Kenai Peninsula Food Hub Advisory Council
Meeting: December 8th, 2015, 10am-12:30pm
Location: Cook Inletkeeper office, Homer

In attendance:
(Homer) Paul Castallani, DonnaRae Faulkner, Lori Jenkins, Margo Reveil, Robbi Mixon, Kyra Wagner, Neil Wagner, Brad Caser

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

Dec. 8th 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 an 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 tweak 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=L2Mj50HtXog)
- [https://www.youtube.com/watch?v=IrP14Kji5v0](https://www.youtube.com/watch?v=IrP14Kji5v0)
- [https://www.youtube.com/watch?v=3cOjWJnaMc](https://www.youtube.com/watch?v=3cOjWJnaMc)
- Suggested that we include footage of both producers and how the Food Hub actually functions