

HEALTH LEADERSHIP NETWORK
CDFA STEERING COMMITTEE MEETING NOTES
JULY 20, 2011 – 3:00 P.M.

In attendance: Craig Shannon, LC Farm Bureau; Debra Sommerfield, County of Lake; Steve Hajik, and Rachel Elkins, LC UC Cooperative Extension, Susan Jen and Bonnie Schall, Health Leadership Network.

CDFA UPDATE

Approved Promotional Strategy Summer 2011:

- **Lake County Food Guide (LCFG) Distribution** – 10k guides arrived on June 22nd and over 2,200 have been distributed to various entities throughout Lake County. Susan discussed having the food guide inserted into the Lake County Record-Bee as another means of distribution. After a brief discussion the Steering Committee agreed to distribute 6,576 as an insert in the local paper on a Friday for \$335.38. The remainder will be distributed by the new CDFA Online Outreach sub-contractor.
- **Local Media Marketing LCFG** – A press release has been submitted to the Lake County Record-Bee on the Lake County Food Guide specifying the pickup locations. Susan stated the food guide can also be viewed electronically on the following websites: Health Leadership Network at www.lakehln.org; County of Lake at www.co.lake.ca.us; Lake County Chamber of Commerce at www.lakecochamber.com; City of Lakeport at www.cityoflakeport.com, and Lake County Visitor Information Center at www.lakecounty.com. The press release should appear in this Friday's paper under AgriCulture section along with the Online Farmers Market information. Susan recommended to have Kristen update the information for the Online Farmers Market for the newspaper weekly.
- **Local Media Marketing Farm Bureau's (FB) Online Website** – The Lake County Record-Bee printed Susan's article on the Online Website last Friday, July 15th. Craig mentioned the online ordering system has generated \$100 this week. Debra indicated the county sent out an email blast with one of Susan's "Online Ordering System" article to all county staff members. She suggested having another article written by Susan to be inserted with the county's December Tax statements.
- **Lakeport Cinema 5** – The On-Screen Advertising slide show artwork has been submitted to the theatre. The "Girl & Basket" graphic and logo will be used as a slide in each theatre and shown repeatedly before each movie for six months. The slide campaign will begin as soon as the artwork is reconfigured into a slide format.
- **T-shirt Bags** – An easier design was submitted to Aurora Plastics and Packaging for the T-shirt bags with "Taste the difference . . . Eat Fresh –Buy Lake County Grown" campaign. Adding "Taste the difference . . ." to the T-shirt bags came about through the Farmer's Training session early July. The "Girl & Basket" graphic was too complicated for printing. The artwork is in the rendering state. The dark purple Sharpies with "Eat Fresh –Buy Lake County Grown" have been ordered. The Sharpies will be given to the farmers as writing instruments to inscribe the orders on the T-shirt Bags.
- **MendoLake Family Life Magazine** – The artwork for the magazine has been submitted. The first of the 3-month ad campaign will begin in August. The magazine had a small article on the online ordering system in this month's (July) issue.

- **Lake County Restaurant Campaign** – The table tents have been updated with the recommendations from Rachael and printing costs are being reviewed. Green “Leaf” decals are being designed to represent a serving of fresh *fruit or vegetables* for placement on restaurant menus are still in a development stage.

Online Outreach Position Update:

Susan stated that Tammy Alakszay has been hired for the part-time sub-contracted position. The outreach position is to fulfill the Farm Bureau’s need for outreach and promotion of its online ordering system during the current growing season, a period critical to building the project for long-term sustainability. Tammy will assist the online system’s Market Manager with duties that require working away from the office, providing outreach to the community, farmers and institutions. Revisions of the CDFA Budget have been completed and the money has been transferred from the Transportation Budget line to create this position on a contractual basis with defined deliverables.

Susan reviewed the following defined deliverables:

1. Provide outreach to all local farmers as a means to engage their participation in the online ordering system: lakecountygrown.com. Coordinate with Farm Bureau Market Manager and current “Eat Fresh ~ Buy Lake County Grown” promotional strategies to get flyers and other information to farmers and food producers regarding the year-round online ordering opportunity. Double farmer participation in the project from 14 to 28 through the current growing season
2. Train a minimum of 20 local farmers and 4 institutions on use of the online system, assisting them with setting up their products online and/or showing them how to place orders. Coordinate with Farm Bureau Market Manager on current training approach and use of laptop in the field.
3. Establish a sustainable drop point for online orders to be picked up in the Cobb or Hidden Valley/Middletown area. Coordinate with Farm Bureau Market Manager regarding contacts and location.
4. Provide Outreach to institutions and restaurants to utilize Eat Fresh ~ Buy Lake County Grown” table tents and menu decals, such that a minimum of 2 restaurants, 2 senior centers, and 1 casino are participating in the system by December 2011.
5. Work with the Market Manager on general online promotional activities, as may be needed.
6. Distribution of Lake County Food Guide, such that the Food Guide is utilized in outreach and promotion and that all copies of the guide are distributed throughout the county.
7. Complete monthly invoices summarizing activities by the first of each month, including documentation supporting completion of each extended deliverable.
8. Other duties as may be assigned contingent upon emerging needs regarding online promotion.
9. Final monthly payment will be provided after the summary document of project objectives is completed, submitted and approved at the end of contract term.

Rachel suggested having the Steering Committee be introduced to Tammy the next meeting.

Online Farmer Training Update:

Susan reported the first formal “Online Training” with the farmers took place on July 6th at Angel’s in Finley was very successful with fourteen people attending. Chuck Majors of Morgan Valley Products signed up as a “seller” for the online system from the training session. There were others who were very interested in the Online Farmers Market and Tammy will be contacting the other attending farmers as a follow-up.

Steve suggested having Tammy contact Hue De Laroque Farms to become a “seller” for their value added products on the FB’s online ordering system.

CDFA Site Visit Update:

Susan stated the CDFA site visit on June 23, 2011 at the Department of Health Services went very well. CDFA was quite pleased with the progress of the specialty crop projects. They realize there have been many strides made to overcome the obstacles surrounding this type of work. The auditor stated HLN’s work through the specialty crop grant deserved public recognition, but probably would not receive such acknowledgment.

The Steering Committee suggested sending our own review of the grant’s success for CDFA website.

Farm Bureau Annual Dinner:

The Farm Bureau convened another successful annual dinner on July 14. The dinner is an opportunity to provide highlights of Farm Bureau activities and present various awards. Marc Hooper provided an update regarding the online ordering system and Tammy Alakszay set up a booth to pass out the Food Guide and engage participation in the online system.

OTHER:

California Human Development (CDH) Grant:

Susan stated the development specialist (grant writer) Ed Ober from CDH attended the Local Food Roundtable (LFRT) meeting on June 16th. The purpose of CDH is to create jobs. Ed has written a grant, which is designed to create over 70 jobs in Lake County. The grant will be used for developing infrastructure for our local food system by establishing a local food processing plant at Mt. Konocti Growers. The grant award is for \$800,000 to be spread out over three years. Mr. Ober had met with several local farmers at the LFRT to discuss their priorities, which included cold storage, grain equipment, and value-added processing equipment.

Local Food Roundtable Update:

The LFRT is going through a restructuring process with several sub-committees being created. Denise Rushing is the facilitator and creates the agendas for the LFRT meetings. The next meeting is July 29th at the county courthouse. Susan will give a full report on the restructuring at the next Steering meeting.

Hunger Report to the BOS:

Lake County Board of Supervisors (BOS) heard from the Lake County Hungry Task Force that charitable organizations are scrambling to feed approximately 2,000 families in the middle of Lake County's hungriest season. The families were formerly fed from pantries run by the Lake County Community Action Agency (LCCAA), which closed last February. Representatives from Redwood Empire Food Bank, North Coast Opportunities and Catholic Charities spoke to the BOS about the challenges of finding, transporting and dispensing 800,000 pounds of food that LCCAA would have provided Lake County residents.

Susan reported that NCO has a block grant to purchase food and is evaluating Konocti Growers and other Lake County locations as a potential distribution hub for the local food pantry. Susan stated the need for food in Lake County has risen sharply over the past 4 years.

CDFFA Grant Legacy Ideas:

The Steering Committee brainstormed on what the CDFFA Grant Legacy could be at the end of the grant.

The following ideas were discussed:

- Food Forum on a less grander scale than the prior forum
- Consolidate all of the “specialty crop” grant programs on a website
- Create an Agricultural Advisory Committee consisting of agriculture and food focus organizations

Rachael suggested the purpose of an Agricultural Advisory Committee would be to advise and make recommendations to the Lake County Board of Supervisors, and other county boards, commissions and departments, on matters affecting, or of interest to, the agricultural industry. The primary focus of the suggested committee would include the sustainability and economic prosperity of agricultural production in Lake County. The committee will discuss the above ideas further in September.

In addition,

- Rachael stated the Value-Added Grant has been released. Susan said she would explore the grant for Lake County.
- It was noted that the Steering Committee will not meet in August. The next meeting will be held September 21, 2011.

The meeting was adjourned at 5:00 p.m.