

Tampa Bay Network to End Hunger
August 9th, 2012
9:30 am
United Way Tampa Bay

Agenda:

1. Introductions
2. Review of June minutes and approval
3. Work Team Reports
 - a. Homebound- Steve King
 - b. Childhood Hunger- Sheri Taylor
 - c. Education- Joe Cuenco
 - d. Agency Capacity- Beth Houghton
4. Strategic Review Discussion
5. Next meeting September 13th, 9:30am, United Way
6. Adjournment

Meeting was called to order by Pat Rogers at 9:38am

1. Introductions
2. Beth moved to accept the minutes, Nan seconded, Minutes were accepted by unanimous vote
3. Work Team Reports
 - a. Homebound- Steve King
 - i. Not done much during the summer but they plan to reconvene soon
 - ii. The plan is to target neighborhoods with high populations of elderly and needy situation, using census data to find areas where elderly and poverty overlap
 - iii. Plan is to get a network of volunteers to deliver food there
 - iv. The network discussed delivering prepared food vs. groceries
-Groceries makes more sense from a food safety standpoint
 - v. Nan suggested putting together recipes for the food that is in the bags
 - vi. The question was asked "How many of these people will have disabilities and will be unable to prepare their own food?" This will need to be kept in mind when preparing the bags and such
 - b. Childhood Hunger- Sheri Taylor
 - i. This work group is moving along the timeline toward the first objective
 - ii. They are holding a class to train for the SNAP program- 30 financial literacy coaches and many others are taking a training with a waiting list
 - iii. 2nd objective- expanding resource knowledge and developing a marketing campaign
 - iv. We have a graphic designer but we're just going to start by using a DCF approved toolkit with templates
 - v. We need to form a marketing committee since we have so many different messages that we are trying to get into the community-- from people who need food assistance to corporations that might want to get involved

- vi. They sent a list to 211 and many partner agencies about where to send children in need of food
 - vii. They asked those sites to send food to a food bank in their area if there is a surplus
 - viii. SVDP food delivery pilot program has been going pretty well; Metropolitan Ministries wants to get involved also; Kitchen capacity is currently 100
 - ix. Bobby Davis from the children's board wrote grant for \$30,000 for after school feeding program at the actual schools, United Way has matched it \$25,000
 - x. They think they can maybe find some additional stake holders in Pinellas to get involved and move the program to Pinellas as well; United Way has said they will match it the same in Pinellas if they find the money
 - xi. They are beginning with 6-8 schools to start the program in Hillsborough; hoping to start meals by end of 2012
 - xii. Pack-a-sack team wants to get everyone on the team together to identify the gaps in the programs and make sure the best schools are getting the bags
 - xiii. Last objective is identify members who would be able to be on a development committee
 - xiv. Pinellas put out a detailed report of the 5 highest need areas in the county; Leelman area should be a target
 - xv. Carolyn mentioned her work in Lacootee; area of high pverty and very high need. Starting the Pack-a-sack program there and also trying to open the kitchen at the Boys and Girls club as an after-school feeding site; FATB is also planning a distribution there
 - xvi. As we gather all of the information and are able to break it down by zip code, we will uncover more of these areas
 - xvii. Also trying to increase access to fresh produce; pulling together information on farmers markets and produce stands that take EBT; they have a list of places in Pinellas and they're working on one for Hillsborough
- c. Education- Joe Cuenco
- i. They've made some progress on objectives; they have the inventory of the gardens in Pinellas schools and they are still working on that list for Hillsborough
 - ii. They have K-6 curriculum produced by Eckerd College that needs to go up on the website
 - iii. Met with Eckerd College and talked about building a community garden model that can be replicated in other areas
 - iv. Joe met with David about the different options on models
 - v. Intend to increase the level of awareness on what is out there about the who, what, when, where, why of eating produce like this
 - vi. The question is how to market the answers to these question
 - vii. The goals is to eradicate the support systems long term

- viii. Can we work with the school system to get it into the curriculum as a requirement?
- ix. There are still a lot of fragmented efforts that we need to collaborate and consolidate
- x. Currently 65 gardens in Pinellas county
- xi. Many gardens fail, even those in schools because they don't have the support during the summer
- xii. Will says the Sligh Avenue project is supposed to also have classroom factor to it as well. Will got a building donated and they want to move it; this will have models to show the community. They want this to display all of the different options and methods.

d. Agency Capacity- Beth Houghton

- i. We want to survey the agencies; out of 380 surveys we got 16 responses; Christine long created a visual representation of the responses
- ii. It is clear that we need to dig into the barriers a little more
- iii. There are not many areas of need according to these 16 responses
- iv. Funds and space in the freezer/cooler were two of the major barriers
- v. We get a sense that teaching budgeting with food stamps would be powerful but the survey did not really show that
- vi. We ask that everyone sends the surveys out and forwards them to any agencies they know
- vii. Jane suggested that we mention that it only takes 3-5 minutes
- viii. There are a lot of materials out of UCF about stretching food stamp dollars
- ix. Beth asks if there is a way to incent people to come
 - x. Pat suggested we go to a grocery store and say "If we have a class here, would the store take \$10 off their bill" maybe make the whole class a tour, very hands on
- xi. It was also suggested to have a cooking class about how to use food bank food
- xii. It is not always about them making those choices though. It is also about access to transportation, refrigeration, etc.... It is going to take going zip code by zip code analysis to really see what is needed where
- xiii. Pat wants to use the Vista volunteer and interns to compile all of this data and make it accessible
- xiv. Joe asks about where we could put an educational piece about making the most of SNAP or something similar; it is suggested to maybe put a link for when they log in to MyAccess
- xv. They are closing all of the food stamp offices so it is going to put more pressure on those sites that help with access
- xvi. Childhood hunger committee is training additional volunteers about helping people with access.

4. Strategic Review Discussion

- a. How are we going to measure our success and track what we've accomplished and such?

- b. Every head of a work team should produce a review/summary about what they have accomplished, what is left to do, what is the impact we had on ending hunger, what we learned, what still needs work and how to prioritize those
 - c. Everyone submit their reports the week before the September meeting
 - d. We will look at what goals do we still have going forward
 - e. We are still missing an annual plan, what are the milestones, what does success look like in our community, how close are we to ending hunger?
 - f. We need to look at what do we need to do as a community and a group to break down the barriers that exist
 - g. After the work groups put together their summaries we may dedicate a whole meeting to strategic planning and put together 1 year, 3 year, and 5 year goals
 - h. We can have someone to help facilitate that like we did at the beginning
 - i. A lot of people are new so they might not even know what has been accomplished
 - j. Pat will send out a format so everyone is filling in the same things
 - k. We will also look at steps of working towards our own 501c3
 - l. Since USDA is cutting back so much, we have to ask where is the help going to come from? Can we make suggestions about how to supplement this
 - m. We're working hard to get farmers in the know about donating into the system
 - n. The farm bill is the real ticket! Impacts WIC, food stamp, USDA, subsidies, everything
 - o. We can have a big impact in that area because this will set things for the next 5 years
 - p. Steve asked for more education about this from people that work more with the government
 - q. Jane and Beth will draft a letter from this organization that we send to media and legislators; it will mention who all composes this network; Claire will gather educational items
- A note about the website
 - Pat met with Jim Chancey; He is going through everyone's notes and restructuring
 - We are paying for the smallest domain option so it can only hold so many pages; It's easier to put URLs on our website but really store it on another website
 - Jim will have more time to dedicate to this when he is fully retired again but each section needs a content manager who will be responsible for one of the tabs
 - Pat thinks it will be up and running by September
5. Next meeting September 13th, 9:30am, United Way
 6. Meeting was adjourned 11:10 am