

**Food & Farm Council of Riley County & City of Manhattan  
December 21st, 2020 11:30 am-1:00 pm ZOOM Meeting**

**Attendees:** Carol Barta, Joshua Brewer, Jaden Castinado, Andrea DeJesus, Megan Dougherty, Sharolyn Jackson, Jennifer Morris, Maureen Olewnik, David Procter, Adrian Self, Stephanie Smith, Michael Wilson, Vickie James (FFC Coordinator), Elias Martinson, Shanika Rose.

Unable to attend: John Green, Jacquie Mack, Kirsten Spear

Guest: Ann Smit, and Mary Mertz

11:30 Welcome to the attending members and guests. Roll was called and those attending are listed above.

The Food and Farm Council (FFC) wanted to honor Ann for her work with the Common Table and did so in part by setting up an interview with the local radio station, KMAN. The radio host interviewed Ann and two friends joined to help acknowledge her work in the community. This will be aired on KMAN at 9:06 on Monday, Dec. 28<sup>th</sup>. We will provide the link to share this with others. Wishing Ann the best as she leaves the community.

11: 40 Refresh, Reframe, Remind.... Why are We Here?

- Agenda review - there were two additions, those noted in bold italics below.

11:45 What's Our Work? ·

- Website – feedback, updates, <https://nourishtogether.org>

Adrian provided an overview of the some available methods for analyzing user information on Nourish Together.org (NT). He added an analytics platform called Monster Insights – a free software that will allow for upgrades if you choose to purchase. On the NT site, over last 30 days we have logged 496 sessions, 1325 page views. We are in the learning process on interpreting these numbers. Google Search Console also provides analytics for data that is accessed through the Google search engine. This set of numbers provides information on site hits that are accessed through google searches. This site provides more information on ‘eyes on the site’. In 28 days, 67 clicks and 2.4K impressions (times NT appeared in their search returns). NT will be seen more as more people click onto the site. This will take some time.

As we work through these analytics sites, we will be able to acquire data that are more relevant and learn to analyze this information more completely.

- a. Resources and writers for articles – Sign up today!

There have been several articles submitted by some council members, students, and others. We need criteria for length, category, topics, etc. They must fit into one of the seven NT categories. Length should be 150 – 200 words. Photos are very helpful. If there is a resource with a link to something else, this should be provided for posting. Sharolyn and Megan are managing the posting of articles/blogs.

We have a calendar created for sharing blogs. The information should be timely.

Criteria is noted above and Vickie will provide a separate note on this.

- b. Impact Tracker – Who wants to collect and submit?

We need help in finding information and updating impact tracker.

We need ideas on what all information can/should be included here.

- Include Common table meals served through the end of the year.
- Number of meals provided through Ogden
- Riley Co. insecurity rate
- Farmers Market vendors

How often should we change and update? Quarterly time frame was discussed and it was agreed that this is a good design.

Who would be willing to take this on and provide the updates? There was a request for someone to take this on.

- Social Media (FB page, Instagram, Kitchen Restore page, Blessing Box page)  
The Facebook page has steadily engaged our audience. Posts initially reached 14 - 15/day, and it is now up to about 30+/day. We are slowly moving along engaging other Facebook pages. Josh is posting daily or every other day.  
Facebook would like us to buy some ads to get more exposure.  
Content is added from a website category or community activity.  
Josh stepped through how to include a link or information to the Facebook page. We are still learning based on trends, timing, live vs recorded, etc.  
Josh shared the google docs spreadsheet that he has developed which provides a space for FFC members to add information that they want to put up onto the Facebook site. He will then load it to the site at the appropriate time.  
He has established a file that shows what was posted - date and content.  
Information can also be shared with Josh using the messaging application on Facebook. The Google spreadsheet is a tool for the council members to recommend content feed.

**Link to the google doc can be found at: [social media content calendar](#)**

Either option will work - going through the google docs link or suggesting through the Facebook message link.

- Criteria for being a FFC partner?  
When we first convened partners, we developed document outlining purposes and guiding principles for the partners. Should partners be required to sign a more complete MOU - if you want to be involved with FFC outlining the things that you must do?  
Discussion showed that the sign-up is a good idea. We are not an advertising platform.  
Vickie will send out some information on what is required. Andrea moved that we have a partner MOU, Adrian seconded. No discussion was had and there was a unanimous vote to develop the form and require signatures by partnering groups.
- Scope of FFC work - city/county, what about regional. David, Michael, Ann Smit and Christine Glendening are the small Blessing Box committee.

A group from KSU Leadership Studies wanted to take the Blessing Box concept and do it in different counties. They had originally requested that they work with FFC on this activity. This led to a discussion on “what is our role and scope for Manhattan/Riley Co and the region”? It was agreed that we need to stay focused on city/county. Beyond that, we can offer support on a case-by-case basis. We can be a resource for others but will not take on the leadership outside of Manhattan/Riley Co.

Vickie will put together a document on the scope of the FFC that can be shared with others.

- FFC retreat /CATs retreat –  
January meeting will be a retreat focusing on next steps including the Master Food Plan and identifying who will be involved in that activity. It will be announced and open to anyone. It will be at the same time as the routine meeting, but may have discussion rooms available for breakouts. We will need the entire council there, so may have to adjust the schedule accordingly.

#### 12:05 Building the Framework

- Adm. Council consultation with national FFC expert Mark Winne  
FFC had a consultation sponsored through Johns Hopkins with Mark Winne.  
Key learning – don’t be shy in asking for funding!
- CAT committee updates/asks
  - a. Konza Student Table (volunteers, community awareness, donations)  
Continued to serve 250 – 300 students per week, even during the school break.
  - b. Blessing Box (listserv, new box in Ogden, Westloop)  
Shout out to Andrea and Farmers Market for the Santa and Grinch event. We had 5 – 6 crates that were taken to eight blessing boxes. A volunteer has gone to all 17 boxes and taken pictures. When one box is low, sponsors can be contacted and help to fill the boxes.
  - c. Kitchen Restore (new location, donations)  
Everything has been moved into the new home in the upstairs portion of the downtown Salvation Army. The space works well for the activity. KR also received a generous donation that allowed them to get shelving units, etc., helping to get kits out the door and to people that are in need. Requests are increasing. They also need volunteers to help with the process. An Amazon wish list is available if donors wish to purchase goods to donate. It was also iterated that KR is not a goodwill – it takes a lot of time to sort through donated material. The request was, “please don’t give things that are in bad shape”.
  - d. Changes w/i CATs, new partners  
Two partners left community – Sara Karns left Harvesters; Sarah Hoyt – left Cats Cupboard. Both have provided new people in their areas to be the partners.
  - e. **Eisenhower Middle School (added)** Teachers going to work with Waste CAT on a waste reduction campaign for the public through PSAs and flyers.
- Community Resource/Map (flyers on bus, KR boxes, BB, delivery meals, CT ?)

Thank you to Adrian for keeping the community resource map up to date. Most current will be on the website. Print and share often. May distribute through home delivered meals.

- KSU Food Insecurity Scholars Program  
Met with Michael Dowd – someone from FFC will serve as a board member on that scholar activity. Someone on the FFC will work as a board member on that group. Students will be helpful on the food plan – focus groups, interviews, etc.
- Pathways Grant (FFC, Master Food Plan, Food RX, HiaP)  
No news shared
- Earned Media - KMAN, KSNT, Riley Countian, Manhattan Mercury, K-Stater, Collegian – 12 radio, tv, print media Oct/Nov/Dec
- Flint Hills Leadership Program/Community Cupboard update  
No news shared
- Opportunity for FHWC/FFC partner walk in cooler/freezer (Food Insecurity CAT)  
No news shared

#### 12:30 Shared Purpose

- ***Strategic plan community project committee discussion***  
City is forming a strategic plan community project committee, working with city staff and stakeholders. This committee will be looking at values, needs, budget process, etc. Based on application reviews, 25 – 30 community members will be chosen to work with them next year. A question posed to the FFC council, do we want the FFC to be on the committee formally, or find someone of the 25 – 30 selected to advocate for FFC?  
This may be a parallel with the master food plan that the FFC will be working on. Vickie suggests that someone apply representing the council. The process will take 8 months and food will, hopefully, be a piece of the strategic plan. Adrian Self suggested that he may be available to participate. The city application needs to be in by Dec 30.
- Master Food Plan timeline and objectives – 2 FFC members part of core team  
We will start meeting in late January to start working with City and County commissioners to work out a Mater Food Plan.
- Equity committee – Josh, Carol, Shanika  
What should our statement be? When we meet in January, Josh, Carol and Shanika will have evaluated links and tools affecting the equity question and we can talk about their suggestions on a plan moving forward. One goal is to connect neighborhood, race, economic status, to food insecurity. We need to establish ideas for next steps. Vickie had conversation with Laura Wallace about this. It will be up to the identified FFC group to begin the process of identifying what we can do to make a change.
- City/County Commission update report when - we are overdue in this activity.  
COVID slowed this down, we wanted to wait until the website, and Facebook pages were live. Should we now have an update to the commission in February? There was agreement that this should happen. This would probably be done by zoom. We could showcase the website there.

- 12:45-1:00 Until We Meet Again
- Next meeting date/location (Monday, January 18th, 2021, 11:30am) Zoom
  - FFC Adm. Council Monday, Jan 4th, 10:30
  - Waste CAT, Friday, Jan 8th 8:30am
  - Food Insecurity CAT, Monday, Jan 11th 10am
  - Education CAT, Monday, Jan 25th 4pm



In accordance with provisions of the American Disabilities Act, every attempt will be made to accommodate the needs of person with disabilities an equal opportunity to participate in and enjoy the benefits of our services, programs, and activities. Please contact the Health Department Administration Office (785-776-4779) for assistance.