

Food & Farm Council of Riley County & City of Manhattan

October 19, 2020, 11:30am-1:00pm ZOOM Meeting

In Attendance: Carol Barta, Joshua Brewer, Jaden Castinado, Andrea DeJesus, Megan Dougherty, John Green, Sharolyn Jackson, Jacquie Mack, Jennifer Morris Maureen Olewnik, David Procter, Adrian Self, Stephanie Smith, Kirsten Spear, Michael Wilson, Vickie James (FFC Coordinator), Elias Martinson, Shanika Rose.

Guests: Ann Smit (Common Table), Teresa Sanborn (Ascension Via Christi)

1. Agenda was sent out one week ago, but Vickie has updated it and resent. Please reference this agenda.
2. Konza Student Table update
 - This project is going really well! They have continued to serve all of the meals at a pace of 400. Lately they have seen more young families and international students.
 - We will need volunteers during fall break. Wednesday nights, 5pm – 7pm, though they are usually “sold out” by 6:30pm.
3. Blessing Box partnership with local Girl Scouts
 - Kirsten’s troop will be shopping for supplies, distributing, and adding flyers to the blessing boxes after a meeting with Vickie at the end of the month.
4. Food mobile distribution communication ideas
 - There continue to be food distribution events, but we’re not sure they’re reaching the correct people. CATs are working on this – does anyone have any ideas on this?
5. Website – feedback, challenges, next steps <https://nourishtogether.org>
 - Thank you to Adrian, Megan, and Sharolyn for going through the training to update the website ourselves, rather than need 502 to update it for us.
 - There is an updated flyer which Vickie emailed on 10/19. Please replace the flyer you are currently using.
 - Has anyone heard any comments or have any feedback for the website?
 - a. Maureen – has sent it out recently, so has not had any feedback yet, but thinks it’s very well put together.
 - b. Carol – had a friend on Facebook look through it, had good things to say. Suggested we share it on our social media pages.
 - c. David – Pointed out a glitch – Adrian is in the middle of an update, and this will disappear.
 - d. Ann – is there a way to have all the churches listed in donations/volunteer?
 1. Vickie – we wanted to make sure that this isn’t a directory; everything has a pathway from the initial questions. Discussion: We will leave it as it is.
 - e. Andrea – specialty markets listed individually, where the local producers are in a PDF that can be accessed on “local producers and bakers.” Is there a way we can have our local producers listed higher?
 1. We’re going to follow up on this to see if we can adjust.

2. Carol – if we change this, we should make it a parallel where everything is a PDF in each topic.
 - a. Vickie – This was done this way because we wanted our international community to have easy access to information.
 - b. Sharolyn – what if we group the international markets together, and put the local producers up top.
 - c. We will continue this discussion in the Admin group.
 3. Michael – should we look into google optimization? The site is hard to find.
 - a. Josh – it will take some time for the website to have enough hits to be findable. 502 predicted this will take two weeks.
 4. Jaden – it’s hard to find the location of the local food system on the front page. Does this make it confusing to anyone?
 - a. Vickie – we had tried that, but our name looked too busy.
 5. David – the “project supported by the greater Manhattan community foundation” takes a lot of presence, can we make something about the FFC be more front and center?
 - a. Vickie – with all of this discussion, we need to keep in mind what is fixable by us, and what we would need to pay for.
 6. John – The website doesn’t have immediate news or updates on the front page, you have to go through several links. Is this by design, or should we change it?
 7. We would like to update the data for the “impact tracker” through the year. Please make sure to send ideas to Vickie along with useable data.
 8. Press release goes out 10/19/20
 9. If you want to write any articles for the sites, let Vickie know. We will be adding links and articles on various topics. Or, if you have a great resource, please share it with Vickie.
 - a. Vickie has a K-State dietetics student who is helping to put articles together.
6. Social media presence discussion
- Josh – As hesitant as he is about social media, he feels like we need to have that platform to reach our community.
 - a. Facebook and possibly Instagram would be our ideal platform.
 - b. Josh would set up the pages, and we would need a few people to help update the page.
 1. Jaden is willing to help.
 2. Adrian - can the content go to a site like Hootsuite, which can populate each of the sites.
 - a. His work sites have locked comments to keep avoid the need for patrolling.
 3. Maureen – This is a great idea, but social media will be a lot of work.

4. John – we could schedule posts ahead of time.
 - c. We could find someone on campus who can help us with Instagram to reach the younger market.
 - d. Vickie cannot take any of this work on. The council will need to do it. If we want to do this, the group needs to take all responsibility. Do we realistically have time to do this?
 - e. Josh – we would need someone to “own” each of the platforms.
 - f. Sharolyn – CATs would also have information to add to the social media page. Would the main purpose be to drive people to the website?
 1. Vickie – this would be for current/upcoming events.
 - g. John – the Facebook page could be where we grab information from other pages to post in one place.
 - h. Do we have volunteers for this project?
 1. Josh, Jaden, Carol (but only after Dec 1st [Happy Retirement!]), Adrian.
 - i. Adrian – we could start slow, use it as a bulletin board to start with.
 1. Council in agreement.
 - j. Adrian makes a motion to have at least a Facebook account, Josh has seconded.
 1. Council is in favor. None opposed. Motion carried.
7. HiAP work, PSE, Equity in our work - This conversation will be punted to another meeting, but work is being done on these topics.
- At a recent meeting Vickie attended, the presenter discussed the difference between equality and equity. In equality, everyone gets the same thing. In equity, everyone’s needs are met.
 1. Example – in the Konza Student table, how do we meet the needs of students from various backgrounds?
 - Master Food Plan timeline and objectives
 - a. Julie has been too busy to get started on this project currently, but it will pick back up soon. Our community plans to construct a Master Food Plan - stay tuned, Vickie will ask a few of us to be a part of this discussion.
8. Next meeting date/location (Monday, November 16, 2020, 11:30am) Zoom



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