

**Community Engagement Workgroup - MINUTES  
Community Wellness Center - May 14, 2018**

**Attendees:** Luisa Reyes, Mariam Merced, Yvette Molina, Judy Jerome, Ana Herrera

<p><b>TOPIC 1:</b></p> <p><i>Community Gatherings</i></p>	<ul style="list-style-type: none"> <li>• A core strategy of this workgroup is designing and implementing community gatherings and a draft description of these gatherings are here: <a href="https://docs.google.com/document/d/1Q5KUv8_zdZjxR90O5eyxCuCvGC7UyaO3m40b8Tr38ls/edit?usp=sharing">https://docs.google.com/document/d/1Q5KUv8_zdZjxR90O5eyxCuCvGC7UyaO3m40b8Tr38ls/edit?usp=sharing</a> We will need clear goals, milestones and metrics for this strategy.</li> <li>• Mariam suggested like a Let's Cook approach where we come together and create, for example, different salads. This will open the door to ask questions that can create dialogue regarding issues and concerns. <b>Location for first gathering:</b> RWJ Fitness Center, Community Room</li> <li>• Luisa suggested a mini presentation to start dialogue</li> <li>• Judy mentioned that we need to engage all of New Brunswick communities and that cooking together is a great idea. The work is getting people together. She also mentioned the idea of meeting people where they are at – community gardens, fitness center, churches.</li> <li>• Yvette mentioned a film screening event at Community Kitchen during the month of July.</li> <li>• For the community gathering, there should be 3 target questions that will start conversations leading as to why they should be part of this gathering – 1. What/why is the problem of access health food. 2) Why should we do this and 3) Success stories of the NB Food Alliance</li> <li>• <b>Possible dates:</b> last Tuesday or Saturday of June</li> <li>• <b>Partners we should reach out for this event:</b> <b>Lazos, Unity Square High School Culinary Community Soup Kitchen Community Gardens Family Success, NB Feeding Network, Teen Center, Mt. Zion, Sharon Baptist Church</b></li> <li>• Luisa mentioned budget limits of the Food Alliance and that we'll need flyer, food, etc</li> <li>• <b>Starting May 23, 2018 there will be conference calls every other Wednesday until the event.</b></li> </ul>
<p><b>TOPIC 2:</b></p> <p><b>Marketing</b></p>	<ul style="list-style-type: none"> <li>• Separate meeting needed on marketing Community Engagement and the Alliance.</li> <li>• Mariam mentioned we need a separate meeting and marketing plan. The group agreed that we have to reinvigorate the message in order to attract members to CE group.</li> <li>• Judy mentioned her concern that the marketing should not be separate or too big, but rather integrated with our discussion of how we communicate and brand the Food Alliance for the upcoming community gatherings.</li> <li>• Yvette stated that she has original flyers. We can review and make changes accordingly.</li> <li>• Luisa said she will organize existing materials and share so that the group can review: <a href="https://drive.google.com/drive/folders/1I9jXqrc8e2nc8skZSAyzoNyM2vfHMJb?usp=sharing">https://drive.google.com/drive/folders/1I9jXqrc8e2nc8skZSAyzoNyM2vfHMJb?usp=sharing</a></li> <li>• Ana suggested ways to disseminate and that she is willing to help out. She also mentioned creating a video or PSA.</li> <li>• Mariam mentioned we need approval of Food Alliance logo in Spanish. Logo should be presented to our workgroup before final approval at general meeting.</li> <li>• <b>Marketing meeting will be held on June 1, 2018, 11:30am at Las Marias Restaurant (Notes here: <a href="https://docs.google.com/document/d/1WCD40Y7Hu1hiWUci6lko4cm68mLD-5MAIbm5fxV7n5E/edit?usp=sharing">https://docs.google.com/document/d/1WCD40Y7Hu1hiWUci6lko4cm68mLD-5MAIbm5fxV7n5E/edit?usp=sharing</a>)</b></li> </ul>
<p><b>Next Steps:</b></p>	<ul style="list-style-type: none"> <li>• Luisa will create a draft flyer for the June community gathering by June 25th and share for feedback</li> <li>• <b><i>Start planning outreach to invite community residents for June Community Gathering (need to diversify..so think outside the box ☺)</i></b></li> </ul>

	<ul style="list-style-type: none"> <li>● <b>Conference call May 23, 2018 (every other Wednesday thereafter until the June 23<sup>rd</sup> event)</b></li> <li>● Luisa to send original marketing materials by May 28th for June 1<sup>st</sup> meeting on marketing: <a href="https://drive.google.com/open?id=1I9jXqrc8e2nc8skZSAyzoNyM2vfHMJb">https://drive.google.com/open?id=1I9jXqrc8e2nc8skZSAyzoNyM2vfHMJb</a></li> <li>● Luisa to check with Camila about Fitness Center availability for community gathering and report back: <b>date set for Saturday June 30, 11am - 2pm, location is the RWJ Fitness &amp; Wellness Center</b></li> </ul>
<b>Next Meeting:</b>	<b>Next Workgroup meeting: - July 9, 2018, 6pm – Wellness Center</b>