



# City of Columbia, Missouri

## Meeting Minutes - Final

### Food Council

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Wednesday, November 20, 2024  
4:00 PM

Regular

The Food Bank Market  
705 Business Loop 70  
W.  
Columbia, MO 65203

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#### I. CALL TO ORDER

A. Johnson called the meeting to order at 4:16 p.m.

**Present:** 6 - Anna Meyer, Katie Molitor, Tish Johnson, Shannon Stokes, Corrina Smith and Johnna Martin

**Excused:** 3 - Gabriela Weir Vera, Adam Saunders and Kyra Barnard

#### II. APPROVAL OF AGENDA

A. Stokes moved to approve the agenda, Meyers seconded the motion and it passed unanimously.

#### III. APPROVAL OF MINUTES

A. Corrections were discussed regarding attendance and the accuracy of motions, particularly concerning Jackson's attendance. Smith pointed out a potential error in the motion recording, leading to a consensus for further review. Ultimately, Meyer motioned to approve the minutes with corrections, which was seconded by Molitor and unanimously approved.

**Attachments:** [Updated Draft meeting minutes](#)

#### IV. NEW BUSINESS

A. Survey distribution updates

The community survey for the Our Food Boone County project has been launched, receiving approximately 170 responses to date. Distribution efforts include outreach to community partners through the Live Well Boone County network, established by Public Health and Human Services (PHHS), as well as a public press release. Additional distribution via Constant Contact, expected to reach approximately 20,000 individuals, is underway with technical challenges being addressed. Printed copies of the survey, currently available only in English, have been ordered and will be distributed at the next meeting, with translated versions forthcoming. Based on prior response rates, the Constant Contact outreach is expected to yield approximately 2,000 participants, meeting the project's quota. To engage food producers, Johnson has scheduled meetings with Jeff and Glenda Deshon of Farm Bureau and Soil & Water to explore strategies for increasing participation, which can be bolstered by endorsements from trusted individuals or organizations

## B. Community Food Ambassador Program update

Community Food Ambassadors will play a key role in ensuring diverse voices are captured, particularly from underrepresented areas, addressing both geographic and demographic gaps in data collection. Members discussed strategies to encourage producer participation and emphasized the importance of leveraging community partnerships, printed surveys, and translated versions to enhance accessibility. Next steps include distributing printed surveys, continuing outreach via Constant Contact, and sharing updates on producer engagement and survey progress at future meetings. Ambassadors will undergo training on December 4th, from 5:30 to 7:00 p.m. at the PHHS training room, and while members are encouraged to attend to meet the ambassadors, participation in the training is not required. The recruitment process for ambassadors was straightforward, with eight applicants filling all available slots without interviews. Selected ambassadors have been notified, and confirmations for the training session are being collected. Post-training, ambassadors will begin in-person surveys with schedules being developed collaboratively with CCUA, the project team, and stakeholders. High-impact survey locations identified so far include the Farmer's Market, the ARC, public libraries in Ashland, Centralia, and Daniel Boone, Loaves and Fishes, and the Senior Activity Center. Scheduling and outreach efforts are being coordinated by the project team, including Kaye, now a PHHS staff member, with logistical support from Smith. During the training, ambassadors will provide additional availability to ensure flexibility and sustained engagement and will have the opportunity to propose new survey locations, leveraging their familiarity with underserved areas in the community

## C. Vacancy has been posted

Johnson noted that the Council vacancy had been filled, with Johnna Martin attending this meeting as a newly appointed public member.

## D. Vice Chair Election

The Council addressed the need to elect a vice chair, highlighting the primary duty of the position: to preside over meetings in the chair's absence. Molitor nominated Meyer for the role, with Stokes seconding the motion. A vote was then conducted, resulting in Meyer's unanimous election as vice chair.

# V. OLD BUSINESS

## A. Our Food Boone County Finalized Logo

Transitioning to old business, the Council revisited the discussion on finalizing the project logo. After reviewing feedback from previous meetings and comparing three updated designs shared by Schley, members debated the inclusion of various food elements, such as dairy, meat, and vegetables, to create a balanced representation. The challenge of incorporating cheese into the design was noted, with alternatives like eggs proving more visually cohesive. Members expressed preferences for consistent lighting and shading across the logo elements, favoring a design with a unified aesthetic. While some appreciated the inclusion of cheese for its explicit representation, others felt it disrupted the overall harmony of the design. Ultimately, members leaned toward selecting option two, which maintained consistency and balance among the visual elements. A motion was made by Smith and Meyer seconded to approve design option 2, concluding the discussion with a unanimous vote.

**B. Community contacts**

The Council reviewed the survey distribution process, incorporating feedback to expand outreach to suggested community contacts. Efforts have been made to connect with individuals in various areas, and members were encouraged to respond to any follow-up inquiries regarding potential connections. A suggestion was made to engage ambassadors in high-traffic events, such as the North Village Arts District's First Fridays, which can attract up to 4,000 attendees, and the Living Windows event. Specific contacts, including Tootie Burns and Nikki Davis, were recommended for these events, with the caveat that alternative contacts may also be identified. The Council agreed to follow up on these suggestions and leverage City Hall's display as an additional outreach opportunity.

**C. Retailer/producer surveys**

Feedback was gathered from multiple individuals on the full drafts, emphasizing the importance of reviewing them in their entirety. Efforts are underway to incorporate this feedback, and a finalized survey distribution plan will be presented, similar to the community survey approach. This plan may require additional input from the Council as it targets specific groups. Updates will be provided at the next meeting, where a more comprehensive discussion is anticipated. The goal is to align the rollout of targeted surveys with the community survey. Suggestions were made to involve ambassadors in events such as Powerhouse's turkey distribution and the Thanksgiving meal at Douglass High School, both of which attract significant community participation. Members recognized the importance of balancing outreach efforts with personal time, noting upcoming travel and holidays.

**VI. NEXT MEETING DATE**

January 15th, 2025

## VII. GENERAL COMMENTS BY PUBLIC, MEMBERS AND STAFF

A. Ryan Ripple of the Gates Foundation has secured \$40 million in donations to fund initiatives addressing chronic poverty in Missouri, with \$200,000 allocated to ten selected projects. He recently met with Columbia nonprofits to encourage proposals, highlighting the vital role of nonprofits in tackling systemic issues. Details from his presentation are available upon request.

Upcoming community events include the Veterans Farm Winter Festival on December 13th, featuring family-friendly activities, and a Giving Tuesday event on December 3rd. Both are open to all, though some Veterans Farm events are primarily for veterans and their families. Ambassadors are encouraged to participate to boost community engagement

Efforts are underway to re-engage individuals from the former food council who feel excluded, and public comment opportunities will guide broader outreach. Discussions with Jefferson City have begun, recognizing the interconnected nature of food systems beyond Boone County. Revisiting a mid-Missouri focus may help expand the scope of collaboration.

Producer and consumer surveys will include perspectives from local farmers, even those exporting internationally, to better capture the food system's realities. Outreach to Cole County and insights from local experts like Dhruva Dhakal could foster stronger regional relationships.

Jefferson City's USDA UAIP grant for food projects, potentially through Mocha Farm, offers additional opportunities for collaboration. Meanwhile, the local market has successfully transitioned to winter operations with strong vendor participation, signaling resilience in the community food e

## VIII. ADJOURNMENT

A. The meeting was adjourned at 5:14 p.m.

**USB DRIVES PROHIBITED:** Due to cybersecurity concerns, flash drives and other media devices are no longer permitted for delivering files or presentation materials. A speaker who desires to display a presentation must upload the presentation, in advance, to the city network using an upload portal. To upload your files and learn more, visit [CoMo.gov/upload](https://CoMo.gov/upload). (Effective Jan. 1, 2023)