

Civic Engagement Minutes

10.9.12

OLLI Rm #207

OUR MISSION: *To identify, define and develop a sustainable plan of action which addresses signature social issues in Greater Asheville that engage and provide a significant volunteer experience among the OLLI membership community.*

- I. Call to Order and Members present: Herb Buder, Patti Cameron, Carol Culler, Catherine Frank, Bonnie Habel, Laurel Jernigan, Barry Mundt, Sarah Reincke, Chuck Rosenblum and Dave Scherck.
- II. Welcome guests Cindy Threlkeld, Executive Director MANNA Food Bank and Laurie Stradley, NCCHW Director of Community and State Collaboration AND Welcome Laurel Jernigan, OLLI Program Director for Life Transitions/Workshops/Vol Coord
- III. Announcements
 - A. The CEC contingent who walked to end Alzheimer's had a great time and raised \$570.00
 - B. Chuck shared news articles from various cities in the US to reinforce that dealing with hunger is becoming a national concern..
 - 1.) There are a lot of resources we can use to build our call to action
 - C. Pisgah Legal Services is sponsoring a poverty forum at Diana Wrotham Theatre.
 - D. Land of Sky Wellness Expo held 9/29 was well attended by OLLI members.
- IV. Minutes from our 9/11/12 meeting approved as submitted
 - A. Secretary will assure Dave S gets minutes
- V. Symposium PR – Tom B. and Herb B
 - A. Symposium info to appear in the OLLI winter Catalog (deadline Monday 10/15). Good message will be developed.
 - 1.) Info will be sent to Catherine and Chuck prior to publication
 2. Will include CEC Mission Statement plus catchy phrase describing our Call to Action.
 - B. Other PR efforts: OLLI Weekly E-newsletter, flyers for OLLI Kiosks and bulletin board, word of mouth via committee members, especially those taking other OLLI classes, connect with OLLI internal marketing committee
 - C. PSA's, Mountain Express, 211 (contact Rachel Nygard) and newspaper articles will be used to publicize the symposium to the public.

- VI. Symposium name
 - A. The words CALL TO ACTION: will be used for each symposium. After the colon, there will be a catch phrase describing our focus. For example CALL TO ACTION: OLLI eliminates hunger. (This is just an example)
 - 1.) The catch phrase will be no longer than 5 words
 - B. Sarah Will send out email asking committee members to create a catch phrase and send it to Chuck by Sunday 10/14
 - 1.) The list of our previous attempts will be included in the email.
 - C. Bonnie Habel submitted the following: OLLI Call to Action: Hunger is no Game.

- VII. Laurie Stradley, NCCHW Director of Community and State Collaboration
 - A. NCCHW (North Carolina Center for Health and Wellness) focuses on hunger as it relates to health and wellness
 - B. They are involved in many successful and ongoing initiatives addressing hunger in WNC.
 - 1.) Several would be appropriate service learning experiences for our participants as there are hands on programs and advocacy opportunities.
 - 2.) Visit <http://ncchw.unca.edu/partnerships> to review a complete list of NCCHW partnerships.
 - 3.) Chuck and Laurie will meet again before our next meeting (11/13) to discuss the options.

- VIII. Cindy Threlkeld, Executive director of MANNA Food Bank
 - A. Discussed the Hunger Game used by the Atlanta Food Bank
 - 1.) Copy of which will be included in the minutes.
 - 2.) Manual needs updating and revamping to reflect WNC.
 - a.) this has potential to grow into a service learning opp shared by MANNA and OLLI.
 - 3.) The Hunger Game will be played at Atlanta Food Bank On Oct 22. Chuck and a MANNA person will attend
 - B. Emphasized the value of OLLI members becoming Hunger Educators.
 - 1.) Start with the OLLI community then expand to other community groups.
 - C. Another Service Learning opp could be helping gather information for the Hunger In America 2013 study sponsored by Feeding America which will be created using interviews and other research tools.
 - 1.) OLLI Symposium participants could be trained as an interviewer

- IX. Chuck and Gordon Smith to meet and discuss our Call to Action before our next meeting.

- X. Committee discussed potential speaker format for the series of the Symposia
 - A. Have 4 speakers at different times throughout the symposia speak to aspects of Food Insecurity (examples below)
 - 1.) MANNA – Food distribution
 - 2.) NCCHW – Food Insecurity and health issues
 - 3.) Food Policy Council Asheville- Government involvement
 - 4.) Appalachian Sustainable Agriculture Project – Agricultural aspects
 - B.) Speakers could also be paired as a two person panel
 - C.) Chuck will write a couple of descriptions regarding the symposia structure and email them to us as we need to FINALIZE the structure of the symposia.
 - 1.) Be sure to respond to Chuck with your preferences

XI. NEXT MEETING TO DO LIST

- A. 2/12/13 agenda
- B. Select and or confirm speakers
- C. Determine and define service learning experiences for participants

XII. Adjourn 5:50

THANKS EVERYONE FOR YOUR TIME and EFFORTS!!

NEXT MEETING IS November 13h AT 4:15 IN ROOM 207