

Bellingham Farm-to-School Advisory Group
Meeting Minutes
8/24/2010

Advisory Group Members Present: Rachel Akins, Bill Angel, Marcy Brown, Taylor Cook, Mark Dalton, Gretchen Hoyt, Jamie Imus, Gail Knops, Kimberly Mitchell, Molli O'Neill, Laura Plaut, Lori Polevoi, Jessica Sankey, Mardi Solomon

- I. Meeting called to order. Mardi Solomon facilitated.
 - A. Marcy Brown, Squaticum kitchen manager, joined the group. We welcome her expertise!
 - B. Announcements: Tricia Kovacs is organizing a website for the state-wide Taste Washington day.
- II. Taste Washington Day: Wednesday September 29
 - A. The group split into three action subgroups: Menu and Procurement; Promotion and Education; and Evaluation
 1. Menu and Procurement: Bill, Marcy, Mark, Gretchen, Gail
 - a) Action Plan
 - (1) A local menu with feasible sourcing options is needed. The tentative menu is Draper Valley chicken drumsticks, new potatoes, mixed salad, bread and berry cobbler.
 - b) Tasks
 - (1) Mark will contact his group with the numbers of each item required, dates by which delivery is needed, and details of how food must be presented.
 - (a) Mardi and Mark will finalize the chicken procurement and price
 - (b) Marcy and Gail will discuss the cobbler recipe and decide on amounts; Gail will make calls to procure berries
 - (c) Gretchen will take on breadstick procurement. She is available to talk to The Bagelry, although the Breadfarm and Ralf's Bavarian Pretzels are also options.
 2. PR/Marketing/Education: Jamie, Molli, Laura, Lori, Jessica
 - a) Action Plan
 - (1) Taste WA Day will be promoted to four groups: students, parents, teachers, and the broader community. The goal is to have significant student participation and raise awareness about F2S efforts among parents, teachers and our community.
 - b) Tasks
 - (1) Kimberly Mitchell will head up promotion planning for students. She suggested a video announcement at the high school level, meeting with principals and leadership classes at the high schools, and introducing a competition among classrooms, grade levels and between schools to increase student participation. If we design stickers for students who eat the TasteWA lunch, those could serve as markers to enter the student in the competition.

- (2) Jessica will be responsible for marketing to parents. Beginning with the Parent Advisory Committee, she will make contact with all PTAs to garner parent support and volunteers. Lunch room volunteers will be needed to serve at the elementary level, and parents will be encouraged to visit the lunch room at any grade level. Parents will also be asked to help collect anecdotal evaluation information.
- (3) Molli will be the liaison with teachers and principals. The group will work on creating materials to be used to promote the day to teachers, and for teachers to use in the class room. Molli's ideas include a map showing where the food comes from, information about the benefits of eating locally, and a reading list for kids and families. Once the curriculum/promotion items are ready, contacting principals to ask for support will be necessary; a nice package of digital classroom materials can then be sent directly to teachers. Mark is available to talk to the leadership meeting of principals.
- (4) Jamie, Laura and Lori will take on community marketing. This is an opportunity for an Op-Ed piece in the Herald; Lori has volunteered to write or help organize a press release; Laura suggested tying in the event with her kids cooking in restaurants program-- there is an opportunity to put promotion items on tables in local restaurants; Tanya Rowe is the district PR officer and can be asked to provide e-blasts and press items. Jamie will host Mark as a tasting judge at the Chef in the Market series before the event; this is another opportunity to promote kids eating hot lunch on September 29th.

3. Evaluation: Rachel, Taylor, Mardi

a) Action Plan

- (1) Organize parents to collect anecdotal student responses to Taste WA day. A simple waste audit could also be conducted. It will be important to keep in mind that this is an attempt at something new, and the goal is to champion the effort, not to compare it to usual daily lunches or other hot lunch offerings of the day (pizza, salad, burger bar); while it will be good to know how it worked, and whether kids liked specific items, it is not necessary to treat the day like a test. No formal comparative analysis is needed.
 - (a) Rachel will work to recruit parent helpers. This effort dovetails with Jessica's task for PR/Marketing.
 - (b) Mardi and Taylor can design a simple evaluation tool, or the questions that should be included on such a tool. Rachel & Jessica will use this form to orient the parent volunteers to Taste WA Day.

III. Our next meeting is **Tuesday, September 14**. Meetings, or at least communication, between sub-committee members will be important before that date. Please contact Jessica, Rachel, Mardi or Mark if you need any help.

Minutes respectfully submitted by Jessica Sankey