

**To: HONORABLE MAYOR AND CITY COUNCIL.**

**FROM: Dave Maroney, Director of Economic Development and Planning.**

**SUBJECT: 2017 Statewide Health Improvement Partnership (“SHIP”) Grant.**

**DATE: February 16, 2017.**

*The mission of the Cannon Falls Farmer’s Market is to offer high quality, local produce and products, in a welcoming environment, while promoting healthy living in our community.*

**BACKGROUND.**

The Farmers Market/Food Hub/Live Well Advisory Group (“FMC”) held their first meeting of the year – see the accompanying *Meeting #1 Agenda*. Fifteen people attended the meeting to discuss last year’s Farmers Market and plans for 2017.

Following discussion, the FMC is recommending that the City of Cannon Falls seek a \$2,000 SHIP grant to finance the following expenditures: (a) \$500 for technical assistance directed towards improving and expanding services and market reach of the Farmers Market; (b) \$500 for advertising the Farmers Market in the Beacon; (c) \$550 for additional signage and a hand washing station; and (d) \$450 for technical assistance to facilitate further planning and development of the Food Hub.

Last year the Council authorized submission of an application to SHIP to assist with planning and developing the Farmers Market/Food Hub – a \$3,400 grant was awarded and used to purchase signage, advertising, planter boxes (pending completion) and related expenditures designed to assist the Farmers Market and market Cannon Falls as *Minnesota’s Local Food Capitol*.

**REQUESTED COUNCIL ACTION.**

The City Council is asked to authorize Staff to prepare and submit the application for SHIP funding to assist the *2017 Farmers Market/Food Hub* as recommended by the FMC. The application to SHIP is due March 1<sup>st</sup>.

**To: Farmers Market/Food Hub Advisory Group.**  
**FROM: Dave Maroney and Dianne Howard, Coordinators.**  
**SUBJECT: Meeting #1 Agenda – Farmers Market.**  
**DATE: February 15, 2017.**

*Operations Committee. How do we operate and manage the Farmers Market?*

*Primary tasks:* (a) governance *\*501(c) (3)\**; (b) bylaws; (c) 2017 Operations; and (d) facilities.

*Committee Members:* Coordinator Dave Maroney, Shirley Fredrickson, Merle Johnson, Liz Carroll (Twin Rivers), Byrl Johnson, Wendy Robinson, Bruce Hemmah and Jeff Keesey.

*Marketing Committee. How do we market and grow the Farmers Market?*

*\*The mission of the Cannon Falls Farmers Market is to offer high quality, local produce and products, in a welcoming environment, while promoting healthy living in our community\**

*Primary tasks:* (a) define a vision for the *Farmers Market*; (b) foster community support; (c) advertising; (d) signage; and (e) vendor outreach.

*Committee Members:* Coordinator Dianne Howard, Marci French, Allison Josephson, Roxanne Flaten, Brad Anderson, Barb Simon and Arlyn Lamb.

*Vision* - product mix; entertainment; branding (Cannon Falls, the “Go-to Market” or?); staffing, budget and support; etc.?

*Community support* – churches; veterans; seniors; Mayo & Olmsted Medical Clinic; School District, City of Cannon Falls/EDA; etc.?

*Advertising* – type of media (web site, newsletter, others); target markets; message, etc.?

*Signage* – design and type of sign, message, cost and placement?

*Vendor Outreach* – who are the current vendors; prospective new vendors; vendor recruitment “package” - what’s “in-it” for the Vendors?

*Ad hoc Advisors* – Pat Greene, John Peterson, Laura Qualey, Dewey Hermanson and Live Well/SHIP Project Coordinator David Anderson.

**February 15th Agenda:** *A. 2016 Farmers Market/SHIP Recap. B. 2017 SHIP Budget Proposal - \$500 Tech Assistance (Sara George); \$500 Beacon Advertising; \$550 Signs/Hand Washing Station; and \$450 Food Hub. C. Other Business.*



**Goodhue County  
Health & Human Services  
Public Health Division**

426 West Avenue  
Red Wing, MN 55066  
(615) 385-6148 ♦ Fax (651) 267-4882

January 4, 2017

Dear Goodhue County Healthy Eating and Active Living Stakeholders,

Live Well Goodhue County, the local initiative of the Minnesota Statewide Health Improvement Partnership (SHIP), has started a new grant cycle and is eager to continue to partner with communities and organizations to improve the health of our residents by making it easier for them to walk, bike, eat nutritious foods and live tobacco-free. SHIP centers on sustainable, population-focused, evidence-based changes to the policies, systems and environment that exist in communities, schools, worksites and health care systems.

During this grant cycle, we will be focusing on:

- Increasing access to facilities and opportunities for walking and bicycling – including education and encouragement initiatives
- Safe Routes to School Planning
- Organizing a countywide Food Network to increase access to and selection of nutritious foods
- Rethink Your Drink, Every Sips Counts Campaign – a campaign to educate the public on the health impact of sugary beverages and encourage them to choose healthier beverages
- Healthy Concessions – increase the selection of nutritious food

Additional strategy options include:

- Community-Based Agriculture Programs
- Emergency Food Systems/Programs
- **Farmers Markets**
- Food Retail – Grocery/Convenience Stores

Live Well Goodhue County is excited to announce that mini-grants are available for **up to \$2,000.00** for communities or organizations interested in implementing one of the above strategies. To receive a mini-grant, please complete and submit the included application to: David Anderson, Live Well Goodhue County Coordinator, 426 West Avenue, Red Wing, MN 55066 or electronically to [david.anderson@co.goodhue.mn.us](mailto:david.anderson@co.goodhue.mn.us) **Deadline to apply is March 1, 2017.** All mini-grant applications will be reviewed by our Community Leadership Team after the due date.

To learn more about Live Well Goodhue County go to [www.livewellgoodhuecounty.org](http://www.livewellgoodhuecounty.org)

For more information contact David Anderson, Live Well Goodhue County Coordinator at 651-385-6148 or [david.anderson@co.goodhue.mn.us](mailto:david.anderson@co.goodhue.mn.us)

Sincerely,

A handwritten signature in cursive script that reads "David".

David Anderson  
Better Health Together

**Supported by the Statewide Health Improvement Partnership, Minnesota Department of Health**





# Goodhue County Health & Human Services Statewide Health Improvement Partnership COMMUNITY MINI-GRANT APPLICATION

**Completed applications must be submitted to:**  
David Anderson, Coordinator, Live Well Goodhue County  
Goodhue County Health & Human Services, 426 West Avenue, Red Wing, MN 55066  
Email: [David.Anderson@co.goodhue.mn.us](mailto:David.Anderson@co.goodhue.mn.us) | Phone: 651-385-6148

Today's Date \_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email: \_\_\_\_\_

### Requirements for Live Well Goodhue County Mini-Grant

- Live Well Goodhue County is the local initiative of the Statewide Health Improvement Partnership (SHIP). SHIP works to help Minnesotans live longer, healthier lives by decreasing obesity and tobacco use and exposure, the leading causes of chronic disease, disability and death. SHIP supports the use of proven, research-based strategies and focuses on sustainability. **SHIP strategies include changing established systems to make it easier to make healthy choices, incorporating health into organizational policies and changing the environments in which we live, work, learn, and play to allow easier access to healthy food, physical activity and clean air.** We aim to use SHIP funding to make lasting change that will affect large segments of the population, with a priority for those with greater need: diverse populations, low income groups and persons over 60. Please ensure that your project considers these goals.
- Mini-grants are available for community partners to implement projects that align with the SHIP goals. Expenditures/projects ultimately require approval from the Minnesota Department of Health which oversees the Statewide Health Improvement Partnership.
- **Allowable expenditures** for mini-grants include: supplies and equipment such as to start a community-based agriculture initiative, promotional materials announcing new policies such as healthy concessions or healthy snack choices, bike racks, paint for pedestrian crossing or bike lanes, evidence-based curricula, staff training related to the related policy change.
- **Unallowable expenditures** include one-time events, large playground equipment, liability insurance, permanent structures such as large sheds, and underground watering systems. Please check with Live Well Goodhue County Coordinator if you have any questions about whether an item is allowable.

I, \_\_\_\_\_ submit this mini-grant application to partner with Live Well Goodhue County on behalf of the organization listed above. As grant manager, I agree to fully participate in the assessment and evaluation process, including but not limited to submitting requested information/data on time, and providing organizational resources/staff to assist in the evaluation process when necessary. Additionally, I will follow all guidelines for allowable uses of SHIP awarded dollars, and will do so by seeking prior approval before accruing expenses.

Signature: \_\_\_\_\_



Supported by the Statewide Health Improvement Partnership, Minnesota Department of Health

**Grant Period January 1, 2017 – September 30, 2017**

**Deadline to apply: March 1, 2017**

**Amount Requested: \$** \_\_\_\_\_

*(Maximum amount of request is \$2,000 with the majority of funded projects expected to range from \$1,000-\$1,500)*

**Project Description**

1. Provide a brief description of your project and what you expect to achieve.
  
2. Describe how your project incorporates policy, system and/or environmental changes.
  
3. Identify how you will sustain the changes beyond Live Well Goodhue County/Statewide Health Improvement Partnership work.
  
4. Briefly describe the staff or people who will be working on this project. What related experiences do they have, and what will their roles be in this project.
  
5. Please complete the following ACTION PLAN and TIMELINE for your project. Identify the action steps, associated milestones, and estimated completion dates. Additional columns and rows can be added as needed. Examples have been provided below.

Add additional lines as needed.

<b>Deliverables</b>	<b>Associated Milestones</b>	<b>Estimated Completion Date</b>
<i>Example: Recruit Community-based Agriculture Committee</i>	<i>Community-based Agriculture Committee recruited and 1st meeting held</i>	January 2017
<i>Example: Determine Community-based Agriculture Mission developed</i>	<i>Community-based Agriculture Guidelines developed</i>	February 2017

**Project Budget**

*Please provide a cost estimate for your project.*

<b>Line Item</b>	<b>Description</b>	<b>Requested Amount</b>	<b>In-Kind Monetary Contributions</b>
Supplies <i>* please list all items</i>			
Total			