

## Kenai Peninsula Food Hub Advisory Council

Meeting: December 8<sup>th</sup>, 2015, 10am-12:30pm

Location: Cook Inletkeeper office, Homer

### In attendance:

(Homer) Paul Castellani, DonnaRae Faulkner, Lori Jenkins, Margo Reveil, Robbi Mixon, Kyra Wagner, Neil Wagner, Brad Caser

(Conference phone) Heidi Chay, Steve, Willow, Kaitlyn, Chet, Abraham

## Dec.8<sup>th</sup> Meeting Objectives:

### RFP/Outline for a logo design

- It was decided to use a local artist (vs. 99designs)
- RFP will be sent out the week of Dec. 14th, asking for a bid, instead of offering a set fee
- Design Criteria: simple, recognizable, reproducible; must be acceptable for print, website/banner, merchandise (ie. tote bags, etc)
  - Robbi Homework: figure out what dimensions are needed for website/banner
- Design themes: Alaska, include both farm and sea, more rural/rustic aesthetic (vs. urban appeal)
- “A farm to sea online farmers market” -Kyra Wagner
- Council Homework:
  - Send Robbi 1-2 Food Hub logos you like by Dec. 11th
  - Robbi will create RFP for week of Dec. 14th
  - Send RFP out to any designers you think would be a good job, week of Dec. 14th

### Food Hub Name

- **Kenai Peninsula Food Hub** is the chosen name
- Simple, but straightforward and incorporates both FOOD and LOCATION
- Logo design will be more creative and exciting

### Draft Policy Review

- We reviewed the proposed **Policy handbook** and got great feedback; suggested changes:

5. **Mushrooms/Sprouts**- no wild harvest mushrooms will be allowed; those grown by producers will have to follow DEC regulations/permitting; only DEC produced sprouts

8. **Meats**- YES we will allow meats, if all permits are in place; change Poultry line to “Poultry processed through DEC policy is allowed.” Again, will require permits and insurance

12. **Liability Insurance**- we discussed the pros and cons of having producers carry liability insurance- it seems insurance would be cost prohibitive to many growers

- Any products requiring a DEC permit/kitchen will need liability insurance (mushrooms, meat, sprouts, etc)
- We will research the possibility of a group producer policy and how other food hubs handle this
- If insured, producers can list this in their profiles (will make it more attractive to certain entities like hospitals, restaurants)

19. **Sales Tax-** this is a big grey area, which we will research;

- It was agreed that producers should pay their own sales tax and the Hub should pay the taxes on the service fee mark up/ memberships
- there's a lot of variables at play, given the two HUB locations
  - City vs. Borough Taxes
  - Food Sales Tax exemption during some times of the year

24. **Customer Satisfaction/Refunds-** producers and customers should handle any issues between themselves; if no resolve, involve the Coordinator; still no resolve- Advisory Council has final say

25. **Customer Expectations-** add a line stating that if customers do not pick up during given timeframe, their orders will be DONATED

- DonnaRae suggests tracking these donations to show social benefit; could coordinate a pick up with a local Food Bank or Non-prof.
- Most agree we should collect online payment at the time of ordering

26. **Vendor Expectations-** agreed there should be a repercussion if producers do not show up on time;

- Timing will be crucial to consistent and reliable service
- If producer is late 2 times, they will be suspended from selling the following cycle; each time they are late after that, suspension the following week;
- If producer is late more than 5 times, they are suspended for the remainder of the year, with no refund of membership
- Communication on late deliveries, oversold product is crucial

- Other Notes:

- Food Stamp participants should receive a membership waiver, but encourage volunteerism
- Create a summary of benefits for both producers and customers; outline what these fees are covering
  - Vendor membership is very low, when comparing to other Food Hubs/markets
  - We will frame the \$40 membership as a introductory/pilot price for the first two-years

- Council Homework:

- Submit changes/suggestions to Robbi for by January 7th
- Margo will investigate TAX info, INSURANCE info, how Cottage food regulations play into the Food Hub (are we resale or direct?)
- Robbi will investigate cost of having online payment as well as the ability to accept SNAP card payments- what are the fees?

### Business entity review and timeline

- LLC entity chosen
  - Decision was made for the ease of paperwork and start up
  - We will reassess after launching Food Hub and consider moving to a non-profit 501c3
- Council Homework:
  - Robbi and Margo will ask more questions of bookkeeper and provide more information to the Council
  - Robbi will continue work for: SNAP sign-up and Business License

### Prioritized list of next steps, Producer/Vendor meeting & outreach plan, next Advisory Committee meeting set

- **Dec. 14** (week of)- Robbi/ Council circulates RFP for logo design
  - December sometime- Kenai should designate one person to represent Kenai growers on Advisory Council (can vote/make decisions)
- **January**
  - Jan 7th- Submit policy changes/suggestions to Robbi
  - Jan. meeting review Policy again/discussion
  - Kenai- conduct an Informational Meeting (Robbi/Heidi will coordinate)
- **February:**
  - February meeting- vote on logos from submissions
  - February meeting- vote on acceptance of Policy
  - Create spring advertising plan
    - Establish how to include both Kenai and Homer in efforts
- **March:**
  - Drop points established
    - Establish how Kenai will operate, given there's no paid employee
  - Facebook page set up
  - Website set up
  - Homer/Kenai- each need producer meeting
  - Late March- begin advertising
  - March- investigate other promotional materials beyond advertising
    - branded twist ties, produce bags
    - branded "fundraiser" type merchandise- shopping bags
- **April**
  - Launch the Food Hub and begin making dreams come true!

- Late April- begin producer marketing materials
- **May**
  - Access operations procedure and policy after one month of sales and tweek as needed
  - Continue producer marketing materials
  - Create Food Hub promotional video

Here are a few promotional video examples:

- <https://www.youtube.com/watch?v=L2Mj50HtXog>
- <https://www.youtube.com/watch?v=IrP14KjI5v0>
- <https://www.youtube.com/watch?v=3c0jWlJnaMc>
- Suggested that we include footage of both producers and how the Food Hub actually functions