

Governor's Council on Food Security
Subcommittee to Expand Outreach and Endorsements for Summer Food Service
Program
Draft Minutes
May 27, 2015

The Governor's Council on Food Security Subcommittee to Expand Outreach and Endorsement for Summer Food Service Program held a public meeting on May 27, 2015, beginning at approximately 11:37 A.M. via conference call with public access located at:

Division of Public and Behavioral Health
4150 Technology Way, Room 301
Carson City, Nevada 89706

Committee Members Present

Kathleen Sandoval, First Lady

Donnell Barton, Administrator of Nutrition Division,
Nevada Department of Agriculture

Cherie Jamason, CEO, Food Bank of Northern Nevada

Mike Wurm, CEO, Boys and Girls Club of Truckee
Meadows

Also Present

Mary Wherry, Division of Public and Behavioral Health (DPBH), Deputy Administrator
Beth Handler, DPBH, Bureau of Child, Family and Community Wellness (BCFCW) Deputy Bureau
Chief

Joe Dibble, DPBH, BCFCW, Women, Infants and Children (WIC), Nutrition Coordinator

Michelle Walker, DPBH, BCFCW, WIC Program Manager

Dawn Lopresti, DPBH, BCFCW, Administrative Assistant III

Ericka Sorensen, DPBH, BCFCW, Office Manager

Joseph Turner, DPBH, BCFCW, WIC Administrative Assistant III

Dolores Hauck, Public, Governor's Early Childhood Advisory Council

Rebecca Allured, Nevada Department of Agriculture

Judy Osgood, Department of Education

Committee Members Not Present

Amy Hill, Wal-Mart

Dale Erquiaga, Superintendent of Public
Instruction, Nevada Department of Education

Chair First Lady Kathleen Sandoval called the Subcommittee to Expand Outreach and Endorsement for Summer Food Service Program for Governor's Council on Food Security (GCFS) meeting to order at 11:37 a.m.

I. Welcome and Call to Order

A. Roll Call and Introductions

Roll call was taken and it was determined that a quorum of the Subcommittee to Expand Outreach and Endorsements for Summer Food Service Program for Governor's Council on Food Security was present.

B. Announcements

(None)

II. Public Comment

No public comment was made.

III. ACTION ITEM – Select Subcommittee Chair

Ms. Sandoval asked Mike Wurm, Boys and Girls Club of Truckee Meadows, CEO to be the Chair of the Subcommittee. Mr. Wurm accepted.

IV. Review Subcommittee Goals and Objectives

Ms. Sandoval stated that in a previous meeting of the Subcommittee to Expand Sponsors and Sites, it was recommended that this subcommittee begin work on the Robocall capacity throughout the summer. It was also recommended to have more activities at sites to keep kids engaged and attending the program throughout the summer. Ms. Sandoval explained when participation goes down, the financial margin of error becomes smaller for the sponsoring agency, so anything that can be done to keep kids coming to these sites would help the sponsor's outreach. Ms. Sandoval suggested Dale Erquiaga, Superintendent of Public Instruction, Nevada Department of Education, and the Governor come together to do Robocalls as a team, because people will be more likely to listen to the Governor or Mr. Erquiaga rather than a school principal. Judy Osgood, Department of Education stated that is one reason why Mr. Erquiaga asked her to call in to understand what the potential plan is in order to make Robocalls happen.

V. ACTION ITEM: Discuss and Make Recommendations on Potential Outreach and Endorsements Possibilities

Ms. Sandoval stated she has spoken with the Governor about recording the Robocall message informing parents on Summer Food Sites and he said he was interested in participating. Ms. Sandoval said in order to move forward, it is necessary to find out what steps need to be taken. Ms. Sandoval said she did not know if the district superintendent or the PIOs would be the correct people to contact. Ms. Sandoval stated that Sarah Adler asked that the council conduct the calls throughout the summer to provide information about the location of sites.

Cherie Jamason, Food Bank of Northern Nevada, CEO, stated that the food bank has a listing of all the sites throughout Washoe County and Northern Nevada on its website. They also have the ability to link any website to the list on the site. Ms. Jamason informed the committee members to contact Cheryl Le, Food Bank of Northern Nevada, if they would like to get a link to this site. Ms. Jamason also thought that Three-Square provided a similar link in Southern Nevada. She explained

there was a text option that was employed by Three Square and Food Bank of Northern Nevada last year and it worked very well.

Ms. Sandoval stated she believed this should be something the subcommittee should focus on. She also suggested the subcommittee contact Human Services Network (HSN) and ask them to reach out to everyone in their network and place the link on their website. She believes the subcommittee should focus on getting the link out to as many nonprofits as possible throughout the State so they can put it on their respective websites. Ms. Jamason presented the idea to ask radio and television media put the link on their website as well.

Ms. Sandoval asked Ms. Jamason if she worked with Washoe County in terms of setting up the Robocalls. Ms. Jamason she would and that she would have Cheryl Le email everyone what the Food Bank has done in the past. Ms. Jamason also stated that in the past they distributed mailers and door hangers. Ms. Sandoval stated those resources would be helpful in identifying who the Food Bank has already provided outreach to in Washoe County School District.

Ms. Osgood stated the two largest school districts are the only ones who have dedicated staff to communication; Irene Pain is the director of communications in Washoe County, Michelle Booth is the head of communications in Clark County. Ms. Osgood wasn't sure if every school district, particularly the small ones, have Robocall capacity. Ms. Osgood said she can find out if they have the capability, but recommended the subcommittee think about some alternative options.

Ms. Sandoval stated during the previous call she went over the goals this subcommittee should focus on. One of the goals is to develop and implement a Robocall system throughout the State, which would continue throughout the summer and would incorporate not just the principals and Superintendent, but the Governor and Mr. Erquiaga as well. The second goal is to get the link with all food sites out to people in the community.

Ms. Sandoval asked Ms. Jamason if the link on the Food Bank's website includes sites in just Washoe County or all of Northern Nevada. Ms. Jamason replied that it includes all of Northern Nevada and also lists the address and the date and time of the meals for each location. Mr. Wurm stated there's a kickoff event in the North and the South for summer and asked if it can be part of the press release for those events. Rebecca Allured, Department of Agriculture, PIO replied the sites will be listed in the press release on the Nevada Department of Agriculture website. Ms. Allured stated she is finishing exploring the text option and has been working on a plan. She also stated she has already started printing fliers and posters and is planning to post the fliers and posters in targeted grocery stores, libraries, clinics. Ms. Jamason added Laundromats would also be a good place to post them. Ms. Allured agreed that it is a great idea, encouraged others to share their ideas and expressed her support for having activities at the sites to keep the children engaged and encouraging them to tell their friends. Ms. Allured also stated she would be distributing fliers and emails to other nonprofits that serve the families who need to be reached. Ms. Allured continued that she would be contacting all local media regarding the advertising to increase participation. Ms. Allured stated she has a budget to help finance advertising to increase participation. Ms. Allured indicated that she has also looked into targeted radio as well as bus interior advertising. Ms.

Jamason suggested printing posters to distribute them to the schools, unless a digital copy could be provided to the schools so they can print their own. The posters would have a blank line that can be filled in with the information for the nearest food site. Ms. Jamason stated the posters could be sent to her and she could print some fliers and posters for all the Washoe County School District. Mr. Wurm asked if the posters could be converted to post on social media. Ms. Allured replied she would get Mr. Wurm a low resolution image to post.

Ms. Sandoval advised Mr. Wurm that he will be responsible for the Subcommittee Chair report at the Food Security Council Meeting on June 2, 2015. Ms. Sandoval then asked the subcommittee if Washoe County had issues engaging because there are not activities for them. Ms. Jamason replied there is a greater or lesser degree of participation as the summer goes on that could be boosted by regular media or Robocalls. At some of the drop off sites, where stay and play activities are conducted the participation levels are higher than other sites which do not have activities. Ms. Sandoval asked Ms. Jamason to expand and asked who provides the activity. Ms. Jamason explained that as her organization has taken on more of the mobile sites, providing an activity has kept the participation rate up. Ms. Jamason went on to explain that the Food Bank often provided the activity but they have learned volunteers can be trained on how to conduct activities. Ms. Jamason stated she can have someone from her office provide examples of what has been done to the committee, so that the committee can provide broadened opportunities.

Mr. Wurm asked if it is possible to identify the sites where there are only food drop-offs without activities. Ms. Jamason replied she is able to identify those sites. Mr. Wurm suggested finding a way to provide consistent activities at all sites.

Ms. Sandoval proposed utilizing work experience programs in Washoe County to help staff the activities. She also suggested using The Children's Cabinet Case Managers since their workload significantly drops when school is out in the summer. She explained this would also help expand The Children's Cabinet outreach and recruitment. She suggested in Southern Nevada the Cabinet staff from the Early Childhood Education Department go to some of the sites and do some of the activities with the children.

Ms. Sandoval asked if looking at engagement activities at food sites can be added as an agenda item and the following goals were listed:

- The development and implementation of Robocalls;
- The development of activities at sites and recruiting volunteers for staffing it; and
- The development of a system to get the website about food sites out to the community by adding the links to various partner community organizations' sites.

Reaching out for volunteers was discussed and the following possibilities were mentioned: Kohl's, Custom Ink, Starbucks, church groups and corporations near summer food sites.

Ms. Sandoval confirmed that Ms. Walker is looking at including information about summer food sites along with SEBTC mailings.

Ms. Sandoval asked who should be contacted in Washoe County to identify all of the low income sites. Ms. Jamason stated her staff knows where most of them are already because it's something they examine every summer. Ms. Sandoval asked for the list of the low income sites in Washoe County in order to share it with the other subcommittee. Ms. Jamason stated she would provide the list to Ms. Sandoval.

CHAIR WURM ENTERTAINED A MOTION TO APPROVE THE GOALS AND ASSOCIATED ACTIVITIES AS OUTLINED BY MS. SANDOVAL. A MOTION TO APPROVE WAS MADE BY MR WURM. MS. SANDOVAL SECONDED THE MOTION WHICH PASSED UNANIMOUSLY WITHOUT PUBLIC COMMENT.

VI. ACTION ITEM: Future Meeting Dates and Agenda Items

It was discussed and decided that Ms. Sandoval will make an announcement at the June 2 meeting that the subcommittee will be moving to implementation phase and the subcommittee will be disbanded until further notice.

VII. Public Comment

The following Public Comment was received from Dolores Hauck after the meeting via email:

I want to make myself available as a volunteer community convener in Southern Nevada to support any actionable items as needed.

I am currently serving on Governor Sandoval's Early Childhood Advisory Council and share a profound interest in ensuring children and families have access to healthy food, quality education and affordable housing and healthcare.

Here are a few ideas that I wanted to add to the list for consideration:

- 1). Engage Early Head Start and Head Start Centers and families to share information;
- 2). Engage HUD and affordable housing sites for programs and information sharing;
- 3). Build partnerships and create merit badges with Boy Scouts, Girl Scouts and Eagle Scouts members to support the program and activities; and
- 4). Request First Lady Sandoval to make a PSA to air statewide to increase knowledge and support of Nevada's Food Security solutions.

I am available to help support the initiative in Southern Nevada and willing to share the list of service sites as they become public at the Early Childhood Advisory Council meetings.

VIII. Closing Remarks and Adjournment

CHAIR WURM ENTERTAINED A MOTION TO END THE MEETING. MS. SANDOVAL SECONDED THE MOTION WHICH PASSED UNANIMOUSLY WITHOUT PUBLIC COMMENT.

Meeting was adjourned at 12:28 pm.