Governor's Council on Food Security
Draft Minutes
April 28, 2015
1:00 P.M.

The Governor's Council on Food Security held a public meeting on April 28, 2015, beginning at approximately 1:10 P.M. at the following locations:

Division of Public and Behavioral Health
4150 Technology Way, Room 303
Carson City, Nevada 89706

Rawson Neal Mental Health Facility
1650 Community College Drive
Administration Building, Room B 193
Las Vegas, Nevada

Board Members Present

Kathleen Sandoval, First Lady
Sarah Adler, Nevada USDA, Rural Director
Jim Barbee, Department of Agriculture, Director
Richard Whitley, Department of Health and Human Services, Interim Director
Dale Erquiaga, Superintendent of Public Instruction, Nevada Department of Education
Cherie Jamason, Food Bank of Northern Nevada, CEO
Mike Wurm, Boys and Girls Club of Truckee Meadows, CEO
Kevin Hooks, Las Vegas Urban League
Donnell Barton, Department of Agriculture Administrator Of Department's Food and Nutrition Division
Amy Hill, Wal-Mart
Kenneth Osgood MD MPH, Southern Nevada Health District, Board of Health
David Weaver, US Food Service

Board Members Not Present

Christy McGill, Healthy Communities
Steve Fisher, Division of Welfare and Supportive Services, Administrator
Steve Hill, Governor's Office of Economic Development, Director
Jodi Tyson, Three Square
Mary Liveratti, AARP Nevada State, President
Mark Walker, University of Nevada Cooperative Extension, Dean
Guy Hillyer, Cannery Casino Resorts, Executive Vice President

Also Present

Linda Anderson, Deputy Attorney General
Mary Wherry, Division of Public and Behavioral Health, (DPBH) Deputy Administrator
Christine Mackie, DPBH, Bureau of Child Family and Community Wellness, (BCFCW) Bureau Chief
Beth Handler, DPBH, BCFCW, Deputy Bureau Chief

Michelle Walker, DPBH, BCFCW, Women, Infant and Children (WIC), Program Manager
Dawn Lopresti, DPBH, BCFCW, WIC Administrative Assistant III
Ericka Sorensen, DPBH, BCFCW, Office Manager
Joseph Turner, DPBH, BCFCW, WIC Administrative Assistant III
Lauren Dalton, DPBH, BCFCW, WIC Business Analysis
Karen Vogel, Child Nutrition Programs
Darlene Dougherty, SNAP-ED Nutrition Specialist and Outreach Coordinator

Chair First Lady Kathleen Sandoval called the Governor's Council on Food Security (GCFS) meeting to order at 1:10 p.m. Ms. Sorensen indicated the meeting was properly posted at the locations on the agenda in accordance with the Nevada Open Meeting Law.

I. Welcome and Call to Order

A. Roll Call and Introductions

Roll call was taken and it was determined that a quorum of the Governor's Council on Food Security was present.

B. Announcements

No public comment was made.

II. Public Comment

No public comment was made in Las Vegas.
Michelle Walker, Carson City, WIC Program Manager stated Jodi Tyson provided a flyer for a Three Square event on the table.

III. Approve Minutes of January 27, 2015 Council Meeting (This agenda item was taken out of order)

Chair Ms. Sandoval asked if there were any corrections to the draft of the minutes from the January 27, 2015 meeting.

CHAIR SANDOVAL ENTERTAINED A MOTION TO APPROVE THE MINUTES. A MOTION TO APPROVE WAS MADE BY JIM BARBEE. DALE ERQUIAGA SECONDED THE MOTION WHICH PASSED UNANIMOUSLY WITHOUT PUBLIC COMMENT.

IV. Summer Electronic Benefits Transfer (EBT) Program (This agenda item was taken out of order)

Michelle Walker, WIC Program Manager and Lauren Dalton, Business Process Analyst for the WIC program presented on the Summer EBT for Children Program in Nevada for 2015 (see SEBTC 2015 presentation, Agenda item IV). SEBTC is one program in Summer Feeding Program that aims to reduce summer time food insecurity among children to a level equal to or

less than the level of food insecurity during the school year. The program ran in Nevada in 2012 and 2013 and served approximately 5,300 and 4600 students respectively living in Douglas, Lyon and Washoe Counties. No funds were awarded to Nevada to run the program in 2014. In 2015, Nevada was awarded funds to expand the program to seven new rural counties including Elko, Humboldt, Lander, Lincoln, Nye, Pershing and White Pine bringing the number of children served to roughly 14,000. Students receiving free or reduced lunch in the expansion counties were eligible for the program. The program begins June 1st and issues three months of benefits to households and end August 31st. Families are issued an EBT card to purchase WIC approved Healthy foods and WIC authorized vendors throughout the state. New households receive a food package valued at $30 per month per child and returning households receive a $60 food package per month per child.

Sarah Adler, Nevada USDA Rural Development Directors inquired if the food packages were selected by the USDA.

Ms. Dalton stated they were.

Kenneth Osgood, MD inquired if the materials were written in English and Spanish.

Ms. Dalton confirmed both.

Dr. Osgood also inquired if he could get a copy of the materials.

Ericka Sorensen, DPBH will provide the SEBTC materials to council members.

Cherie Jamason, Food Bank of Northern Nevada, stated she was excited the program was back in Nevada and that is was serving rural communities, where it is challenging to run summer food programs because eligible people do not all aggregate in the same place in rural areas. She also stated she was happy Nevada opted to pursue the SEBTC program using the WIC model where healthy foods are issued rather than the SNAP model where participants buy whatever food they want.

Ms. Sandoval clarified WIC did not receive the award in 2014 and Ms. Dalton confirmed it did not.

V. School Breakfast Challenge/Website and Facebook

Donnell Barton, Administrator for Nevada Department of Agriculture, Child Nutrition Program stated the School Breakfast Challenge (SBC) is over, but she does not have the final meal counts yet. An e-mail campaign was done alongside this, with e-mails sent to School Principals, the Food Service Directors, and the Superintendents. However, based on MailChimp tracking data, there was minimal opening of these e-mails and subsequent use of the SBC website by e-mail recipients. Ms. Barton stated they will need to look now at other strategies for contacting these school district staff. Overall, on the SBC website, there were a total of 737 hits with the average time of two minutes thirty-one seconds spent by individuals visiting the site. Ms. Barton then stated for overall SBC participation, minus Clark County data, 10 school districts showed an

increase in participation of .5% - 4.73%, while there was a decrease in overall participation in the seven other school districts.

Ms. Jamason inquired what other conclusions they have formed based on the low response to the e-mail campaign, how they will do things differently going forward. Ms. Barton responded they plan to speak with some school principals to determine the best way to get in touch with them and get the message out.

Ms. Barton stated they had also partnered with the Dairy Council to bring out Zach Sudfeld, a former University of Nevada Wolf Pack football player who now plays for the New York Jets, to promote school breakfast at both Traner Middle School and Veterans Memorial Elementary. Ms. Barton stated these events were very successful, with lots of excitement and media coverage.

Ms. Sandoval asked why there was a decrease in participation. Ms. Barton responded they will review the data at schools where participation declined, and then either visit or call these specific schools to inquire about the possible reason for the decreases.

Ms. Adler stated it would be interesting to check with those schools who had significant participation increases and see if they were being conscientious about the School Breakfast Challenge. Ms. Barton responded they will be contacting the top three schools also to find out what they did. The participation increases at individual schools was as low as 1% to as high as 23%, depending on the school.

Dr. Osgood commented when communicating to a population that exceeds the age 40, at least within the health care industry, direct communication by either phone or direct site is preferred over websites.

There were no more questions or comments. To conclude, Ms. Sandoval thanked Walmart and Amy Hill for providing the incentives for the SBC.

VI. Healthy, Hunger-Free Kids Act (HHFKA) Grant Award

Ms. Walker stated Darlene Dougherty, SNAP-ED Nutrition Specialist and Outreach Coordinator will also be presenting with her. They will be discussing, Nevada's SNAP-E Demonstration Project (see HHFKA Presentation, Agenda Item VI).

Ms. Dougherty discussed the plan. In all of the planning, the Nevada priorities were considered. She believes this supports the mission of the Council. All population and poverty, SNAP and WIC participation data determinants and eligibility were presented. The Department of Agriculture, will participate as a key partner. The supporting partners will assist with case management, provide office space for program staff and enter into a data base all activities going on, in order to evaluate at the end of the project. Ms. Dougherty presented the deadlines for determining eligible households, the Food Security Survey, program benefits and the evaluation component. She stated this is a grant of $3.4 million for a three year period, with $2.4 million used for the benefits to the families.

Ms. Sandoval inquired how they will be going about doing the randomization.

Ms. Dougherty stated the original thought was by zip code but they were advised to randomize through control group and cohorts.

Amy Hill, a representative of Walmart inquired of one household having three or four children under five could be in all three cohorts.

Ms. Dougherty confirmed if there is more than one child in a household 0-5 all children would receive the same and the household would be in the same cohort.

VII. Summer Food Service Program

Ms. Karen Vogel, Nutrition Program Profession, USDA Child Nutrition Programs presented on the National USDA Summer Food Service program (SFSP), "Summer Food Rocks" – (see Summer Food Service Program presentation, Agenda item VII). Ms. Vogel stated this year marks the 40th anniversary of this federally funded program. The SFSP fills the gap for children who receive free and reduced priced meals during the school year, but who were going home to empty refrigerators over the summer because school meals were the only meals eaten during the day.

Ms. Vogel stated the SFSP in Nevada has not kept up with the huge increase in population statewide, especially in the south. In Clark County the number of students qualifying for free and reduced meals this year in is highest at over 58%, or 186,717 students. The gap in Northern Nevada is not as wide, but there is still room to increase meal sites and participation.

Ms. Vogel presented participation data from 2010-2014, including number of sponsors, sites, and the total breakfast, lunch and snacks served. In 2011 there was a significant decrease in Clark County when switching back to traditional school schedules, not allowing for year-around summer meals. She stated in 2014 there was a significant increase in both meals and meal sites from 2013. Ms. Vogel stated to further increase SFSP participation, more sponsors, sites, outreach with media and school districts, support and endorsement from elected officials, and collaboration with community partners was needed. In order to qualify to be a sponsor it must be a non-profit, faith based, government, university or tribe. Other challenges include past program fraud, and concern about participant safety at the sites, and expense for schools to be open in the summer just to provide meals.

To address the SFSP challenges, Ms. Vogel stated USDA State Target and Assistance Project sent a technical assistance team in 2014 to assist in attempting increasing the number of sponsors and meal sites. Ms. Vogel stated they also formed a statewide Summer Food Service partner group, which met twice last year in person and once so far this year and had conference calls in spring and summer. With this group, they wrote and implemented the Nevada State Summer Food Plan and USDA representatives then contacted state and local elected officials to support and endorse the Summer Food program. Ms. Vogel stated the USDA also sent numerous officials to Nevada to help with the program. In addition, USDA provided contact information for possible partners, including HUD, Farm Service Agency, 'Let's Move' cities, towns, and

counties, and the USDA Western Region also provided assistance with press releases for kick-off events.

Ms. Vogel stated in 2015, there are three kick-off events currently scheduled: 1) May 16th at the Boys and Girls Club of Southern Nevada, 2) June 6th at Paradise Park in Las Vegas, and 3) the week of June 15th in Reno at the Neil Road Rec Center. The Nevada Summer Meal Plan has been revised and new goals have been set for 2015. Ms. Vogel stated they are reaching out to school districts, tribes and faith based organizations and will work with established sponsors to increase participation, meal sites and expand outreach. As long as there are hungry kids there will always be a need for our program. Ms. Vogel stated the USDA National participation goal for 2015 is 200 million meals, a 7.5% increase from 2014. She stated Nevada SFSP will not settle for only a 7.5% increase since they achieved a 14.2 % increase last year, and their goal for Nevada is at least a 10% increase (56,000 meals) in 2015. Ms. Vogel thanked the council, and asked if there are any questions.

Ms. Sandoval asked if there are currently school district sites in the summer that are feeding sites. Ms. Vogel confirmed there are some sites. For Washoe County schools, if there is a summer education program running and the school is >/=50% free and reduced eligible, they will feed the community as well. If the school is less than 50% free and reduced eligible, they will feed those children through the National School Lunch program. In Clark County, last year, they had approximately 40-50 sites feeding kids, but only five were open to the general public and the remaining sites were educational programs that fed the kids through the National School Lunch program. Ms. Vogel stated southern Nevada schools, that either decide to participate last minute or simply do not have a large number of participants, children received meals through Three Square sponsorship.

Ms. Sandoval inquired if the low number of Clark County schools participating is due to the liability. Ms. Vogel confirmed, and stated the other primary concern is safety.

Ms. Sandoval asked Ms. Vogel to explain how to become a sponsor and a site. Ms. Vogel stated a sponsor is an organization that takes on the management of the program. It could be the management of one serving or meal site or overseeing 75 sites. The organization must be a non-profit with a 501 c3, a church - which is not required to have a 501 c3, a government agency which could be a park and recreation, a university system, any type of government program or a tribe. Currently there are seven tribes on the program with three more expressing interest for this year. Sponsors are responsible for completing an annual application, for monitoring the sites they are managing, for training the staff at those sites, for collecting the meal counts, and submitting new claims. The meal site is where the meal is actually distributed. Normally at those sites, especially if a sponsor has multiple sites, the sponsor will use either volunteers or staff of the organization they are sponsoring (e.g. Boys and Girls Club and Three Square). A meal site distributes the meals, keeps track of meal count, and the sponsor is responsible for everything else.

Ms. Sandoval inquired if there is a certain amount of people needed to provide food to in order to become a site. Ms. Vogel stated there is not. Some sites feed five meals a day, and one site can feed up to 600 kids at one time. They feed kids ages 18 and under.

Dr. Osgood asked how many of the Boys and Girls Club sites qualify in Nevada. Ms. Vogel responded 13 of the 18 Boys and Girls Club sites in Southern Nevada qualify. Sites are qualified by the income in the area, and they normally use the school data.

Ms. Adler stated five sites that are open are great to dig deeper to find out what is working. Ms. Adler stated schools play a very important role in getting program information out to their kids, but as seen in the School Breakfast Challenge, it is often difficult to get the attention of the schools. Ms. Vogel stated she has found she has to do a lot of the work for the schools.

Ms. Sandoval stated for Lyon, Nye and Washoe County to work with Nevada Department of Education through the school district as part of the Safe Schools Healthy Students Grant. They have staff in almost all schools, and school district members on their core management teams.

Ms. Jamason offered that since 1991 a consortium in Washoe County, which includes the Washoe County School District, Boys and Girls Club, City of Reno, Sparks and Washoe County, recreational departments and a variety of churches, have come together to provide summer lunch in every qualifying neighborhood. She stated the only outreach format that has worked in the past is targeted direct mailing to promote summer lunch in all of the neighborhoods in Washoe County. Kids are also given a flyer, at school, showing what meal sites are closest to them. They have never surpassed 15% of kids that are eligible. There are perceived safety issues and they are not sure how to get past that.

Ms. Sandoval asked if we have any data on what specific areas there are community safety issues. Ms. Jamason responded that 89502 zip code Health Community research found safety is the number one issue. Ms. Sandoval stated 89502 is a huge area, and asked if there are any more specifics. Ms. Jamason responded she does not know, but it may be able to be determined with a few focus groups.

Mr. Erquiaga stated he has 450,000 children in the K-12 system, 60% of these are free and reduced eligible, or 275,000 kids. He asked if there is a goal to reach this large number of kids if these programs are not within the scope to do so. Mr. Erquiaga also stated there is outreach annually to encourage families to continue reading over the summer, and combat summer learning loss. He inquired if the Summer Food program messaging can be incorporated into this communication.

Ms. Sandoval stated the Robocall and e-mails from the governor may be something that can be utilized to reach the families about summer meals. Ms. Vogel confirmed the goal is to increase participation by 10% more this summer, with up to 25% of eligible served in the future as a target. Ms. Vogel stated it is important the goal remain obtainable, so as not to discourage people involved in the program. She is happy to take these new ideas and get started on them to get the message out.

Ms. Barton agreed, and stated the SFSP nationwide is the most underutilized of the USDA child nutrition programs, at about 15% that participate nationwide. Some of the sponsors are also a challenge, so they ask for the financial viability – ask how they are going to cover the costs of the meals, since this is a reimbursement program so no money is given upfront. Sponsors have 60 days to submit reimbursement claims.

Mr. Mike Wurm, CEO of the Boys and Girls Club of Truckee Meadows, stated it is expensive to run a food program, and there are shared challenges which make it prohibitive for non-profits. He stated they have been part of a lobbying process and are working on solutions, including transportation reimbursement, bussing kids to the locations and possibly providing dinner as well.

Ms. Jamason stated nationally they are looking at the ability to consolidate meals and run under one program, one set of rules, and consolidate these meals. Sponsors are at significant financial risk, or if reimbursement is not provided. Working together in the North has provided the ability to run 60 programs with three sponsors. These larger organizations have more resources and more ability to take on this responsibility. The challenge in the rural areas is the transportation issue, and the lack of places with 50% eligibility for participation. If there was a waiver possible that could dispense with the congregate meal requirement in some areas where it is impossible for kids to come together in one location is a way to address this.

Ms. Barton added schools can do a seamless summer option where they can use their National School Lunch application but only get reimbursed for the National School Lunch, which is much lower than the Summer Food program reimbursement. Ms. Vogel commented USDA does allow reimbursement funds that are left over from one program to be shifted over to another program, so CACFE reimbursement funds can roll into the summer food program if records are kept on how these funds were utilized.

Ms. Sandoval asked if Ms. Vogel could provide the council members with a list of all sites and sponsors throughout Nevada. Ms. Vogel confirmed she hopes to provide these by mid-May. Ms. Sandoval stated we may want to look at using some of the OSTCCF Quality funds, which could be used to help provide the meals.

Ms. Jamason stated kids will come more quickly for activities and food than just food.

Dr. Osgood inquired if any Little Leagues or community soccer participate. Ms. Vogel stated not yet.

There were no additional comments or questions.

VIII. Present Council Updates

Mr. Barbee stated SB503 has made its way from Senate Education and passed with complete support and on to Senate Finance where it had complete support and won neutral. It was

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amended to remove the $2 million that was in the bill for it was already built into the budget. It should be up for vote within the week.

Mr. Erquiaga gave an update on Assembly Bill 107 which increases the reporting requirement for district and state level accountability reports to include information about breakfast and lunch participation and eligibility. It was voted out of the Assembly and is being heard today at 3:30 p.m. in the Senate. It is in hopes to be passed by May 15th.

IX. Multiple Agency Resource Team (This agenda item was taken out of order)
Ms. Dougherty stated on behalf of Mr. Fisher he is still investigating and identifying agencies, coalitions and groups throughout the state that might help serve in this capacity. He has no recommendations for the council at this time but would like to have the agenda item left on to report later.

X. Council Business

A. Report on membership and recommendations for nominees or recruitment outreach for the vacant positions of "A representative of non-food manufacturing or business" and "A representative for farmer or rancher engaged in food production".
Ms. Sandoval stated there were two vacancies, one representative for non-food manufacturing or business. Adam Kramer will not be able to stay on for this next term. One representative for farmer or rancher engaged in food production. Wendy Baroli will not be staying on for this next term. Ms. Sandoval stated Christy McGill gave a recommendation of Marcia Litzinger from Churchill Butte Farm who is willing and able to sit on Council. She is one of the key organic farming mentors in this region and truly cares and understands about food insecurity. She is actively taking part in school strategies to end hunger. She is active in creating new school gardens in the region and the grow site of the Nevada Food Security Plan. She is not shy about her passions about ending hunger now. Ms. Sandoval stated she was not sure if anyone had any other recommendations. These two vacancies are available now. Recommendations are needed to be provided to Ms. Sorensen by May 8th, so she may forward them on to Mr. Whitley.

B. Report and make recommendations on the draft annual report.
Ms. Sandoval commended everyone on Ms. Wherry's team for having to do a significant amount of changes and work on the Annual Report Draft to have it done in time for this meeting.

A MOTION TO APPROVE THE ANNUAL REPORT WAS MADE BY MR ERQUIAGA. MS. JAMASON SECONDED THE MOTION WHICH PASSES UNANIMOUSLY WITHOUT PUBLIC COMMENT.

C. Recommendations on future areas of focus and goals.
Ms. Sandoval stated when working on doing the School Breakfast Challenge there was a lot more time than now but requested from Linda Anderson, DAG and Mary Wherry, Deputy Administrator, DPBH, we develop subcommittees that participate through open meeting law through a teleconference. Ms. Sandoval stated we want to get moving on this and not wait until the next meeting. She inquired if the Committee wants to combine the sponsors and sites as one subcommittee or should they be separated out.

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Ms. Vogel stated one would work well.

Ms. Sandoval asked Ms. Vogel to elaborate on what is meant by collaboration with community partners.

Ms. Vogel stated groups like Urban League, HUD, and United Way. Agencies that would be able to help promote the program and let us know what the community needs and would like. Also areas that would not work, for example faith based, for some people are wary of these for it may be a different faith then they have. Ideas of places, types of sites, and places to approach for volunteers.

Ms. Sandoval inquired if this could be combined as outreach effort as well, to have two subcommittees, one that is sponsors and sites and one that is outreach.

Ms. Vogel agreed.

Kevin Hooks, Las Vegas Urban League, stated as we look for resources for sponsors and sites he would be a good resource and give recommendations.

Ms. Sandoval stated we still need two committees as to not lose the outreach area.

A MOTION FOR THE REQUEST FOR TWO SUBCOMMITTEES, ONE FOR SPONSORS AND SITES AND ONE FOR OUTREACH WAS MADE BY MR. ERQUIAGA. MR. HOOKS SECONDED THE MOTION WHICH PASSED UNANIMOUSLY WITHOUT PUBLIC COMMENT.

Ms. Sandoval asked Ms. Wherry who she would like council members to notify which subcommittee or both, they would like to be on.

Ms. Wherry indicated council members may contact Ms. Sorensen. Ms. Sandoval put a timeframe of this Friday (May 1, 2015).

XI. Future Agenda Items
Ms. Sandoval asked if there were any other future agenda items other than, Multiple Agency Resource Team and reporting on subcommittees. (None were mentioned) The next meeting was scheduled for the week of Memorial Day but members have agreed to work on dates for June instead. Ms. Sandoval mentioned if members had future agenda items to them to Ms. Sorensen three weeks before the next meeting.

XII. Public Comment
No public comment was made.

XIII. Closing Remarks and Adjournment
Meeting was adjourned at 2:51 P.M.

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