

Meeting Minutes

Date/Time/Location	4/25/16: 4:00pm-6:00pm, Public Works Building
Facilitator	Mary Lou Kemph
Note Taker	C. Nicole Hinebaugh
Time Keeper	Mary Lou Kemph
Attendees	Janna Gower, Steve Duckett, Darcel Eddins, Mary Ellen Lough, C. Nicole Hinebaugh, Mary Lou Kemph, Melanie Brethaur, Casey Epstein (Intern)

Consent for Last Month's Meeting Minutes	Approved
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Minutes

Agenda Items	Discussion	Conclusions/Action Items
• 1. (4:004:10) OPENING ROUND CHECK IN 10 MIN	•	•
• 2. (4:104:15) SET NEXT GC DATE AND APPROVE AGENDA FOR TODAY 5 MIN	<ul style="list-style-type: none"> • Amber may not be able to come today, but if she does it will likely be during a different time from what she is scheduled for. • Agenda is approved with understanding that we may be leaving early if Amber's time period is not • Linda Brown's work schedule changed, and she is no longer available on Monday evenings. Casey is an intern for FPC, and observing this meeting, may be interested in facilitating group. 	<ul style="list-style-type: none"> • Next Meeting: Monday May 23rd • Need to identify who the next month's facilitator and note-taker are.
• 3. (4:154:35) COORDINATOR UPDATE AND RAFFLE	<ul style="list-style-type: none"> • Have had some speaking engagements with WWC, Lenoir Rhyne, and UNCA. This has been helpful for filling in some financial gaps in coordinator funding. • UNCA panel was a good experience with policy updates by panel guests, a Q and A with 	<ul style="list-style-type: none"> • Mary Ellen will follow up with Rachel to ask her about her feedback from the meeting.

<p>20 MIN MARY ELLEN</p>	<p>students, and some dialogue with professors, also.</p> <ul style="list-style-type: none"> ● After each of these speaking engagements students have contacted Mary Ellen to ask about interning with the ABFPC. We now have a WWC student and a Lenoir Rhyne grad student who want to do thesis studies with ABFPC. ● Current interns from UNCA and WWC are great, and are helping out a lot. ● Mary Ellen had been speaking with Rachel Nygaard at the County about the Double Bucks program. Rachel invited Mary Ellen to speak with other folks there, and ME invited Nicole and Brandee to speak. Were not prepared for a whole presentation for the very formal group that showed up there. But set another meeting in May to provide a formal presentation to the group once our intern has finished her research project. ● Had a good response for the raffle from restaurants. The Marketplace is engaged in national level food policy work, and is interested in becoming more engaged locally. Were set up for the raffle at the UNCA Policy event, and had a good response. Going to also set up part-time at Herbal Festival this weekend in Randal's booth. Will be setting up next Tuesday at Farmers' Market, and later will set up outside of FBFC. Tickets are \$2 each or 3 for \$5. ● Have applied for Tipping Ponit grant with Buncombe County, and should hear back in a couple of weeks the outcome. 	<ul style="list-style-type: none"> ● Will likely need more copies at some point of tickets. Darcel and ME will speak further about that. ● Asking folks to sign up to operate table at Herbal Festival. Mary Ellen will coordinate. ● Casey works at FBFC, and will contact Clare to confirm the tabling.
<ul style="list-style-type: none"> ● 4. (4:354:45) INTRODU CTION OF CASEY, NEW INTERN, AND DISCUSSI ON OF 	<ul style="list-style-type: none"> ● Casey has been doing some secretarial work for Mary Ellen for the last 4-5 weeks. ● Have a history degree from Clarks U. ● Have a history working on some policy, development, nonprofit work. ● Currently working for Storm in back of house, and for the FBFC. ● Is emailing ME looking for extra work to do. ● Has been helpful to work closely with Mary Ellen weekly in an administrative assistant capacity. 	<ul style="list-style-type: none"> ● ME will create and bring a template for intern job descriptions at the next meeting. ● ME will also revise the Job Description for Casey based on

ROLES 10 MIN	<ul style="list-style-type: none"> ● Would like to start with a 6 month time frame: may help with facilitation, website updates, volunteer liaisoning, and a focused 6 month project. May be interested in establishing a Farmers Market Cluster, or working on an event to help engage a membership base. <ul style="list-style-type: none"> ○ Water Cluster needs an intern. This might be a good fit for Casey or another incoming intern. ○ It would be good to have some kind of job description template for our interns. Would be helpful for simplifying what their duties are and being accessible to the clusters. ○ Don't think we need a Farmers' Market Cluster, but may be good to create a POC Cluster, but this might not be a good fit for Casey. ○ Working on an event would be good (MOTW). ○ Great to have all these interns working with us, especially with students who are able to connect us with the local universities. ○ Could possibly take on posting minutes from the cluster and GC meetings on the website. <ul style="list-style-type: none"> ▪ Trying to learn right now about what the process is to help the website stay up to date, and is learning how to use Wordpress. ▪ Once website is caught up, won't likely take more than 1-2 hours a week. <p>-Not necessarily interested in working on a cluster-specific project, but will be connecting with the cluster interns.</p> <p>-Everyone is really happy that Casey is supporting this organization and working with Mary Ellen and the interns. Great for building our capacity.</p> <p>-Would also like to think about how we continue to move this work forward, even after the 6 months that Casey is here.</p> <p>-Would encourage Casey to learn as much as possible about the work that is already happening</p> 	the feedback today.
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	<p>within the clusters before creating a brand new project.</p> <ul style="list-style-type: none"> • Laura is doing research on email situation. Can send outgoing messages, but can't receive incoming messages. 	
<ul style="list-style-type: none"> • 5. (4:455:00) CLUSTER UPDATE FARMER SUPPORT 15 MIN STEVE DUCKETT 	<ul style="list-style-type: none"> • Farm Heritage Trail is something that some of the Farmers' Support Cluster have been working to develop and apply for funding for. This is something similar to a project in New England, supporting agro-tourism. • Also working on a policy paper with UNCA (Prof. Leah Matthews, and another prof.: Elizabeth _____): Why is Farmland Preservation Important? Would like this to be some information, a story, and an info-graphic to be able to share with various levels of policy-makers to help garner interest and support. • Learning that not a lot of Farm Policy can be done at a local level, so are working to liaison with other councils at the regional and state level to work on a larger scale to address policy needs; taxation, etc. Doesn't move very fast, and there are set-backs, so some people are feeling a little frustrated by the slow progress. • Interesting that our FPC has two somewhat different focuses in food access and farmer income. Interesting and challenging to walk the line which is able to do both. • Have been gathering info about barriers to local farm production and accessing local markets rather than the wholesale market. <ul style="list-style-type: none"> ○ Some said that there wasn't enough profit margin to make it valuable to expand production. Some said the markets weren't expanded enough. ○ Expansion into meats was the most popular, rather than venturing into locally-sold vegetable production. ○ We have some built-in handicaps for large scale production of some vegetables due to our particular growing season, so there may be an 	<ul style="list-style-type: none"> •

	<p>interest in a local market to supplement their wholesale sales.</p> <ul style="list-style-type: none"> ○ One barrier to selling to local grocers such as Ingles is that there are certain regulations that smaller growers have difficulty meeting those requirements. <p>-Recommendation to look at growing hemp in the local region, also would like to figure out how to grow more vegetables with synergy around Double Bucks program.</p> <p>-Interested in what kind of work happens with middle-people to match growers at all levels with markets at all levels. Some people do this but are having trouble making this sustainable. Would like to learn more about how potential markets like restaurants connect with farmers and what possibilities are there for that to be explored further.</p> <p>-Interested in learning about the migrant workers and would like to explore what Farmers' Support might be interested in taking on around any human rights policy work for migrant workers.</p> <p>-Interested in having one FPC that is functioning, so that we can see that and create more in the region.</p> <p>-Would be interested in learning more about markets outside of farmers markets that could be accessible to growers with some additional infrastructure or systems in place.</p> <p>-There are four active farmers on the cluster, along with participation from ASAP (have had a few different representatives, and don't come all the time, but do come occasionally), OGS, Bunc. Soil and Water and Farmland Preservation, Southern App. Highlands Conservancy, and NC Extension. The networking with each other has been very helpful.</p> <p>-Kelly Koney is working on developing a policy brief.</p> <p>-Still working on getting more conventional farmers involved with the Cluster, but would need a more clear path forward to get on board. Might be attractive to these growers if there is more of a market developed. Farmers in the County see red flags in the reputation of the ABFPC group, as it</p>	
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	tends to be organically focused and also based largely in Asheville.	
● 6. (5:005:30) SUSTAINABILITY OFFICER UPDATE AND POLICY PRIORITIES 30 MIN AMBER WEAVER	<ul style="list-style-type: none"> Not here. 	●
● 7. (5:305:45) DISCUSSION ON ON BFNC PROPOSAL FOR FOOD ACTION PLAN 15 MIN MARY ELLEN	<ul style="list-style-type: none"> Fruit and Nut Club Proposal: Would like to get it approved by GC, and then have City Staff take it to City Council for approval and then implementation: to be added to the Food Action Plan. What is the larger process of amending the Food Action Plan, and how can we think about including cluster recommendations and proposals for additional items prior to taking this to the city council for approval. Are we going to have an opportunity to edit this proposal at all? Do we have any dates for revision of the Food Action Plan? <ul style="list-style-type: none"> The FAC is being written on the fly right now, and the focus right now is on planting edibles. <p>-Do we need to add/revise an amendment to include planting trees in public spaces? -SACEE is recommending that we come up with a more detailed list, present it to SACEE, and then they will present it to City Council for approval. -Concerned that this proposal feels manipulative after the Fruit and Nut Club has been communicating a lot with the city staff and city council. This seems like a short-term work-around to go through the ABFPC to work on with immediacy to take to the city. -This could be an opportunity for us to act as an intermediary between the F&N Club and the city, because they don't have a leader right now. Seems</p>	<ul style="list-style-type: none"> Mary Ellen should send this out to the GC reps with instruction to reps to take to clusters, and gather reactions and feedback, and send back before next GC meeting. Should put the BFNC proposal on the agenda for the May GC meeting to follow up discussion.

	<p>worthwhile for us to help them, because they need help, and are getting different communications from different parts of the city.</p> <p>-Feel nervous about rushing this through for city approval without talking further with the F&N Club and others.</p> <p>-This could be a really useful thing for leasing requirements.</p> <p>-Would be great to take this to the clusters for feedback and input into adapting the Public Edible Planting section of the FAP.</p> <p>-Would really like to take this slowly and consult with SACCE, and would like to see this go to a committee to be able to carefully craft the language and delivery.</p> <p>-Need to be aware of what brought us here, and what some of these requests are implying and requiring. Need to be careful about how we take this to city council, as there is history here around this, and some city relationships have been damaged by the communications and requests that they have made so far.</p>	
<ul style="list-style-type: none"> ● 8. (5:455:55) STRATEGIC PARTNERSHIP FUND 10 MIN NICOLE 	Mary Ellen and Nicole will work on this and will submit a proposal to the city in the range of \$18k-\$22k for a collaborative grant between the Food Policy Council and the Asheville Buncombe Community Garden Network.	ME and Nicole will work on this application. Due 5pm on May 17th.
<ul style="list-style-type: none"> ● 9. (5:50 5:55) GOVERNANCE DOCUMENT UPDATE 5 MIN JILLIAN 	<ul style="list-style-type: none"> ● 	<ul style="list-style-type: none"> ● Need 30 minutes at May and June GC meetings, and should then be able to finish the Governance Doc.
<ul style="list-style-type: none"> ● 10. (5:556:00) CLOSING ROUND 5 MIN 	<ul style="list-style-type: none"> ● Melanie will be sending out a letter about fluoride, and if anyone wants to be listed on it let Melanie know how they want to appear. ● Great to cover so many subjects and stay on time. ● We had a lot to cover. ● Great to hear so much from Steve Duckett. 	<ul style="list-style-type: none"> ●

	<ul style="list-style-type: none">• Wish we had more time to talk about everything.	
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Next Meeting

Date/Time/Location	May 23rd from 4pm-6pm: Public Works Building
Facilitator	
Agenda	