

Piedmont Triad Regional Food System:
Comprehensive Food System Assessment & Regional Food Council Meeting
Tuesday, November 20, 2018
2:00pm - 4:00pm || 1398 Carrollton Crossing Dr, Kernersville, NC 27284



Desired Outcomes

- Outreach plan for council membership
- Selection process and timeline for membership
- Input on draft RFPs for the assessment
- List of potential assessment funders

Attendees: Jesse Day, Lawrence Holdsworth, David Putnam, Ann Meletzke, Cassey Mapp-Ahmed, Jen Hames, Gini Knight, Matthew Dolge, Jason?? (not Jason Kampwerth) Betty Huskins (via phone)

NOTES

Welcome, Introductions, Updates

Debrief of Triad Regional Gathering for Food Councils

- Any reflections or relevant discussions to share with this group
- What are some things that you saw at this event?
 - Networking, conversations with other food councils and members
 - Lots of new people in Davidson Co Local Food Network attended
 - A lot of progress of councils from previous years to others
 - Educational for several people with group work
 - Comprehensive approach to food systems
- Reflection: What were you excited about? Was there anything that was challenging?
 - Excited:
 - All of above points
 - Issues tackled locally, that could have support at the regional level, particularly school policy
 - Lots of opportunities to connect people and topics
 - Food was great!
 - Challenges or things left out:
 - Not hearing what was talked about at the small groups, debrief of small groups
 - So many different subjects and things to talk about. Hard to find something to convene everyone around. Could splinter your efforts, so important to figure out what to focus on.
 - What defines a farmer - how much you sell, and how much land you have? Developing a relationship with urban farmers
 - Complexities - what is talked about in communities and by communities versus what is being discussed at meetings for solutions
- What was the value of the event?

- Especially for new councils - See what is possible, see a range of food councils in their development; at first is about so much stakeholder involvement, this isn't addressed as much and so much need to work on who wants to be involved
- From evaluations - how many times a year do folks want to meet?
- What are any takeaways? Anything we want to do after what we learned?
 - Potentially thinking about this as litmus test for statewide gathering
 - Rockingham County needs moral support
 - Opportunity to review the Community Food Snapshot card
 - Surprised by lack of Cooperative Extension participation
 - Putting a name and face together so that you know that you have a support system across the region is really helpful. So you're more comfortable to reach out later
 - Could be helpful tool for an online resources

Outreach plan for council membership

- [Draft email](#) edit:
 - List terms required, list counties, and other edits mentioned
- List targets & delegate outreach
 - List targets - Gini will create a [spreadsheet for contacts](#)
 - County contacts be the first contact as much as possible
 - Economic developers (could be hard to attract them)
 - PTRC
 - Health promotion coordinators / public health directors
 - Jen Hames
 - Farmers - CFSA regional list
 - Grace
 - Cooperative Extension Directors, Local Food Coordinators
 - Betty
 - Planners
 - Jesse, David
 - Hospital systems, community benefits (Cone, Wake, UNC...)
 - Ann
 - Large institutions that do contracting
 - Lawrence
 - Each person contact large contractors within your county - Schools,
 - Distributors -
 - Foster Caviness, All Fresh Produce, Sysco, US Foods
 - Jason - Gini will ask
 - Food Security
 - Second Harvest
 - Faith Communities - Randolph
 - Retail, Co-ops, Healthy Corner Stores - Jose
 - Jesse
 - Soil & Water Conservation Districts
 - Betty
 - K-12 Schools, School Nutrition Directors - contractors

- County contacts are better
 - Jesse
- Piedmont Conservation Council RC&D
 - Ann
- Community Colleges / Small Business Centers
 - Ask Mara, Rockingham Community College
 - Martha Larson, Davidson
- NC A&T / UNC-Guilford
 - Rhyne Curaton
 - Odile
 - Marianne LeGreco
- Organizations:
 - NC Rural Center - Gini
 - USDA Rural Development offices - Asheboro, etc - Surry, Stokes, Davie, Yadkin
 - Betty
- Others
 - Paul Murray, Strategic Director/Manager - Rockingham County
- After the spreadsheet is populated, take a look back to make sure all counties have contacts
- Healthy Opportunities in the Piedmont - Nov 27 meeting

Membership selection process & timeline

- Application - is there a character/word limit?
- Establish a 3-4 person member selection committee - agreed
- Small group - Ann, Marcus, Jason, Gini, Jesse - PTRC for support
 - End/mid - January to meet and review

Review draft RFPs

- Ann will get some foundation language about seeking a consultant
- Gini will reach out to Local Concepts for an example
- Be clear about request to create assessment
- Move eligibility requirements to the end
- Incorporate equity in the beginning and throughout
- Summary or goal statement in the beginning. RFP for a Food Assessment.
- Add specifics to final proposal - page margins, etc

Potential funders and ask

- Z. Smith Reynolds - Community Collaborations, due Dec 3
- KBR - due in spring
- Other health systems - Cone Health, Wake Health, Novant
- Connection to other SDH, and other health collaborators/stakeholders
- Croatan Institute, Joshua Humphries

Next Meeting - Closing/Next Steps - Dec 18 (No Jen, Gini, Betty), Jan 15

- Check in on applications. Any other outreach
- Review updated RFP/RFQ

Action Items:

- Gini will create a [spreadsheet for contacts](#) for council membership. Please enter who you contact into this form so we know how to continue outreach.
- Gini will make edits to a [draft email](#) for everyone to share for invitations to join the council.
- Targeted outreach - include in spreadsheet above
 - PTRC - Jesse, David, Lawrence - Economic developers, planners, large institutions that do food contracts; Retail, co-ops, healthy corner stores;
 - Betty - Cooperative Extension Directors & Local Food Coordinators; Second Harvest; Soil & Water Conservation districts; USDA Rural Development offices
 - Jenn - Health promotion coordinators / public health directors
 - Grace - Farmers (CFSA regional list); specific county contacts - school nutrition director, Soil & Water Conservation districts, Small Business Center, etc
 - Ann - Hospital systems, community benefits (Cone, Wake, UNC...), Piedmont Conservation Council RC&D,
 - Gini - Foster Caviness, NC Rural Center
- Ann, Marcus, Jason, Gini, and Jesse were selected to be a part of a small group for membership selection and will meet in mid - late January.
- Jesse will edit RFQ/RFP
- Ann will get some foundation language about seeking a consultant
- Gini will reach out to Local Concepts for an RFP example
- PTRC staff will coordinate/facilitate the Dec meeting.

Application

- [Regional Food Policy Council overview](#)
- Online application:
tiny.cc/triadfoodcouncil