialogue- Jan 27 and Feb 2. Hosted by Collaboratory's Anti-Racism Research Fellow: Dr. Stella Smith, Prairie View A&M University- <https://cecollaboratory.com/community-dialogue-on-the-intersection-of-engagement-and-equity-diversity-and-inclusion/>
- Cooperative Extension guests on the call today.
 1. Hi everyone, my name is Kyle Hood. My region includes Mitchell, Avery, Watauga, Caldwell, Alexander, Wilkes, Ashe, Iredell, Alleghany, Surry, Stokes, Forsyth, Yadkin, and Davie county. My email is: wkhood@ncsu.edu
 2. Emily Foley: <https://www.ces.ncsu.edu/profile/emily-foley/> My region includes these counties: Guilford, Randolph, Davidson, Hoke, Cumberland, Harnett, Lee, Moore, Montgomery, Robeson. emily_foley@ncsu.edu
 3. Paula Norris: I cover the following counties: Wake, Durham, Chatham, Orange, Alamance, Rockingham, Caswell, Person, Granville, Vance, and Warren. ppnorris@ncsu.edu
- Orange County Ag Summit: February 8-10 (info to follow via email)- <https://www.eventbrite.com/e/orange-countys-23rd-agricultural-summit-registration-137980195479>

12:20 pm Approve November Meeting Minutes & 2021 Dates

- Nikki McCormick motioned to approve
- Emma Hendel seconded the motion
- Roll call vote
- Minutes and dates approved

12:25 pm Member list- please update and approve by February 16th

12:30 pm Food Assessment Update (PowerPoint Presentation PDF attached)

- Successes: Pre-Covid baseline data; Predictions for post-COVID; Identifying partnerships to keep data collection going; Testing remote solutions
- Challenges: Reaching and involving under-served communities in virtual projects; Low survey responses (600 received; the goal was 2000); Audience building for food council; Local Government involvement

- Working on moving docs to PTRC website and archives
- Questions:
 - (Jesse D) What are the recommendations to leverage information/data towards implementation? Who do we want to get it in front of? Suggestions and any examples of how other regions have used data like this.
 - (Emily E) Will be the biggest challenge over the next 6 months. One suggestion: Go back to focus groups and early stage groups they talked to, like Extension and Food Banks. Meet with them separately so we are walking them through their specific section and sharing findings. Longer term: work with Second Harvest to track change over time on a granular level.
 - (Nikki) Second Harvest is open to partnering; it's one of the reasons they are collecting the data. Also- Second Harvest has funding at least through June 2022 to hire part-time data analyst to improve data collection; position will also look across the food bank to get more detailed info about other areas of impact.
 - (Emily E) Bigger picture: recs for creating data-dashboard; would wait until after we've gone back to groups, done some quarterly data updates. Limited audience for lots of data. Maybe better to spend money on getting small programs up and running in each county to build partnerships.
 - (Stesha) What is the plan for updating the info county by county?
 - (Emily E) We have full set of tools that were used for the survey. One thing they heard a lot was that local gov, especially smaller, are figuring out where they fit into food system work. They often don't know how. CCW tried to make specific recs around food access ex: work with transit services and economic development. As council builds a work plan, the more we can narrow in on very specific partnerships we want to make. Think through intentionally, "what is the best way to accomplish what we want to do?"
 - (Stesha) How often is recommended for data updates- every 2 years or 4 years?
 - (Emily E.) Second Harvest data- quarterly basis; Economic Data- yearly from NAICS; early 2022 because we still don't know about 2021; Ag Census big delay- done in 2022 only see in early 2024.
 - (Rachel) One limitation was that we didn't reach minority communities, we may consider listening sessions because we still don't have input from some of the groups we wanted to reach.
 - (Emily E.) One of things that we shifted in new recommendations section is regular two-way feedback. Each council member is existing pipeline to county you live/work in. Can council members be active conveners in your county to get council/county to talk. Another thing CCW heard a lot, was that agencies who typically represent the underserved communities we were trying to reach really wanted the most help getting something on the ground, not completing another survey. Less important to get an annual survey update as it is to show up and say how can we help you. How can the regional council leverage things that are useful to groups on the ground?
- BIG Thank you to Emily and the whole CCW team for all the work during a challenging year!!!
- When can we share?
 - PTRC perspective: would like to give opportunity for Engagement Specialist, Victoria Randria, to put together press releases and show all the hard work done and give us time to work on some goals as we move forward. Because despite best efforts, we still weren't able to meet our goals from an equity standpoint, want to put together a statement that is clear that we made great strides and explain plans moving forward to continue to bring light to the issue. Would like to get buy in from the council on that for a concise statement on that.
 - If this is key to what you are currently working on, feel free to use pieces of the data.

- (Emily E) 1st quarter – set goals- here’s what we’re going to do this year. Ex; we want to start building county relationships and work with these people
- (Cori) Many recs are framed in economic development framework. Traditionally, food systems work isn’t seen as economic development work. We may need to spend time thinking through how we’ll talk about it.
- (Stesha) In Rockingham, they had economic advisory board that agreed to find someone to go before the county to create a position to represent food/ag development. Can council members sit in on the meetings and present findings?
- Next steps: JB to work with Victoria on messaging for council approval; visioning on next meeting- jamboard (develop/finalize more structured conversation at next meeting)
- From recommendation section, what top 3 priorities do you want council to work on? How do you feel council should engage with community over the next year? Take that and focus by the next meeting. Give council time to digest. Homework: think of what convos’ we need to have locally- council member led or PTRC staff- what they mean at local level. Policies or Funding at local level.