



**Piedmont Triad Regional Food System:
Comprehensive Food System Assessment and Regional Food Council Meeting
Monday, March 26, 2018**

2:00pm - 4:00pm || 1398 Carrollton Crossing Dr, Kernersville, NC 27284

Conference Call Option: (641) 715-3580, 466038 Or Join online:
join.freeconferencecall.com/community_food_strategies

This group is working to build a regional network that provides structure for collaboration and collective action across the Piedmont Triad foodshed.

Attendees: Rev. Gary Williams, Marcus Hill, Jason Kampworth, Rhyne Cureton, Betty Huskins, Matthew Dolge, Jesse Day, Joe Furstenberg, Gini Knight

Desired Outcomes

- Shared understanding of BCBS proposal and next steps for assessment funding
- Draft vision for regional food council
- Criteria for selection process for regional food council membership

AGENDA

- Welcome & Introductions
- Regional Food Council Visioning
- Criteria for Regional Food Council Membership
- Next Steps - Meeting schedule: 3rd Tue of the month (April 17, 2 - 4pm)
 - Next meeting topics: Refined vision, membership criteria, timeline

NOTES:

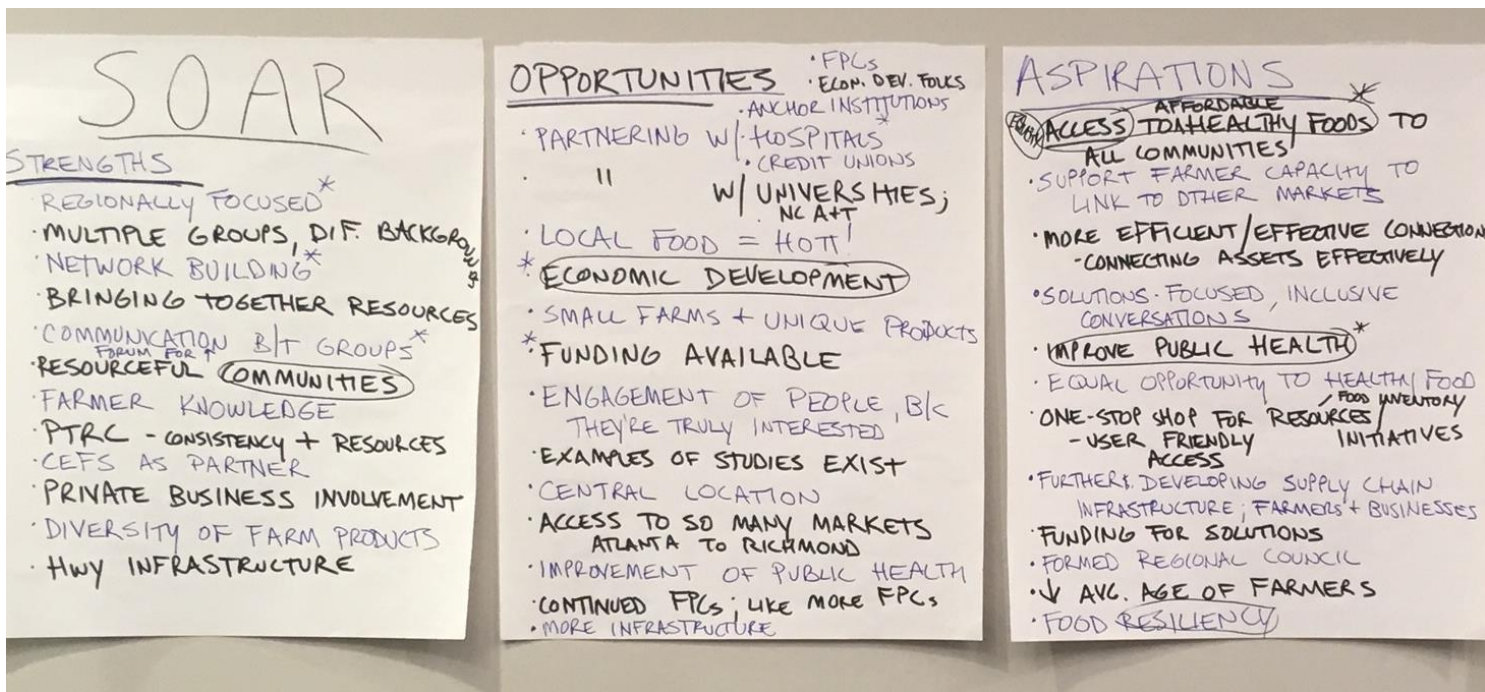
Next Steps for Regional Food Assessment

- May 23 - We were not asked to submit a full BCBS proposal for funding the assessment.
- Other opportunities: a new USDA opportunity due May 7; Z. Smith Reynolds could be an opportunity; Winston Salem Foundation; The Conservation Fund - Natural Capital Investment Fund; Golden Leaf Foundation (Tobacco Trust Fund); Duke Energy Water Resource Fund
- Could consider a match from ARC funding

Regional Food Council Visioning

- What is the dream? What would the Piedmont Triad foodshed look like if our dream was completely, perfectly addressed?

SOAR Exercise



The group completed a SOAR exercise as part of the visioning process to determine the Strengths, Opportunities, Aspirations, and Results of the regional food council initiative. We then used the responses for each of these categories to being crafting a vision for the overall organization. However, we were time limited, therefore draft vision statements were submitted and are listed below for the group to discuss online and finalize at the start of our next meeting in April.

Draft Vision Statements: (feel free to edit if I got yours wrong!)

- **Strengthening communities through collaboratively developing an accountable, healthy, and resilient regional food system.**
- Strengthening communities by....
- A region with strong communities...
- A region of strong communities through collaboration in
- An accountable, healthy...
- Collaborative communities...
- A regional collaborative community developed through a strong accountable, healthy, and resilient regional food system
- A strong triad community through good food system development
- Strong communities...
- Resilient communities through accountable, healthy
- Communities united to build an responsive/sustainable, healthy, and resilient regional food system
- **Communities united to build a resilient regional food system**
- Through collaboration our communities have developed an accountable, healthy, and resilient regional food system

- **Communities united for an inclusive, healthy, and resilient local food economy**
- Communities united to build a healthy, resilient, local food system that spurs our economy
- Communities united for healthy, resilient, local food resource
- A communities based, resilient and sustainable food stream to empower opportunities for improved health.
- Shaping community collaborations through food, development, and wellness.
- Strengthening our communities by developing economically resilient regional food systems and promoting equitable access to affordable healthy foods.
- A region that has a sustainable, resilient, equitable and agile food system that supports local farmers and improves the public health of our people.
- Creating vibrant and local food networks to sustain farmers and support resilient healthy communities (people?)
- Resilient communities connected and uplifted by healthy food.
- Thriving communities collaborating to create a resilient Piedmont Triad foodshed

Feel free to connect with Gini and I online to share any edits or further suggestions. I think as a group we can see that we need to trim down a bit for a vision statement!

Criteria for Regional Food Council Membership

The group listed criteria that would be useful to help create the council make-up that would best accomplish the mission of the Council.

- **Expertise***
- **Influencer (connections to diverse networks)***
- **Passion***
- **Availability and able to commit time, work, and action***
- County representation**
- Cultural representation (urban vs. rural, ethnicity)**
- Diversity - age, gender, race, veteran, socio-economic**
- Current leadership roles (non-farmers)
- # of years of experience
- Future focused
- Community representation

*These were of most importance, requirements.

** These criteria were next in importance.

The rest of the criteria were preferred.

With this selection criteria, a [draft member application document](#) was created.

Next Steps

- Joe/Gini will draft and share the meeting notes.
- Joe will collect the draft vision statements and refine for the next round.
- All will review the draft membership application document.
- All will consider and invite additional stakeholders to these meetings.
- Joe/Gini/Betty will draft the next meeting agenda.

Background Materials:

- [Examples of Nonprofit Vision Statements](#)
- Past Meeting Notes:
 - [2018, Feb Meeting, Piedmont Triad Regional Council Overview](#)
 - [2017, Nov Meeting](#)
- [Harvesting Regional Potential: Research and Recommendations for a Regional Food Council in the Piedmont Triad Community](#)
- [July 2017 Piedmont Triad Food Councils Meeting Summary](#)