

Healthy Foods Action Group Meeting – September 8, 2022 – 9:00am – 10:0am

Attendees: Mary Zirkle, Jeanell Smith, Heather Dooley, Susan Prillaman, Amanda Armstrong, Susan Prillaman, Pam Bailey, Denny Huff, Tracey Dixon, Betty Easter

Goal for today's meeting, to finish the planning for the Elba event on October.

Jeanell made a list of potential vendors. Heather added some information about low-income housing. Here is the link so everyone can help fill in the needed info?

<https://docs.google.com/spreadsheets/d/1T78KctuE5rZUxBpthKUIf5EKTYH2AHG4yaO2vq6R9Dk/edit?usp=sharing>

Heather mentioned that there's a concurrent event by Bedford County Special Education Advisory Council (SEAC), in cooperation with Parks & Rec. She mentions this because some of the vendors that may be coming for Elba, may also be at the Falling Creek Park SEAC event. Their event is from 11am to 2pm., but the Elba event is from 10 to 12-ish.

Pam Bailey confirmed that the county is OK with the parking lot use for this event. They will move the vehicles and do some clean-up & small repairs to the lot.

Jeanell recognizes that we may need to do a recon visit closer to the time of the Elba event.

Amanda Armstrong is meeting with Wendell (Elba) next week, to speak more about the event, and especially share the details of today's meeting.

Amanda will make the chili. Jeanell said, as Amanda thinks about the logistics of preparing chili, to let her/us know if she needs another crockpot. The following discussion agreed that cups may be a better use to serve chili, with spoons. Jeanell will bring paper cups.

Susan Prillaman is able to do the apples & apple art, and will be able to be at the event personally. Jeanell has an intern, Libby, who will be able to help Susan. When asked where she will get the apples, she said that her usual plan is to get the apples from Johnson's or Gross's orchards, who give her apples free of charge. Susan said that we'll work this out, so that it looks beneficial to Elba's. She also said that possibly Johnson's and Gross's could feature apples in Elba, which would be a great idea. Susan will take care of the apples, including the health aspect, "an apple a day keeps the doctor away."

Jeanell mentioned VCE Central District Family Nutrition Program in the chat box. This is the FB page for central district. She asks that you follow this page, both with your professional FB pages, as well as personally. And "like" this page. This is a resource, to help share not only the Elba event, but all the other things going on. And include this on the updates going out to the group.



Jeanell moved the focus to the flyer, or poster; as well as a letter to use, as we're reaching out to the agencies, so that we're giving everyone the same message. Jeanell didn't remember who took these tasks on. Susan Prillaman volunteered to work on the letter. When asked if she could finish the letter this week, Susan responded that she would try to do it right after this meeting. Susan will send the letter to Mary, who will review and edit, as necessary.


Amanda asked, in regard to the flyers, if the group had resolved anything about what could be offered to families, as far as activities for kids, since we're trying to reach families. Susan remembered Amanda's recommendation about a coloring contest for kids, and thought this would be great. Denny added that something hands-on, may also be a draw to families with kids. Susan said that her apple tent has components of arts & crafts. Susan also has experience with doing apple-tastings at her tent, with five varieties of apples. The apple tasting can be an activity. The apple tastings, also usually results in more apple sales, as people want to buy their favorite.

Heather asked if we're still considering sending people over to the Farmers' Market. Jeanell mentioned that sending folks over to the Farmers' Market may hurt our attempts to focus on Elba, and helping his grand re-opening.

Amanda had an idea about prizes for the kids, for their coloring contests, possibly give out prizes the next week. She wondered what kinds of prizes we could come up with. To promote health, wellness, physical activity, she wondered about jump-ropes, sports equipment. Heather recommended hula-hoops. Susan Prillaman talked to Mary Jo Boone (YMCA), and she has agreed to give a free "family pack swimming," which means they get free swimming lessons, as a family. Susan said this was confirmed. Amanda also asked about getting children involved in sports, means there's fees. Because the focus is low-income families, she will reach out to Stuart (Parks & Rec.), as prizes for the contest. Jeanell mentioned that contests create a whole different level of work. Jeanell's view is that the child colors, and then gets something for participating. Amanda will ask Wendell if he could put the children's pictures up at the store. Susan and the group also thought of possibly giving the child a coupon, and the child could then exchange that with Wendell for an apple. Amanda will talk to Wendell about that. The discussion also covered, this would get the families into the store, and probably they would buy some groceries while they're there. (incentive for Wendell.) Jeanell asked who is good at designing a cute coupon to give to each child. Heather said, if Wendell agrees to do this, she would be able to design the coupon, but wouldn't be able to print it. Jeanell offered to print it. Amanda will just need to let Heather know what Wendell agrees to give (i.e., an apple OR a banana, etc.)

Susan spoke about the letter she will be developing. It's to the vendors we're inviting. She asked if we have a flyer that can be placed at the store, at churches, etc., to promote this event? Mary confirmed with Jeanell that Jeanell has someone who can create a flyer, but just needs to know what it should say, and what should be on it.

Mary asked, who have we confirmed as vendors? Heather is getting a list of names today. (These should all be on, or added to, the google drive doc – link earlier in the meeting notes.)

Susan likes to do bubble ideas (Betty thinks this is what she means ().) she could then send the ideas that she develops to Jeanell as a scan, to allow Jeanell's helper to develop the flyer from that.

If we can get a comprehensive list of participating agencies, and ideas for the flyer, to be sent to Jeanell by Friday, September 16, that's a good turn-around time. That would give us one more week to get the flyer developed, and then three weeks to advertise the event. The discussion turned to when we contact the vendors. Jeanell said if we can get the comprehensive list of vendors done this week, then letters can go out to them, and contacted them to see if they're participating. And then have a list of participating vendors on the flyer. Then, by the 16th we'll have the info, and Jeanell will have Morgan develop the flyer, which can be edited when reviewed by the group. Afterwards, it will be ready to print & go out. Mary added that that's when we'll also be advertising on Facebook. It can be put on social media, laundromats, on the bus, and other places.

Susan asked if we have a title for all this? The group discussed several things, but came down to two: Fall Festival at Elba; or Elba's Fall Festival.

Denny asked if the chili would be prepared inside or outside? Denny recommended that if the chili is cooked inside, then perhaps have a "chili pack", saying here are the beans, the tomatoes, the peppers, etc., all together in one pack, priced, and then interested families could just buy the pack, and have everything to prepare the meal at home. Jeanell will help Amanda

with this. Amanda will talk to Wendell about making the pack, and setting the price. Amanda can provide the recipe to go into each pack. Susan thinks this is a great way to get foot traffic in the door, and this will make it the special of the day!

The discussion moved to what type of chili Amanda will make. Amanda wants to make chili con carne, and others mentioned chili using lentils. It will all depend on if Elba carries lentils in the store.

Mary said, we have the plan, the recipe, now, let's move on to facilities. Denny asked if a port-a-john has been thought about? The discussion included that the bathrooms at the market will be open. The final consensus was that a port-a-john on-site is best. The next question, "Who can do that?" The Town of Bedford doesn't have any. Pam Bailey will check with Parks & Rec to see if they have any, and could share one for this event. So – that's being worked on for now.

For parking, Mary pulled up an aerial view. She pointed out parking available across the street, in the double-wide area in front of Elba's, up the hill.

Susan shared her thought, going back to vendors who will receive the letters. She thinks that a follow-up phone call would be great. The list of vendors could be divided by the group in order to touch base, by phone, with each potential vendor. Heather said she can help with these types of things before the event, even though she can't help on the day of the event. Heather said just let her know when the letters go out, so that she can then wait a week, and begin contacting them.

Mary asked if there was anything else for today, before we set out next meeting? The consensus was that the next meeting is September 26, at 9:00am.

Every has homework! The list is vital.

Amanda's meeting with Wendell is next Wednesday at 11:-0am (I think that's September 14.)

Heather can bring hula-hoops, Jeanell can bring jump ropes.

Meeting ended

Afterwards – Heather sent some information (but couldn't get to the spreadsheet)

H Dooley

Here are the contacts for the apartment/ housing. I don't have access to the excel sheet today but wanted to give so can be added.

Pinecrest	Rachel Dingus	(540) 586-3742	691 Pinecrest Ave.	Bedford	24523	Income Adjusted	
Powder Horn		(540) 586-0803	717 Blue Ridge Ave.	Bedford	24523	Income Adjusted	
Raintree		(540) 586-5650	720 Blue Ridge Ave.	Bedford	24523	Income Adjusted	
Liberty Manor		(540) 586-5650	889 Short St.	Bedford	24523	Income Adjusted	
John Early		(540) 586-7347	718 Blue Ridge Ave.	Bedford	24523	Senior, Income Adjusted	
Joseph's Dream		no number online	2100 Joseph's Way	Bedford	24523	Senior, Income Adjusted	

Jeanell responded:

THANK YOU!

I cut and pasted them into the spreadsheet.

Is anyone able to call these folks to see:

1. If they will allow us to advertise the event onsite?
2. If we can get an email to send the flyer?

Then add the updates to the spreadsheet.

THANK YOU!

Jeanell

Jeanell also sent her set of notes.

Hey there,
Please add to your notes and email.
THANK YOU!!!
Jeanell

Healthy Foods Meeting 9/8/22

Amanda meeting with Wendell 9/14 to update will inform us of updates after

Chili tasting w/ recipes, grab n' go ingredients w/ prices Amanda, Jeanell to help

Update spreadsheet in GD w/ contact into Everyone

Apple tasting & apple art Susan, Libby to help

Flyer/poster

All ideas due by 9/16 Please send to Mary for approval then to
Jeanell to send to Morgan at VCE/FNP
Include: chili tasting, apple tasting, resource fair
Title: Elba's Fall Festival

Letter to send to potential organizations Susan will create and Mary edit
done by 9/9/22
send out 9/12/22
Heather will follow up on letters

PortaJohns on-site Pam looking into P &
R

Organizations/stations

YMCA – free family swimming lessons
Coloring table with prizes Amanda – who will man this table?
coupon for a free item of produce Heather will create, I will print
Activity area Jeanell jump ropes

Next meeting 9/26/22 9:00 am