

Piedmont Triad Regional Food Council

Council Meeting

Tuesday, December 6, 2022

2-3:30 pm || In Person at PTRC

Objectives:

Today's Objectives:

- Convene and celebrate accomplishments of the year
- Wake Forest University Students deliver final social media project
- Subcommittee presents Triad Food Symposium for council feedback
- Approve council business items

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

Adam Shull (s)

Eunice Calderon

Haley Bock (s)

Hannah Harrison

Jan Jones

Jennifer Bedrosian (s)

Jesse Day (s)

Kana Miller

Katrina Meeks (s)

LaShauna Austria

Michael Banner

Wake Forest University Students (v)

2:00 PM Welcome

- Council enjoyed coffee, tea, and treats to celebrate the accomplishments of the year.

2:15 PM Wake Forest Student Presentation

- Hannah Harrison gave some background to the writing class she teaches and the student project.
- Students introduced themselves and delivered their final presentation for the PTRFC social media series. The project will focus on Instagram and Facebook with a posting schedule through ten weeks.
- Comments and Questions:
 - Hannah Harrison thanked students for their wonderful work and engagement in the class and this project.
 - Jesse Day asked about how we might engage with YouTube since it's such a relevant platform. Students commented that "how to videos" are a primary use for farmers and also require a high level of video production- may be worth considering how to interact with the platform for a specific use or topic.
 - Adam Shull commented on the challenge of telling the story and explaining Councils of Government and Food Council work- is there an outlet they see as being ideal for that? Students think that by creating slides and writing out stories in Instagram/Facebook can summarize and project this storytelling in an easy way. Students did a great job thinking through the time and effort needed for this project.

- Eunice Calderón asked students for personal takeaways from the class. 1. Rhetoric can be really impactful and learning about how to be ethical in creating content. Think critically about what you are putting out to the world. 2. Loved interview with Rev. Williams- if you have something you want to accomplish, go for it! Enjoyed talking to someone who is making such an impact by chipping away at the work. 3. Learning all the folks engage in food advocacy because there are so many ways to address this. Like learning about PTRFC in general. 4. Enjoyed this real-world experience in such a meaningful way.
- Jennifer Bedrosian thanked students for their work on the project and looking forward to posting in the new year.
- Michael Banner thanked Hannah and her students for sharing their talents and energy and making this presentation so comprehensive and replicable... this is awesome!

2:45 PM [Draft Presentation for Triad Food Symposium](#)

- Hannah, LaShauna, and Eunice led discussion about a food symposium and asked for council feedback.
- Council wants to build off success of PTRC Farmers Market and make this a regional event that focuses on connection, information sharing, honor foodways, celebration, and awareness building.
 - Kana mentioned Forsyth Food Works Summit in 2018 or 2019- may want to reach out to Marcus Hill to see if there is planning information that could be helpful in planning this event.
 - Jennifer would like for there to be some really tangible resources and takeaways for folks. Let's think through what break out topics would be useful for people, ex: grant writing.
 - Need to think through day of the week, time, schedule. Do we want segments for farmers market and vendors in the morning and then lunch and break outs? Need input from vendors. We want to make sure participants have the opportunity to participate in all aspects.
- Council members are excited and supportive but would like more clarification on the event details. Lots more to think through!
- The next subcommittee meeting is scheduled for January 11th at 2pm. Reach out to Jennifer Bedrosian, if you'd like to join the discussion. We need a solid proposal for BCBSNC and PTRC.

3 PM Council Business

- No additional comments on October minutes
- Council discussed 2023 meeting dates and time. There was discussion around time, and there is consensus to keep the 4th Tuesday and shift the time to 1-2:30pm. On months when we meet in person at PTRC, we will have catered lunch beginning at 12pm.
- Council reviewed member table and memo to move new members onboarding to March this year for continued outreach. This is approved.
 - PTRFC is seeking new members in the following counties: Caswell, Davie, Montgomery, Rockingham, and Yadkin. Additionally, we can use additional members in all counties except Forsyth. Keep sending recommendations!
 - Council members also mentioned the importance of engagement with current members.

Adjourn- Happy holidays! Next meeting is Tuesday, January 24th 1-2:30pm.