

Attendees: Cynthia Mika, Pat Rathmann, Shannon Brenner, Nancy Chaney, Misty Amarena, Melinda Schab, Amanda Snyder, Colette DePhelps, Iris Mayes, Emma Liang, Amy Snively-Martinez, Ryan Lazo

Food Summit Debrief

- We have about 12 people who indicated they would like to be on the 2019 Food Summit planning committee.
- We will be convening a planning meeting for the 2019 in May
- If you would like to be on the planning committee, please let us know
- We won't have videos of the 2018 Food Summit presentations – the quality was poor that we received from the student intern, and the work was incomplete.
- Motion (Nancy): Give the Video intern one more chance to recover video footage that he can edit to meet our agreed upon deliverables and quality expectations set out at the beginning of the internship. If not delivered, the intern will not receive an honorarium.
Amendment: Videos must be received by April 5th for review.
 - Seconded by (Misty):
 - Vote that all in favor of accepting Nancy's motion and to have a response by April 5th:
 - 12 voted in favor
 - I abstained (just arrived in the room at end of discussion)
 - We do have a small clip of video footage from a WSU reporter, Afiq – he did this as an assignment and did a beautiful job. We could ask him if he has more video footage that he could edit and give to us as a promotional piece.
 - Action: Colette will ask Afiq if he has any video footage that he can make into a longer video recap of the event.
- Evaluation data:
 - We did not ask for pre-knowledge to the Food Summit. Our evaluation of the event did not ask their base knowledge. We are using a one pager to avoid participant fatigue
 - We may want to re-word our future evaluations so that we can have solid take home data of knowledge gained.
 - We use this data as a sensing on what people have learned overall, and not as a detailed analysis to answer those deeper questions
 - We had 57 out of 120 respond to our evaluation data. We might learn from those who did not respond.
 - How can we increase evaluation response?
 - Future –

- give people an extra ticket for submitting an evaluation
 - add feedback section for each presentation
- Could also include clickers of Slido for the evaluation
- Could include a comments/questions session at the afternoon/end of the Food Summit
- There are other assessments of our local food system that are currently happening, like the community health assessments, the Palouse Tables project, the Moscow Farmers Market economic assessment, and more
- There have been meetings on Poverty on the Palouse. The next meeting is planned for April 5th at City Hall @ 5:30 or 6 pm.
 - We may get some ideas from this on-going workshop for future Food Summit and PCFC projects
 - We should keep future Food Summit project ideas around the topics of local food, and food sovereignty and building a sustainable solution to those needs we have found around local foods
- What would be most helpful from the afternoon session?
- The way we frame questions in how we capture what people learned during the Food Summit
- For those questions when there is a “no” ask follow-up questions, “why not?”
- There was repetitive expression for needing more networking time (lunch and follow-up networking time)
 - We did shorten this Food Summit day, and cut out two hours
 - We should keep the Food Summit as a full-day to provide more time for networking (lunch and specific networking time)
- The responses were very diverse, which reflects the diversity of our presentations and presenters, and the diversity of our audience
- People often learn about a project or activity during the Ignite! presentations, how can we share follow-up with this at the next Food Summit?
 - Perhaps a short highlight of each Ignite! presentation from the year before
 - Could be a presentation, Colette could reach out and ask that question and then give an overall Ignite to update
- Do let us know if you would like to be on the 2019 Food Summit Committee
- We will have the Keep Me Involved for our next meeting and will put on our website pieces that we will showcase for the Food Summit
- We will be asking about the theme for the Food Summit next month, and then the Committee will take the theme idea and then identify speakers around the topic
 - Every time we have a PCFC monthly meeting, the Food Summit committee does report out and takes input from the larger group

New Logo

- Erica Wagner has redesigned our logo and created a brand set for us to use that uses colors pulled from our photos, website and colors of the Palouse
- Colette has hired an intern to redesign our website with the new logo and branding and create a consistency of look, including redesigning our brochure and rack card
- Funding from rebranding of logo came from Food Coalition funds, a total of \$300
- Anytime Colette has program funding to support the Food Coalition, she will do this – which includes payment of the website, and buying a paid theme for the website
- Original images were taken from Food on the Table, developed by Amy Gray, but updated
- We will be developing a member image/logo and put this on a window cling that can be given to all the PCFC members to put wherever they would like
 - Could add some items that are seasonal
 - Include wheat
 - Include beehive
 - Include dairy, cheese or bottle of milk
 - Include lentil
 - Include eggplant with purples
 - Could include an apple / apple tree
 - Colette will ask for Erica to develop a few more items
- We received two Dime-in-Time grants, some of these funds included printing, brochures, and marketing.
- The Moscow Food Co-op can also provide printing with their high resolution printer (possibly could print the window cling)
- We have another designer that is working with us on updating the brochure and membership form, and can also help us develop a tabletop display
- Could also include development of a pretty magnet that people can put on their refrigerator
 - Could include a calendar of when local foods are seasonal and available
- Maybe someone with a larger budget could include a backpack reflector with “Safe Routes to Healthy Food” (possibly Idaho Transportation Dept.)
 - Need a list of things we would like to create and a price list, and can ask specific businesses are of the costs and how it would be used

Local Food in the Palouse-Clearwater Region Story Map

- The introduction will have the text explaining about our food in the Palouse-Clearwater region
- This includes our 8 county region of the Palouse-Clearwater
- There are tabs at the top of categories, including:
 - Artisan Beverages

- Commercial Kitchens
 - Community Gardens
 - Farmers Markets
 - Food Banks
 - ** suggestion: add contact for the current hours of operation and donation and delivery times
 - Remove existing times and days as they can change rapidly
 - Processed Foods
 - ** suggestion to change this title, possibly “packaged foods” or “value-added”
 - Meat Processing Facilities
 - Restaurants
 - Other Products
 - ** Suggestion: add “Meal Sites” that includes senior meal sites, summer lunch sites, and other community meal sites
- The categories tab is displayed by user
 - Locations are accessed by clicking on the picture or the number designation
 - Those who provide photos are given photo credit
 - Need a picture to geo-locate where food system asset/business is located
 - The Story Map will be on the PCFC webpage. On the PCFC website, there is a statement mentioning that we always encourage feedback on the Story Map and to provide more information or a photo.
 - In 2013, Cinda had an assessment of local food in our region, now we can use this data to show change over time.
 - What is the plan for maintenance of the Story Map?
 - We need to do an annual ask to those who are listed in the Story Map
 - ** suggestion: add when the Story Map was last updated to website page
 - Do give feedback to Emma and Colette on any suggestions pcfoodcoalition@gmail.com

Local Foods Blog

- Has been updated
- Is posted as: www.pclocalfoodlocalfavor.org
- Current bloggers are Carol McFarland, Jessie Hunter, and Colette DePhelps
- There will be a calendar for posting blogs, and we can have other contributors
- Contributors will give their blog to Colette to post on the blog
- We can also have guest posts from the Moscow Food Co-op and other local organizations and businesses.
- We would like to launch blogs toward the weekend time when people might be on looking at the blog
- Have a blog on area wide food festivals

The Art and Language of Local Food

- Colette will be working with Palouse Prairie Charter School's 7th Grade Class to develop their own posters for this series. This will be the start of our collection to develop a project around the Art and Language of Local Food.

Safe Routes to Health Food National Webinar

- The link to the recorded webinar + additional resources:
<https://www.saferoutespartnership.org/resources/webinar/healthy-food-access>

Upcoming PCFC Monthly Meetings

- For future PCFC monthly meetings, we would like to bring in guest speakers to talk about things that are happening in our region. Our guest speakers for the April meeting will be Max Newland with the Moscow Food Co-op FED Initiative and Jessica Brierly with Eat Smart Idaho.
- Next meeting is **April 19th at 11:30am – 1pm @ the Neill Public Library in Pullman.**

Announcements:

- Latah Trail Foundation will be having their annual dinner on April 28th.
- Backyard Harvest is having their 10-year birthday at PCEI on June 9th – everyone is welcome to come! There will be a birthday party and cake + events and stories.

