

Tampa Bay Network to End Hunger  
November 10<sup>th</sup>, 2011  
10:30 am  
United Way Tampa Bay

Agenda:

Introductions  
Review of September minutes and approval  
January Meeting with For Profit Partners  
Location  
Invitation List  
Message  
Power Point or Handouts  
Work Team Reports  
Research  
CAN DO  
Education  
Community Gardens  
USDA Grant  
Communications  
New Business  
Getting the Message Out from HC Technical Team  
UWTB Discussion- Safety Net Committee  
Budget  
Next Meeting and Report Outs  
Adjournment

Meeting was called to order by Pat Rogers at 10:33am

Introductions

Cliff moved to approve the minutes Will seconded, Minutes were approved by unanimous vote

Community Gardens- Will

He brought on board Robin from TUFF and David Whitwam of Whitwam organics  
David could be the solution to the problem of continuing education once the farm is put in,

Separate committee will meet with David and those who want to put in a community garden

He can provide all the connections of where to get supplies (access to plots including one that can grow 24 plants in a 2x2 plot) Just need people to weed and check for bugs

The goal of what he teaches is to produce FOOD, teach what plants grow well where, in which season, and which freeze well

On site they build a compost bin so it can be completely sustainable

\$12 per square foot per garden, soil, wood, labor, and all plants, not the irrigation

\$375 for full stacked 2x4 box with all plants and irrigation, these are all retail prices, David would give quotes based on the job and whatever was donated would be taken out, he'd break down the costs piece by piece, this is just to get an idea to start with  
In the community garden committee they will decide if this is the best way to go with regards to the TBNEH project

#### January Meeting with For Profit Partners

The purpose is to get for-profit people on board to help move initiatives forward  
Is January a good month? Will suggests early February meeting so the network can meet in January as usual to insure good attendance and that the Network is ready, Cliff and Nan agree, the first or second week of February is suggested. This meets a lot of agreement and no opposition

Give the list of people to invite to Sheri and she will work out the specific invitation with details to send out

Invitation list? What segments of the for profit sectors should be invited?

Grocery store community relations; Agricultural sector like farmers and agricultural processors; media; elected officials; Florida Philanthropic foundation; Anybody who cares about fighting hunger to get feedback;

Perhaps have some way to show who all is represented in the Network on the invitation  
If everyone has relationships with these people then the invitation should be sent from the individuals, just send RSVP to Sheri so she can keep a master list

Deadline to get names to Sheri is the December meeting, at that meeting the network will make sure a cross representation will be invited, she will not invite people unless she is specifically told to invite, Sheri will create a template that everyone can forward out  
Location? should be a mid point between the two counties. It is decided to have the meeting from 10:30 to 12 in this same room at UWTB on the second Thursday of February (Feb. 9<sup>th</sup>)

What is the message? The network will have an hour and a half to present to people who don't know what we're doing.

Introduction of the network; who we are, how we came together and what we've done so far.

What does this take to solve hunger? Show our structure to say this is all what it takes to address hunger

Show the map that the research team has compiled to show what work we're doing and how collaborative is, show the breadth of the people involved

From health care standpoint, maybe show how what the Network is trying to do can reduce disease; show health care providers that the Network is removing the barriers to healthy food, Why does this all matter? Address health issues; raise awareness! People just don't know; this is happening in YOUR neighborhood and YOUR companies

Present the two tests that the Network has done with distributing excess produce: what was accomplished, how many pallets went out, how many agencies took it; We're coming into harvest time and the pilots went really well and we can give the results from this process at the meeting

Will wants to have David present to get people behind this community garden project.

Introduction of the network, and what we've done so far. Have Can DO present. If we've got this started we can give results

Open to discussion of topics and have a question answer session at the end “How can you help?” Ask them what food is going to waste because those sources aren’t being tapped? Have the works teams tied up to say here are our initiatives and get them involved in a team

Mary Keith will have fact sheets by area for the February meeting, present something and then take some things with them, have PowerPoint AND handouts, contact information, work team contacts, educational handouts

We want them to leave energized that “We can end hunger!” and get the asking “What can I do?” put together a take away with specific areas for involvement like community gardens, can do, money, etc... maybe even pass out a pledge card at the beginning of the meeting?

Sheri and Pat will draft what we want to do by December, and then assign people to put together what we want to say about each to present at the January meeting

BASICALLY: Overview of hunger, the formation of the network, projects and progress, next steps, how to help

#### Committee reports

##### Research- Pat Rogers

We don’t really need to do the door to door study, we can use the secondary research that has been gathered to put together the picture

Right now research is focusing on putting together the provider database to show what everyone is doing, who we all work through, who we give food for passing out; see get who is on the supply side by zip code, hours, if they have refrigeration, trucks, etc...

Maybe include their requirements to receive food as well?

No technical person to put all the information together by zip code and by county (free reduce lunch, USDA, agencies, etc...) when we put this together, the deserts will be revealed; we want to be able to share this database to anyone who is need, “Like the Wikipedia of what everyone is doing with everyone keeping it updated”; Bruce may help us with a technical person from UT, this will be a line item in budget for the research committee to discuss

IF the research committee did door to door, what questions would they ask? What are the barriers? Can’t carry the amount of food? Not good time frame? What are the issues if any? Then we can figure out what can be done about these issues as well as identifying the deserts. How can we improve the health of the food? How often does your plate look like the USDA recommended plate?

We’re ready for the birth of the database. The research committee wants to have this available by January to see what parts we want to present in January

##### Can Do project- Cliff and Sheri

Basic Idea: Ongoing sustainable food drive, one can of food a month

Sheri presented notes from the Can Do committee meeting; We need a flyer and packet to distribute at the February meeting, some sort of marketing piece. Sheri presented a draft/mock up of such a packet

Packet could include things like: a list of agencies for the company to pick from to benefit, registration form, list of needed items

The question arose of who could be a central point of contact? Someone for people to call and who will keep track of the pounds; the idea was presented that perhaps the Network could provide a stipend to someone who is willing to stay committed, and coordinate all of this; this job could start out at two days a week but maybe grow to include the produce distribution chain and community garden projects; UW would cover the stipend and then they will speak with whoever will house this person to see if there are any other costs to housing this employee

RCS and The Salvation Army could provide the office space, it was suggested that the Network should find the person first to see which offices would work best

Action item: Sheri needs a list of all the agencies that would like to be beneficiaries so she can make the list for the packet; the committee will go to each of these agencies and ask who is the contact person

With regards to hiring the TBNEH employee, it was suggested that everyone starts with people within our agencies (maybe volunteers, trusted people) Give names to Sheri as well ( [HYPERLINK "mailto:staylor@uwtb.org"](mailto:staylor@uwtb.org) [staylor@uwtb.org](mailto:staylor@uwtb.org))

Education- Mary and Nan

Passed out produce information sheets, they made sheets for the produce that is coming into distribution soon; Highlights information like: Why eat this? What to look for? Recipes? Storage? She can send these out via email if anyone wants, she can put any donor name right onto the flyer before she sends it; if anyone finds out produce is coming in, let her know and even if she doesn't have a flyer made for that product she could create one ( [HYPERLINK "mailto:mkeith@ufl.edu"](mailto:mkeith@ufl.edu) [mkeith@ufl.edu](mailto:mkeith@ufl.edu))

The education committee is also working on fact sheets by area and district; these will be affective for elected officials, should have statistics and fact sheets that she'll send to Pat for approval by the December/January meeting

Community gardens- Will

Everyone interested in having a community garden on their land should email Will  
USDA Grant

TBNEH decided not to go for the USDA grant; it wasn't a good fit for this organization  
Communications – Jane (absent)

Hopefully TBNEH will have a website soon, if Jane doesn't have time is anyone else available?

Hillsborough County TV technical employee, he wants to get involved with TBNEH and wants to create a dedicated website as a part of Hillsborough county website that will have info available to the public; the Network could maybe get him involved in the website?

UWTB Discussion

No time for this today but Sheri will put together a budget that includes community garden estimates and the possible stipend for the Can Do employee

She asks that everyone have a budget outline for their projects by the December meeting  
New Business

Meetings to start at 10 am again and go until 11:30am. This met unanimous agreement  
Next meeting: 10 am-11:30am December 8<sup>th</sup>

Meeting was dismissed at 11:52am