

Healthy Roots Collaborative Advisory Committee Meeting

July 9, 2020 – 1pm to 2:30pm

<https://us02web.zoom.us/j/89183777680>

Attendance: Emily Alger, Rachel Huff, Robert Ostermeyer, Tim Smith, Brad Docheff, Bethany Remmers, Koi Boynton

Goals:

- Update on Farm & Food Business Support Position
- Discuss and decide on committee chair
- Begin goals setting and prioritizing of FY'22 Fundraising

Times	Agenda Item	Action
1:00-1:20	Welcome & Updates	
<p>Notes: SHLT took on a new Farm to School contract for curriculum training. The grant originated through the Agency of Education and is coming through Green Mtn FTS. With the pandemic there is a bit on uncertainty with FTS and the team will be sitting down with partners in the coming month to determine next steps and new areas of focus.</p> <p>Rachel updated us on the FTS institute – 3 teams attended the virtual events as part of our USDA funded project through the Agency of Ag. The teams are now all in really good shape to advance. Robert asked about what adjustment to the pandemic looks like for these teams. Rachel talked about more educator trainings to allow them to implement in their own classrooms and a focus on outdoor education – which is already a natural FTS fit.</p> <p>Brad reported that Fairfax is considering starting a community garden at the school or on town land. They would reserve a plot for the food shelf. HRC offered up materials from when they managed the NMC community garden as well as connecting them to the VT Community Garden Network. Bethany can also connect them with the Montgomery garden.</p> <p>Tim asked for a Plumrose update. Our contact has provided the information to the finance department and is waiting to hear back. Koi will continue to check in.</p> <p>Robert's update is regarding the excess of food in the charitable food system – which HRC is experiencing as well. He noted that it is surprising that the poverty rate dropped likely because of all the incredible food resources available through SNAP and other programs.</p> <p>Tim noted that manufacturing is also going well. A number of companies are hiring and expanding.</p>		
1:20 – 1:30	Status of filling position	
<p>Notes: Catherine, Emily & Tim met and went over the job posting. They sent it to staff for feedback and posted it. So far 40 resumes have been received. Hiring group and staff will review resumes. Interviews will begin the week of the 20th. Catherine, Tim and Emily will conduct the first round of interviews keeping in mind feedback from NRPC hiring committee and HRC</p>		

<p>advisory committee. They will narrow down to 2 to 3 people for a second round of interviews. This will be an opportunity to include HRC staff and advisory committee. The goal is to hire by early September.</p>		
1:30 to 1:45	Advisory Committee Chair	<p>Action: Emily Alger was voted in as HRC Advisory Committee Chair for one year.</p> <p>Committee should consider a secretary position in the future.</p>
<p>Notes: The group reviewed past discussion on having an HRC advisory committee chair. This position was discussed back in November. The chair position is intended to streamline processes such as letters on intent and grant applications for HRC staff, as well as act as liaison/support with backbone and other advisory orgs. In November, it was determined that the group would vote on a chair in January or February and Emily was a likely candidate for the chair role. Since the group did not vote during that time the group decided to vote today. Brad made the motion to nominate Emily as the HRC advisory committee chair. Robert seconded the motion. Tim amended the motion to add “enthusiastically” to the motion. All advisory committee members in attendance voted yes to the motion. Emily is now the Chair of HRC Advisory Committee. This position will be reviewed in one year to see how it is going and if a new chair should be voted in or Emily will continue to hold the position. Emily would like the committee to consider a position or shared position of a secretary, to relieve staff from trying to take accurate notes while participating fulling in the meeting.</p>		
1:45 – 2:25	Review number from FY’22 fundraising draft	<p>Koi will continue to work on the FY22 fundraising plan.</p> <p>Koi will call a meeting with the IGT committee to determine a plan for 2021</p> <p>Koi will follow up with Emily regarding High Meadows</p> <p>Koi will continue working on potential VHCBC funding for TA on Biz plan</p>
<p>Notes: Koi reviewed the draft numbers and goals for the FY 22 fundraising plan - explaining that this was a way to start the process and is not the full plan.</p> <p>Robert pointed out that we will likely not see the same level with private foundations and should reconsider the growth we are anticipating. Koi pointed out that much of the increase is dependent on a Ben & Jerry’s Foundation grant. Emily added that we have already discussed HRC with B&J and they feel like we are a good fit, so we should consider it a good fit for us and move forward with a spring application for the Economic Justice Grant. AND we rely more on private foundations at this time than foundations like United Way that aggregate smaller donations. Even with that – perhaps we should take our anticipated foundation amount down to \$45,000.</p> <p>Koi noted that the plan also included recurring funding from High Meadows and she would like to talk with them about the current funding with guidance from Emily to ensure that HRC can keep them engaged in our work.</p> <p>Everyone agreed with the shift away from major donors and instead focusing on corporate partnerships – as these relationships exist and are expanding.</p>		

There was discussion regarding whether or not individuals should be a focus – since this is time intensive and offers limited return. SHLT noted that they spend 4 hours/week on their individual donor program, but they do also identify major donors through that program. That being said the major donors are a small number of individual donors. Bethany added that the focus should be on large grants but we should consider an individual campaign in place of IGT for FY'21 and see how it goes. The messaging around this should highlight the work of HRC during the pandemic and connect our regular customers to our IGT vendors.

The draft plan states an increase in staff time to focus on grants and fundraising. Emily asked Bethany how NRPC would like the advisory committee to provide feedback on staff time. It was noted that staff time will need to focus on fundraising and that recommendation should be included in the work to identify staff tasks that is happening with Catherine, Bethany, Emily and Tim – through the process of hiring the new staff person.

The plan also provided an outline of focus areas beyond general programming to include the apprenticeship program and an aggregation site in St. Albans City. Emily asked what the status was with VT Housing and Conservation Board (who we are asking for business planning support). Koi pointed out that Liz at VHCB was on vacation the previous week but she did reach out to her this week for an update. It seemed like this funding would come through but was dependent on the state budget and a match from HRC. Koi pointed out that Catherine had previously approved funding going towards a consultant for food hub exploration work and she would provide Catherine an update on the VHCB opportunity as soon as it is offered. Koi also communicated that the hope is to have a HRC business plan in place by December of 2020 – with the support of VHCB and partner food hubs. This will provide a plan for infrastructure investment with EDA funds. This timeline does not match up with cooler space need in St. Albans City. HRC currently is using the BFA St. Albans coolers – this will end in September with the return of students and will be a step back in efficiency for the gleaning program. The messaging of FY'22 fundraising areas of focus will need to wait until a business plan is in place.

2:25– 2:30	Next Meeting	
Notes: Koi will be on vacation for our next scheduled meeting. The group decided to cancel the August meeting and propose dates to the staff and committee for the second round of interviews instead of a meeting. The group will meet again in September.		
Next Meeting Agenda:		

Handouts – Draft Fundraising Plan FY 22

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