

## **Piedmont Triad Regional Food Council**

Interim Council Meeting

Tuesday, July 17, 2021

2:00pm – 3:15pm || Remote Call: Zoom

### Objectives:

#### **Today's Objectives:**

- Check-in/updates from council members
- Updates on council action items

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

Carl Mitchell	Jesse Day	Stesha Warren
David Allen	Jose Abreu	Tinece Payne
Emma Hendel	Michael Banner	Tom Henslee
Gary Williams	Nikki McCormick	
Jennifer Bedrosian (s)	Rachel Zimmer	

#### **2:00 PM** Call to order

- Rachel Zimmer and Tom Henslee called the meeting to order.
- Council member check-in
  - Tom Henslee and Back to Earth Farm and The Table restaurant was featured on UNC TV. A video link is posted on the PTRFC Facebook page.
  - Tinece Payne mentioned veg fest as a big success. Vegan Food Fest is coming up on 8/28: [livevegan2021.eventbrite.com](https://www.eventbrite.com/e/livevegan2021).
  - Gary Williams (SHARE) and Rachel Zimmer (Food RX) will be continuing to find ways to collaborate.
  - Jesse Day mentioned that EDA grants are out now to support business and economic development activity. Opportunities in our region, open invitation to talk further about opportunities. Reach out to PTRC.
  - ARPA webinar coming up on 8/26 at 2pm. Link was sent out to listserv.
  - Michael Banner and Island CultureZ is feeling good about movements they've been making during COVID and urban farming. Looking to gift PTRC shared gifting funds back out to the community. Has been working with [Cypress Fund](#) in the Carolinas, funding groups doing important community work that haven't been successfully funded in the past.

#### **2:20 pm** Role call vote on July minutes

- Tom Henslee motioned to approve minutes; David Allen seconded the motion.
- Minutes approved.

#### **2: 25 pm** Membership Status

- Current list (reflective of most recent updates). Update your status.
- PTRFC has available spots on the council in the following counties: **Alamance, Davidson, Davie, Surry, Yadkin**. We can also add additional members in the following: **Caswell, Montgomery, Randolph**.

→**Action:** Outgoing council members- please reach out to 1-2 folks in your community that might be interested in the food council. Jennifer will draft membership invitation email. Jennifer will reach out to Learn-Build-Eat attendee list.

- Still taking nominations for co-chair role.

#### **12:40 pm** Shared Gifting Update

- Subcommittee decided to focus on the following counties in the next round of shared gifting: Rockingham, Stokes, Surry, Yadkin.
- Presented Round 2 proposal, a different model than shared gifting. The proposed model would be a 1-hour meeting, connecting projects and networking with incentives for participation and a random drawing.
- Feedback from council below:
  - o Cleaner and more efficient. Easier to implement.
  - o Ease of application is appealing. Possibly incorporate community voting.
  - o Shared gifting more feasible with in person. We need to adapt this for Zoom, recorded presentations could be an option. Lottery may not be the best option; we don't want something not to get funded due to chance.
  - o Timing of first round shared gifting may have been part of the issue. Lottery removes individuality of it.
  - o Does changing the model affect our funding agreement? No, our funder wants us to be successful and put the money to work to strengthen food work in smaller counties. We want to come up with round 2 in a way that we can have more than one applicant in each county and strengthen local capacity.
  - o Can we advertise more on social media, get the word out better? Shift to one day instead of two?
  - o Can we bring in more involvement? County Managers, etc?
  - o Create visual to share out to inform.
  - o Increase dollar amount
  - o More emphasis on marketing. Groups may not be well developed yet, and money may not be the best remedy. Marketing dollars could be used to make groups feel more authentic. In person- a luncheon or some way to get people in a room to connect- would be more alluring. Lift up their work! May be more valuable than money.
  - o Lotteries may make groups feel devalued. Could hurt trust.
  - o One thing to consider as a goal is the relationship building piece- that moves at a different speed. One event is not sufficient to build relationships. Creates the basis for future collaborations. May not achieve in this one or even two meetings.
- Opportunity to join shared gifting subcommittee!
- **Action Item!** Please join a group- 1) Partner Presentations or 2) Shared Gifting (Jennifer will send poll).

#### **1:00 pm** Partner Presentations

- **Upcoming dates!**
  - 9/1 NC State Univ. Class (Kana and Rachel)- Jennifer will send calendar invite
  - 10/15 Virtual Food Summit Greensboro, 1:30-3:30pm (Jennifer + \_\_\_\_\_)
  - 10/14 or 10/28 WellCare 1-2:30 PM (3 people needed)

→Jennifer reaching out to Partner Request List + County Managers.

**1:15 pm Adjourn**

- Council members are rotating meeting co-host responsibilities:
  - September 28<sup>th</sup> 12pm: Kana Miller
  - October 19<sup>th</sup> 2pm: David Allen
  - November 23<sup>rd</sup> 12pm: Emma Hendel- may look at moving this meeting date due to holiday.