

HEALTH LEADERSHIP NETWORK  
CDFA STEERING COMMITTEE  
May 12, 2010

In attendance: Rachel Elkins, UCCE Advisor; Cornelia Sieber-Davis, Farmers' Finest; Denise Pomeroy, DCFA Fiscal Manager; Ed Robey, Information Technology Consultant; Susan Jen and Jackie Armstrong, Health Leadership Network.

WINEGRAPE COMMISSION'S CDFA PROPOSAL. Susan reported that she'd talked with Shannon Gunier and found out that the Winegrape Commission's project will not include an online ordering system component. She said that they will be using a logo that was developed a half dozen years ago to primarily promote Lake County grapes. Susan added that Shannon had a collaborative attitude and shared the Committee's interest in avoiding duplicative efforts.

EAT FRESH, BUY LAKE COUNTY GROWN SIGNAGE. Susan reported that Teale Love had begun delivering CSA boxes to the Co-Op's nine drop points around the County and planned to rent advertising space on the side of his delivery truck to offset the cost of his commercial insurance premiums. She said that she had the opportunity to see the truck and that it appeared to be in good condition. Teale proposed putting the "Eat Fresh, Buy Lake County Grown" slogan across the top of both sides of the truck and then rent smaller advertising spaces to local growers beneath the slogan. The cost would be \$290 for sign fabrication and \$500 per year rent for both sides. It was the consensus of the Committee that this promotional expense would be an appropriate use of CDFA grant funds.

FARM FOUNDATION GRANT. Susan told the Committee that she had not been able to submit the application to fund a grower workshop by the deadline.

LOCAL FOOD GUIDE. Susan reported that HLN had encountered a wide range of opinions about the best format for a Local Food Guide but the common interest seemed to be a format with broad appeal, rather than directed at a specific market. She said that the HLN Executive Committee recommended a tri-fold with a map and limited grower information that would direct people to the Farmers' Finest website. Other groups preferred a more comprehensive format that would include more detail about the growers, their crops, canning information, farmers' markets, food banks, etc.

Cornelia said that, in her opinion, the comprehensive format would be best because there were still so many people in the county, including farmers, who did not have any or sufficient internet access. She added, for clarification, that the Co-Op's Buyers' Club was distinguished from other markets by requiring membership and offering only organically grown products that are not necessarily produced in Lake County.

CDFA BUDGET SURPLUS. Susan reported that there was approximately \$4,000 remaining in the budget for the Local Foods Forum that she would like to use, with CDFA approval, for promotion. Rachel suggested including education in the budget line item in the event there wasn't enough money to

develop a successful marketing campaign. She also recommended that Susan talk with Wilda Shock about marketing costs. It was the consensus of the Committee to reallocate the surplus funds to promotion and education.

STUDENTS ON FARM SITES. In response to Susan's request for feedback about awareness among Committee members regarding any problems having students involved with planting and harvesting at local farms, Rachel and Cornelia both said that there should be no problem as long as their participation is a recognized school activity that qualifies for coverage by school liability insurance.

The meeting was adjourned at 1:40 p.m. in order to begin interviews with representatives of the two Online Ordering proposals.