

Meeting Notes
Community Gardening Partners
06/24/2009

Diane Beth introduced herself as a member of the steering committee and the moderator for the day's meeting. Introductions followed.

Attending: Lucy Bradley (NCSU), Claire Hermann (PING), Susan Jakes (NCSU), Jill Braley (City of Raleigh Parks and Rec), Jeanne Aller and Kevin Dowling (Master Gardeners from Guilford), Janice Garrett (volunteer). Laura Aiken (advocate for healthy food, Wake Medical), Corrine Giannini (Div. of Public Health).

Minutes from the last meeting were discussed: 60 gardens completed the survey (compared to 20 from our previous quarterly count). Additional listings are still desired/needed. Please share with new listings with Lucy. Question: Is data from survey confidential? We haven't really discussed this. We will assume that it is not because we requested the info for a public web document. Diane will also explore interfacing with Tess' database (Farm to Fork) and our database to distinguish anything/one we may be missing.

We have a new web presence at NING NC Community Gardening website <http://nccommunitygarden.ning.com> (NING provides an opportunity to create your own social network. There is a link from the home page at NC State website to the ning site.

Edits to the one-pager describing our efforts should be sent to Diane Beth.

Lucy suggests changing all names, links, etc. to have nccommunitygarden common to everything. Everyone is agreed that is a good idea. This would be more users friendly. Then we could link everything to the community garden site and to social networking site/ning. Diane suggests we do some follow up on the phone to push out the ning possibilities.

Question: Can we do anything else to engage folks around the state. Someone (Claire?) suggested replying to all correspondents to "thank people for letting us help them" i.e. replying to survey.

We discussed the need for some volunteers to help write proposals for funding. Julie Elmore has previously been identified from Farm Bureau. Keith has also volunteered. Maybe the student "proposal" could serve as a template. Z. Smith Reynolds coming up as a possible source and we investigated their website and discussed the opportunity. We agreed that there is a need to get a grant funded to hire someone to do the linkages we have been talking about.

There was additional discussion about funded projects. Keith talked about a current job opportunity at A&T for Garden Coordinator for a funded USDA Children Youth and Families at Risk (CYFAR) project. He opined that once hired this individual could help

with the Partners work. Claire worried about competing for infrastructure funding with NGO's et al. who might be after same \$ to start their own gardens. Diane said we need some of both: State level and local help. With funding PING has used "training" funds to pay for garden infrastructure. In Greensboro the Master Gardeners are now working with 17 gardens. They find most need is for training/education. They are thinking of using cd-rom or other media to teach people about vegetable gardening. Physical infrastructure needs include primarily fencing, but some gardens also have water resource needs. Food preservation workshops have sold out.

Lucy says signage is very important and many gardens have this need (educational signage). Question: Does it invite thievery? No one knows.

Back to the funding question and Lucy suggests selling a "hub" infrastructure proposal to Z. Smith (one per Extension District). Hubs were one of top "game changers" from the Farm to Fork discussions. Diane suggested a follow up survey to identify assets/needs of the gardeners that were identified in the first survey says. Maybe that's second step to be included in this hub proposal.

Lucy volunteers to work on the Z Smith to pull a proposal together. Claire delays a contribution to this effort until she gets permission because RAFI receives z smith \$ already. She will check.

Old Business:

A Farm to Fork Summit summary was provided by Claire, who assisted with the CG WIT meets and presentation. The general impression is that branding is important; Gardeners wanted their own brands for their own gardens. There was general disagreement over whether or not a certification process might be beneficial. Bountiful Cities could be a model and could "brand" community. Many others, eg Fred B. didn't want to have some sort of 'process' to follow or protocols that acted as hoops. The consensus is that lots of gardens are starting without financial support, so interest in information sharing, help with resources, is high. Jill reported that the comprehensive plan for Raleigh says the City should support more gardens. There are neighborhood improvement grants that could fund gardens in Raleigh. 'Building Strong Neighborhoods' could do the same in Greensboro.

The Public Health WIT (Diane) approached Jen Curtis about connection with CG partners and Farm to Fork. She/they are organizing the FTF WITs and it seems that CG might be fairly low on the totem pole. Keith said that in a previous conversation with Nancy Creamer, she had indicated to him that the Partners could be the basis of the CG work in the FTF effort

The Eat Smart Move More Gardening pub is copy ready and will be distributed after printing (close). There will be distribution of 2280 copies. The piece is co-branded with the PAN branch and Extension. Diane will send pdf documents to the partners.

The copies are for interested individuals. We agreed they should certainly go to survey responders. They may have some value in introduction kits that are sent out in answer to inquiries about starting a garden or joining our effort. We haven't talked about before about distribution or about evaluation/outcome/impacts. The PDF link could go out to just about anybody. Laura suggests getting some to every School Health Action Committees (SHAC). Lucy says we should get it up on our websites right away. Diane will get it posted to both sites asap. Keith suggests the need to follow tracking/outcome/impacts beyond just download hits to get data. However, there were no good ideas about how to evaluate the pub's use at this point in time. Susan suggests having a popup survey come up when the pdf is downloaded. Webmasters can get download info and the address of the link that brings inquiries, but popup blockers may be a problem. Susan suggested having radio buttons come up that ask how the pdf/other info will be used. Apparently it is illegal to use an ip address to contact people. We viewed an "unobtrusive website at clocc.net 54321. Diane requested info from the participants about how many of the pubs they could distribute. She will coordinate getting the copies of the document to interested individuals. There was discussion of whether the pubs should be photocopied. Keith told Diane he could probably find the money to print some copies. Making postcards of the front page or bookmarks with our website info can also be distributed. Laura suggested the graphic artist person from Wake Med might be able work on this bookmark.

The next new business discussed was the status/structure of executive committee. Diane gave a brief synopsis and otherwise tabled this discussion for later

Meetings are quarterly. The next meeting is September 9th, 10 a.m. Location TBA

Announcements

July 23rd 4 to 8 p.m.: a community garden tour in Guilford.

Eat smart move more RFA's are out for proposals now, but they are due soon.

Diane says bye bye and thanks.