

Calapooia Food Alliance/Minutes-12/16/09

Present: Steve B, Carla G, Cheryl H, Kathleen S, Tricia T, Kristy G, Marcia R

Not Present: Bill S, Charity H, Patty L

Minutes: Approved with the following corrections; Kristy G was present, Cheryl H was not. In absence of Secty. Kathleen will, reluctantly, take minutes at this meeting.

Treasurers Report: Balance \$6,852.00

Food Assessment Report: Steve explained the goals of the Food Assessment Group. Joining all the players together, from restaurants to farmers, School lunch directors to Farmers Market vendors to find out what is happening, what we know, what we need to know around food , distribution, growing, delivery, etc. Find common issues, ways to work together, to network, to communicate and support each other within the food systems.

Next meeting is Jan 14 at Boucot's house.

Community Garden: There is a possible leak in garden or just inefficient use of watering methods. The City will charge CFA \$235.20 for the over use.

A discussion ensued about the unsustainable cost of the Community Garden. It was pointed out that just paying JD for her contract labor @ \$4000 a year (season) it costs us \$1.00 a lb. for the 3000lbs. of food we gave away, let alone pay for the other budget items and counting other volunteers time. Is this realistic? Can we encourage unusual plants, a diversification of veggies that can be sold at the Market? Can we sell extra food at the Market with all proceeds going exclusively to the garden?

The budget committee will grapple with these issues and report back to the board.

A possible opportunity for the Garden is "Sustainability for the Common Good" a grant from O.S.U. Margy and Steve will follow up.

Community Education: Steve has down loaded 3 films on food and Com.

Gardening; Michael Pollan's *Food Inc*, *Botany of Desire* and a film about the community gardens in Watts. He suggested showing them at a Salon.

Marcia responded that a major part of her grant is marketing and community education. She urged the board to be very careful about how we proceed with information. There is a concern about how we are perceived in the broader community. We do not want to alienate people. We want to create a safe situation so that the potential for these new ideas will seed in the broader community. This is what Marcia is working on. Kristy pointed out that even the word "organic" alienates people, let alone "salon". Marcia would like to start this education with someone like Elin English who is more approachable and softer in her approach.

A key to this outreach is "what's in it for me?" Saving money for my family, food planning and planting, preserving, etc. "Food, Fun, Forum" has a broader appeal. It was suggested that rotating the presentations between all the restaurants in town would be a good idea too. Tricia suggested having the Bookclub read some of these Michael Pollan books or donating some of them to the Brownsville Library. In the mean time we will pas around the films to CFA Board members.

Holiday Market: The Dec 5th Market, though cold, made \$1285 in sales.

The Dec 19th Market will be the last of the year, there is a need for cleanup after.

Local Food Connection: Marcia discussed the concept of this Eugene based on line ordering system for local food. It is a perfect fit for the marketing grant. She has been meeting with the principles in Eugene & Corvallis. The CFA would add a local branch with a new name on to this net work. We would link with Sweet Home, Harrisburg, Halsey & Lebanon for this branch. There is a need for a central distribution site, maybe in Halsey. At this point the Farmers Market is sustainable. This new year round network could expand the market and delivery of local foods to people who otherwise do not use the Market.

Carla stated that she has a good truck that she would like to donate to the CFA. It would be a real asset for the new local food dist and for the gardens. Steve will do a cost analysis. We need to respond to the Gerbers by the end of the year.

Budget: Tricia pointed out the overall CFA budget is **not** sustainable. In 18 months we will be out of money. The Budget Com. will meet and present some strategies for the next year and forward. Our next meeting will focus on this issue.

Happy New Year, Good Health, and Abundant Gardens to All

Next Meeting is Jan 13th 7pm (not sure where)