

Tehama Together
Special Executive Committee Meeting
March 25, 2009

Open: Chris Pritchard opened the meeting of Tehama Together on March 25, 2009 at 1:12 PM at 20 Antelope Boulevard, Red Bluff, CA 96080.

Present: Chris Pritchard, Kathy Moore, Orle Jackson, Gregg Gillies, Don Gerber, Colleen Sheehan, Lupe Green

Introductions:

Chris Pritchard started the introductions and the group went around the table and introduced themselves.

Announcements:

Chris Pritchard announced that she is moving her business to a new location. This means that the location used by Tehama Together will not be available after April 15, 2009. Chris suggested that the space she is vacating might be taken over by Tehama Together if the group could raise the funds by May 1, 2009. This means the committee will have to appoint a fund raising committee and start the fund raising process right away. There is a general committee meeting Saturday, March 28, 2009 and this topic will be on the agenda.

Chris announced that Red Bluff Garden Center is holding a workshop, free of charge, called Vegetable Growing 101. The event is scheduled for Sunday, March 29, 2009 at 1 PM and they request a call if one plans to attend.

Orle announced that he had spoken to Leigh McCloud again and she is seems very interested in the group. Orle said he would invite her to come to the general meeting on Saturday. Orle asked about the possibility of doing a telephone tree to make sure everyone on the Tehama Together list is informed of the general meeting on Saturday. Colleen Sheehan volunteered to call each person on the list and she thought she might get their addresses while she was speaking to them.

Orle wondered if anyone had followed up with J. B. Stacey from Cornerstone Bank regarding his information on a treasurer for Tehama Together. Chris said Mr. Stacey had e-mailed her thank the group for inviting him to the executive committee meeting on March 18, 2009 but no other contact has been made. Chris asked Orle if he would feel comfortable calling Mr. Stacey for that information. Orle said he would be glad to make the call.

Lupe said she had called Eric Frey to ask if he might be interested in the treasurer position. She said he was involved with something right now but in the future, he might be interested. Lupe said she let the person at Sierra Central Bank know that the executive committee felt the need to have a treasurer who could be more involved with Tehama Together. Lupe said that person understood completely the committee position.

Don Gerber wanted to know if there could be some discussion about the Coffee House before Kathy Moore spoke about Slow Foods because he and Gregg Gillies were available to discuss it at this time. Chris said that she felt that the discussion with Kathy would involve the Coffee House because they might be interrelated because of the food concept.

Orle said that Lee McCloud had mentioned that about ten years ago there was a coffee place here in Red Bluff on Main Street that seemed to be similar to what Tehama Together is attempting. Lupe recalled that she had spoken to someone about that also but could not remember who it was. She will inquire into this further. Orle said he would ask Lee about this again.

Don wondered about the Snack Box property and how that was progressing. Chris explained that she had spoken to the property manager and they were willing to meet with the representatives from Tehama Together to show the property. They have a full kitchen but if the group leased it, they would not have access to the kitchen. The rent was set around \$2000.00 a month, but was negotiable. The group decided that they were not ready to commit to that much outlay at this time.

Kathy Moore asked if the group was open to other property and the answer was yes, the group was very open. She knows a person that is going to make her own bread and grind her own flour may have a place on Antelope and

her husband is thinking in terms of a co-op or whole foods market. Kathy felt it would be good to keep the lines of communication open with them. She thought baked goods from their business could be served at the Tehama Together Coffee House. Gregg Gillies, the chair of the Coffee House, said that was the idea he had when he brought the baked goods for the potluck held a few weeks ago. Gregg also shared the idea of delivering baked goods to some of the local offices in the mornings and calling it a Coffee and Pastry Club.

Colleen expressed her concern that the group had not completed the discussion of the space issue. Chris said that the only discussion that was needed was does the group want to try to rent her space or another space, and if so there would need to be some fund raising very soon because the building will be vacant as of April 15, 2009. Lupe wanted Chris to ask for a rental break from the property owner.

Guest Speaker:

Kathy Moore spoke about Slow Foods. She explained the concept of the Slow Foods Program to the group by saying that the name came from slow foods as opposed to fast foods. The group started in Italy in 1986 but has been in the United States for many years. Each chapter has its own unique way of presenting Slow Foods to their areas. The group promotes events that educate citizens as to where there is healthy food grown within a 100 mile radius of their area, where they can purchase the foods, why it is important to promote and support local farmers, etc. Kathy said people are responsive, especially these days with the scares in the media about contaminated food products. She said another important reason to share this information is the possibility of losing the many varieties of vegetable and fruit groups. For instance in the grocery stores you can find about five kinds of tomatoes but there are hundreds of varieties grown that the average person does not have access to. Slow Foods motto is "Eat it to Save it". Don Gerber wondered if we had lost seeds to the big corporations such as Monsanto and Lupe Green asked Kathy if the group was involved with stopping those big corporations from taking over the farming industry. Kathy said there was some involvement but she leaves the political side of the organization to others in the group.

Colleen asked Kathy if Tehama Together had a permanent place would, Slow Foods like to work out of that facility. Kathy said all the slow foods people

are volunteers and there is no real need for an office. She sees herself as primarily education oriented in the community. She said Slow Foods is planning an event on Saturday, June 27, 2009 in the Red Bluff City Park. It is called Food to Fork and will have several events going on throughout the day. Don asked if Slow Food was involved with organizing the Farmer's Market. Kathy said she is on the agenda but not involved in the day-to-day workings of the market. Kathy said that the farmer's market in Red Bluff needs some help getting more support because a lot of the farmers go to Chico and Redding because it is more profitable for them. She said her group has asked not only the local farmers but farmers from out of the area to attend this Food to Fork event. Kathy explained a few of the things that will be offered to the community throughout the day. She said there would be food demonstrations and food samples disbursed throughout the event. There will be recipe cards available with the ingredients printed so that if anyone is interested the produce can be purchased at the various booths set up along the way. Slow Foods has invited local artists to participate in the event. The artists have been asked to demonstrate their crafts and artwork, and the public will be able to purchase items at the various booths. She gave an example of a local artist who will be there, i.e., a person who makes bowls out of wood who will be sharing the history of the wood, where he got the wood and how to make a bowl out of the piece of wood. Don Gerber wondered if Kathy knows of Phil Dynan who owns an art gallery in Red Bluff. Kathy said Slow Foods has a local artist who has taken on the task of contacting artists in the area for participation in the Food to Fork event. The event is free to the public for many of the events. However, there will be a \$20.00 fee for a wristband that will allow a person to taste samples and participate in any of the food events. There will be wine tasting and Kathy said that would be set up in a special area of the park. Kathy said there would be brochures available soon and she will get some to the group. Chris said that Tehama Together hopes to have a booth there. Lupe felt that \$20.00 was too much to pay for the wrist band and Kathy explained that there had been a lot of discussion about the price of the wrist brand in her slow food's committee. The \$20.00 price was set so there could be some profit to Slow Foods. She explained that Slow Foods uses their profits to benefit the community with projects such as the community gardens. Don asked who was on the Slow Foods Events Committee. Kathy said there were about ten people, four or five are Slow Food members and some are local community members. Lupe again suggested the price should be lower if possible so that everyone could participate in the whole event and the group discussed some ways that Tehama Together might offset

the price of a wristband. Lupe said that Tehama County is a very low-income area and \$20.00 might not sound like a lot to some people but to those who are low income it is a lot of money. She brought up the fact that some of the events around the county keep their prices low because of the demographics of the community. Lupe felt that it was an awareness issue and she said that class issues are prevalent in Red Bluff. She felt many events are priced out of reach for part of the community. Chris asked Kathy if Slow Foods established their price based on what their costs for the event were going to be. Kathy said the committee has this issue on the table all the time and have had lots of discussion about the prices and how to get free healthy food to the people who want and need it in the community, but also to be able to help the farmers make a decent living. Kathy said Slow Foods purchases the food from the local farmers to use for the events they sponsor. She mentioned again that Slow Foods does contribute to the community by helping with community gardens, having programs for the kids to learn about food and educating the community on better ways to feed themselves. She said money comes in from the fundraisers Slow Foods sponsors and goes right back out into the communities. Kathy said another issue is how to get the surplus food to those who are in need. There often is food from local growers that has to be thrown away and this food could be distributed to the citizens who are low income in Tehama County. The issue is that there needs to be a stable place where the growers/sellers can take their surplus product that would normally be thrown away. Then there is the issue of who will take it. There are health rules, volunteers to manage and vehicles needed to distribute and this all has to be done quickly or the produce will spoil. Kathy gave an example of a farmer who had an extra 25 dozen eggs that would go to waste and there was no place to take them. Kathy said this is one of things that Slow Foods is pursuing. Chris said Tehama Together is looking at that issue also. Kathy mentioned the seed exchange event they had a few weeks ago that was free to the public and the an upcoming event at Miller's Bake House free to Slow Food members and it is \$10.00 for lunch to others. She said that now and then, there are events that are more expensive and people do come because it is a fundraiser and they want to support Slow Foods.

Orle asked how Slow Foods was structured. Kathy said there are Chapters. Kathy said her chapter is called Shasta Cascade. She said they are the most northern chapter. Membership is from Butte County to the Northern Border. She said there are not a lot of members but it is growing. She went on to explain how she became involved with Slow Foods more in the Chico area.

Now she is concentrating her efforts to get Tehama County and Shasta County more involved. She gave an example of Slow Foods helping with the Turtle Bay Children's Community Vegetable Garden.

Lupe suggested that Slow Foods put together a one page-two sided flyer, one side in English and one side in Spanish explaining the need to eat our food grown locally. She said many people are unaware of how far our food travels before it lands in our stores. Don said the flyer could be distributed at the Farmer's Market. Kathy said they have discussed printed material but there again it costs money to do that.

Orle mentioned a group called Locovore, which is a group promoting food to be used from growers within a 100-mile radius of your area. Kathy said there are several groups promoting that idea. She mentioned Shasta Cascade Farm and Food Coalition as one of those groups that are doing similar things as Slow Foods. Discussion continued among the committee about a variety of issues pertaining to the growing and distribution of food. Kathy mentioned that some of the farmer's are reluctant to be approached because they are suspicious of some of the motives of persons who have approached them in the past.

Chris mentioned that the community garden idea is really sprouting up all over. Chris said we have good representation in the White House now for school gardens and Don Gerber said he felt it was time we made a list of those citizens who might want to be involved locally in helping the schools start these kinds of programs. Chris mentioned Slow Foods is working with Sacred Heart School in Red Bluff. Kathy said one of the things Slow Foods offers her in helping groups is their non-profit status. She said this enables her to ask for grants to cover equipment to start up a garden.

Don wondered if Kathy would be interested in possibly presenting at one of the local service clubs. He said they usually have kitchens where they meet. Her group could cook and serve a tasty, healthy meal for them, and they in turn will pass the information along to their members and acquaintances. Kathy said they have two wonderful chefs out of Redding and they are always ready to cook for an event. Don said this might be a way to make money for Slow Foods. Kathy mentioned that she is the only one of her group that is able to get away during the day for something like that and they have a few events scheduled

plus the garden to attend to. He also mentioned they could have an art auction. Lupe wanted to congratulate Kathy on her dedication to her projects and she wanted her to know how much it was appreciated. This led to the group asking Kathy if she would like to join Tehama Together as a chairperson for the foods portion entity which is at the moment called the Natural Foods Market. Orle asked if Kathy was familiar with the CSA's in the community. She said there were a few in Redding and one of them delivers in Red Bluff. Lupe said she had put that information on the forum website.

Chris suggested that the group brainstorm on what Tehama Together could do in the food end of it. She asked since Tehama Together does not have a facility for a Natural Foods Market as of yet what other ways can we see ourselves contributing to the community. Lupe Green had suggested of developing a one-page flyer for educational purposes. This information could be posted on the Tehama Together website as well as flyers to be distributed at the Farmer's Market and other events in the future. A list of all the local food growers in the area could be added to the website as well as the flyers given out at events. The group agreed that it was important to help the community become aware of the need to buy good healthy food locally not only to help the farmers but for the good of the community in general.

Orle summed up what he saw the food entity of Tehama Together as being three fold. He sees Kathy Moore and her group Slow Foods as 90% educational and not so much into the sale and provision of food. That end of it would provide classes on food and nutrition to the community through Tehama Together. They would also be involved with the community garden, jointly with Tehama Together, with Slow Foods being in charge of the gardens. Another component of the food entity should be working with agriculture to bring products locally to distribute healthy, nutritious foods to the community such as the CSA's do. CSA's would have members and for a nominal fee per month, they would pick up their box of nutritious food at a convenient location. We could contract with local farmers to bring food into to sell to the public. Colleen shared with the group a list of farmers within a 100-mile radius of the area she had downloaded from the Internet. Kathy knew some of the names on the list and it was agreed that there is no one who does the type of thing the group has been discussing locally.

Lupe brought up the basket concept of distributing food. She said she had mentioned Robert Waldrop in a past meeting. He has developed a system to distribute food in Oklahoma and has put the whole program on the Internet for anyone to use as a model for their program. Lupe suggested going to an organization such as the Elks Club in Red Bluff and asking them if they would let their kitchen become a community place where farmers could come and prepare baskets of food for distribution. This would be a commercial kitchen where a farmer might come in or someone who bought a lot of food could come in, process the food, and can it. Then they might make it available in their distribution box so it is not just all produce to be distributed. The group said that was a big endeavor and Lupe agreed that would be for down the line when Tehama Together was ready.

Kathy said it would be a good idea to communicate with the farmers. Lets ask them about how we could help them distribute their food and what do they need in the way of help when they have a surplus and have no where to take it. Kathy said there might be a simpler way to start such as what they are doing in Chico. They are starting a gardener swap meet aside from the farmer's market. They will be exchanging seeds, seedling and food. She said just having a place to bring their extra food would be so helpful to them. The issue is who is going to do it - it is a lot of work. Chris said we gather the volunteers. Tehama Together has a wonderful volunteer coordinator and the people are just waiting for us to make a move.

Colleen again shared the list of farmers within the 100-mile radius and there was a little more discussion about Robert Waldrops organization in Oklahoma. Lupe said he has gone through the whole process and has put it on the website as a mode for groups to use. Orle asked how it worked and Lupe said local farmers provide the food, there is a group of people in a central warehouse that bags it up and as a subscriber one can order what ever they want from a list and it is delivered to a certain location to be picked up by the subscriber. Lupe said overtime they discovered they had so much food they started a commercial kitchen where they processed food for food preservation. - The group again said that was a major undertaking but Lupe suggested that they started small and the organization grew and grew. Orle wondered if Colleen had addresses for the farmers on the list she had. She did not but thought she would be able to contact some of them and get addresses especially from the local farmers. Kathy said she knows there are many farmers

within the 100 or 50-mile radius but not very many in the Red Bluff area. Colleen said she would see about contacting some of the places on her list to make sure they are viable and to get addresses.

Lupe wanted to discuss the idea of local and wholesome food and how do the people find it in their community. She suggested education could be Tehama Together's focus right now with some educational and resource information posted on the website. She said a food directory of resources might be one way to get the information to the public. Lupe said we have several food sources in Tehama County such as olive oil, walnuts and almond producers. Lupe said she likes the idea of education and information because an awful lot of people do not know where to go to get information. Tehama Together can become a source the community can rely on to provide them with up to date information and referral sources and we could start that right away. Lupe also suggested a food calendar with a theme Eat in Season. Don Gerber suggested that the group read Michael Poulin's two books on food. Lupe said she had posted some information from Michael Poulin on the Tehama Together website already.

Gregg Gillies is chair of the Coffee House and Don Gerber is a member of his committee. There was a discussion as to what the relationship would be between the Coffee House and the food entity of Tehama Together. Gregg said he had seen the Coffee House as being a fundraiser for the group. Lupe asked since we are promoting healthy food are we going to serve healthy food. Kathy mentioned the new bread shop that will be opening and the possibility of a relationship with them. They will be grinding their own flour and making bread and other baked goods. We could sell those items through the Coffee House. Colleen wanted Gregg's decadent donuts served also but was good naturedly outvoted. Kathy said that there are things that are good for you and taste good too. She said the idea of a juice bar serving fruit and vegetable juices is an idea she thinks would go over well. Gregg had suggested this in the past meetings and the group liked that idea as well as serving coffee. Gregg also suggested a pet friendly coffee house. He said animals are very popular in Tehama County and this idea was very fashionable back east.

Kathy Moore spoke more about the new bread shop going in on Antelope Boulevard. She will be getting together with them to find out

more about what they are doing with the business. There was a suggestion among the group that our Coffee House could be at their facility. Kathy said she would find out about that and whether they are planning to have a whole foods market there. The group agreed that they did not want to duplicate what is already available to the community through some other organization. Kathy said one of the things Tehama Together could do to get started would be to concentrate on food to buy in bulk, add some honey, oil, nuts and grains and have them available. We could announce week to week through some sort of advertising which fruits and vegetables are in and available for purchasing. We could put it up on the website. Lupe asked Kathy how she sees her role in Tehama Together. Kathy said she does not have the knowledge to run a Natural Foods Market but has had the initial contact with some local farmers. She could facilitate some fundraising projects such as putting on a locally grown salad day. Could sell nuts and honey at the same time. She thought it was a good idea to give the farmers another day to sell their produce. You could charge them a small booth fee but she thought it was important to let farmers make some money. Another idea would be to have a menu based on what the local farmers are growing. You would still have coffee and juices but the menu changes as the local produce changes. She asked if anyone was familiar with Moonstone Bistro in Redding. Their menu changes weekly depending on what produce is available and what is in season. Kathy said she wants to get people thinking about healthy eating.

Gregg said it would be fun to have a chef's competition. The chefs could pick out the ingredients from the local farmers and come up with a recipe. Gregg said you could pick the judges right out of the people who were there would be local participation.

Kathy shared a few more ideas she had for the food entity such as getting the farmer's input and finding out what their needs are. Kathy thought that Tehama Together buying directly from the farmers and then boxing it up to sell to the public might get pricey and that perhaps a better way of selling the items would be to provide the farmer's with an

extra day to sell directly to the public. She felt keeping it as simple as possible was the way to get started. She felt the idea was to get people to be aware of our existence and as we are more exposed, we can grow. Colleen asked Kathy if she was willing to take on the chair position of the food entity and Kathy agreed to do what she could to help.

Gregg said he felt it was important if we were going to move ahead Tehama Together needed to get some fundraising started. Chris said she would announce at the general meeting on Saturday that the group was now ready for a fundraising committee to be formed. She said we also want to get the bylaws completed since it was important to submit the 501 (c3) as soon as possible. Chris said the board of directors needs to be solidly in place and she will ask at the general meeting if there are any others who would like to be directly involved in the planning of Tehama Together. Kathy suggested we could use Slow Foods and their non profit status until Tehama Together gets their own 501 (c3). She will check that out.

There was a discussion about the children's playground and the fact that the city does not own it. A private citizen owns it and Kathy has the information on the owner's name. Lupe said if that were the case, she would have to look into other insurance since that will be needed if we take it over for the community garden. Kathy was concerned that since the property is owned privately it was risky to put out a lot of expense to irrigate it only to have the owner take back the property. Kathy said she has been offered a few places that could be used for a community garden.

Gregg wondered if Orle had ever gotten the information on the needs assessment from Head Start. This brought up a discussion of the need for a Coffee House as opposed to something like a juice bar. It was agreed that there were many coffee establishments around but nothing similar to a juice bar. Gregg also mentioned the idea of a pet friendly establishment again. He said he would get more information on that subject so the group can look at it.

Orle Jackson wanted to go over the agenda for the general meeting on Saturday. Orle wanted us to come up with a three-month schedule for meetings to give out to everyone. Lupe agreed to do that. Orle said he will be talking to J. B. Stacey from Cornerstone Bank and if Mr. Stacey has found a candidate for Tehama Together treasurer he will invite that person to the executive committee meeting on April 1, 2009.

Orle said he was very interested in the food end of the organization and wondered if he might take over the chair position of that entity and have Colleen take over the chair of the Community Services Network. Orle was concerned that Kathy would be representing Slow Foods within Tehama Together but that Tehama Together would be doing other projects as well. He felt that might be confusing to some people. Chris asked him if conflict of interest was his concern and he said no. He said he just did not want to lose sight of the emphasis that Tehama Together had in mind for their food entity. Chris said her thoughts were that Orle had some major strength on the Community Services Network and she felt he could be on both committees. He could join Kathy on the food committee and be chair of the Community Services Network. Kathy said she felt Slow Foods could fit into what Tehama Together was focusing on but that she was interested in Tehama Together as a separate entity. Orle said he would like to serve on the food committee and Chris said she would also like to sign up for that committee.

Chris wondered what everyone thought about her place as a viable place to rent for Tehama Together. Orle wanted to wait and see what Kathy found out from her contact with the owners of the new bakery. Don said that the price was right for Chris' place but Lupe suggested they negotiate the price since they were nonprofit. Kathy suggested they keep their eyes open for other spaces available. She said let's look around a little bit although she knew the group was anxious to get a place. Chris wanted to be sure whatever place they chose they do not lose the concept of the coffee house atmosphere. She wants to be sure it is a place where people feel comfortable and are able to hang out, work on projects and dialog with each other.

We also need to articulate the food entity for the business plan. Chris Pritchard nominated Kathy Moore for chairperson of the food entity and Orle Jackson seconded. The motion was voted on and approved.

The agenda for Saturday – set up fund raising committee, committee report and Orle wants some extra time to present information and ask group for input – brainstorming for fundraising –

Lupe wondered if anyone had looked at the logo information she posted on the website and what were their comments. Colleen said she did download and read it but she thought it was too soon to do a logo. She felt they were not organized enough to be spending time and money on a logo. No one else had seen the information so it was decided that there would be more discussion on this later. It was thought by the group that there needed to be a more generalized statement that could be used for discussion about Tehama Together and its mission.

Chris said she will get Kathy access to the website. Lupe said that it is important to ask in the general meeting who is interested in the community gardens. Don Gerber did a little drawing of a logo and mentioned he could do a drawing for a Tehama Together flyer.

The meeting adjourned at 3:10 P.M.

Written by Colleen Sheehan

Actions:

Appoint a fund raising committee

general meeting

Telephone Tree

Colleen Sheehan

Follow-up with J. B. Stacey Cornerstone Bank	Orle Jackson
Historical Coffee House in Red Bluff	Lupe Green & Orle Jackson
Bread Store Follow-up	Kathy Moore
One Page Flyer	unassigned
Education & Resource info on website	unassigned
Input on Bylaws	Lupe Green
Use Slow Foods non profit status	Kathy Moore
Info on children's park	Kathy Moore
Head Start Needs Assessment Info	Orle Jackson
Pet Friendly Info	Gregg Gillies
3-month schedule for meetings	Lupe Green
Generalized Statement for Logo info	Lupe Green
Access for Kathy on website	Chris Pritchard

