

**FOOD BANK OF THE SOUTHERN TIER  
EXECUTIVE COMMITTEE**

**Tuesday, August 3, 2021**

8:00 AM – 10:00 AM

**AGENDA**

| <b>TOPIC</b>  | <b>FACILITATOR</b>                             | <b>ACTION</b>  | <b>TIME</b> |
|---|--|----------------|-------------|
| 1. Welcome and Call to Order  | Joe Thomas                                     |                | 2           |
| 2. Opening Prayer   | Jessica Renner                                 |                | 2           |
| 3. Approval of July 7, 2021 Minutes   | Joe Thomas                                     | Approve        | 1           |
| 4. Check-in   | Joe Thomas                                     | Discuss        | 10          |
| 5. Q2 Report Presentation <ul style="list-style-type: none"><li>• Distribution</li><li>• SIF Update</li><li>• Holt Project</li><li>• Fundraising</li><li>• Client Stats</li><li>• FreshTrak</li></ul> | Natasha Thompson/Tim Currie/<br>Meghan Parsons | Review/Discuss | 30          |
| 6. Employee Retention Concerns  | Dave Patterson/Tim Currie                      | Discuss        | 30          |
| 7. Child Victims Act Update   | Jack Balinsky                                  | Update         | 30          |
| 8. Other Business   | Joe Thomas                                     | Discuss        | 5           |

**Next Meeting:**

**Wednesday, September 8, 2021**

**8:00AM – 10:00AM**

**Opening Prayer: Joe Thomas**

**RSVP to Lynn Dates [lynn.dates@foodbankst.org](mailto:lynn.dates@foodbankst.org)**

# Food Bank of the Southern Tier

## Executive Committee Meeting

Wednesday, July 7, 2021 8:30 – 10 am

| Board Member       | In Attendance | Unable to Attend |
|--------------------|---------------|------------------|
| Joe Thomas (Chair) | X             |                  |
| Steve Hoyt         | X             |                  |
| Mary Pat Dolan     | X             |                  |
| Jessica Renner     | X             |                  |
|                    |               |                  |
| <i>Ex-Officio</i>  |               |                  |
| Jack Balinsky      | X             |                  |
| Natasha Thompson   | X             |                  |
|                    |               |                  |
| <i>Staff/Guest</i> |               |                  |
| Jen Bertron        | X             |                  |
| Lynn Dates         | X             |                  |

### 1. Welcome & Call to Order

Joe Thomas called the meeting to order at 8:32 am.

### 2. Opening Prayer

Mary Pat Dolan led the opening prayer.

### 3. Approval of the June 8, 2021 Minutes

*Mary Pat Dolan made a motion to approve the June minutes.  
Jessica Renner seconded. None opposed. Minutes approved.*

### 4. Check-in

Committee members went around the room and provided updates on their personal & professional lives.

### 5. Debrief BOD Strategy Session & Next Steps

Natasha asked the Committee for their feedback about the BOD Strategy Session held June 17. Joe noted the appropriateness of approving funding in specific amounts and stressed the importance of discussions about metrics. Mary Pat expressed concern about the number of new staff being hired, and she agreed that the Strategy Session allowed for good discussion. Jessica noted that she liked the level of BOD engagement in the Strategic Investment Fund (SIF) funding conversation. Jack added that Joe did a good job guiding the BOD and bringing the funding decision to fruition.

**Metrics/Indicators Timeline** - Natasha introduced Community Impact Manager, Jen Bertron and described her current work. Jen gave an overview of the timeline of the Overarching Data & Evaluation Plan for the selected SIF proposals that includes Outcome Models, Indicators & Metrics, Reporting Structure, and Baseline Data collection. Jen reviewed how the SIF proposals integrate Good Food, Access, and Collaboration, further noting Outcomes, Network Indicators, and Client Indicators for each area of overlap.

The Committee discussed the following: Concerns about the amount of data covered with suggestions for adding short term goals to the next BOD meeting presentation; Reliance on agency capacity and the different tiers of agencies (adv, med, low); How will agency capacity building money improve situations; Are there other places to engage where participation in this system could increase capacity during off hours or in emergencies; Where will we be with FreshTrak in the near future; and Short surveys could be implemented with certain programs. Joe added that not all are of equal importance to track further emphasizing that there are new activities to follow such as reaching new populations. The group noted that Jen has done a lot of good work. Natasha noted that the

presentation will be structured so as not to overwhelm with data.

**SIF Kitchen Cabinet** – Natasha provided an update on the newly formed SIF Kitchen Cabinet comprised of the Senior Leadership Team and staff who have responsibility for some of the funded proposals, adding that the first meeting is scheduled for the end of July.

**Hiring Update** – Natasha reported the hiring of a Service Insights Coordinator who will help Kathryn Miller roll out PantryTrak to agencies. She noted that the Director of Communications will begin the third week in July and that she is working with Human Resources to finalize other job descriptions.

**6. BOD Member Recruitment Update**

The Committee discussed integrating diversity into the BOD composition with emphasis on how individuals connect to FBST mission. Natasha reviewed a tracking spreadsheet that notes conversations and follow-up among other factors. Jack suggested that other CC Directors might offer suggestions for new members.

**7. FBST Culture Survey Results**

Natasha reviewed the results and recommendations of the FBST staff Culture Survey conducted by Batiste Leadership, noting 100% staff participation and overall positive results. The Committee discussed the selection of Emerging Leaders. Natasha added that the results will be reviewed with managers next.

**8. Other Business**

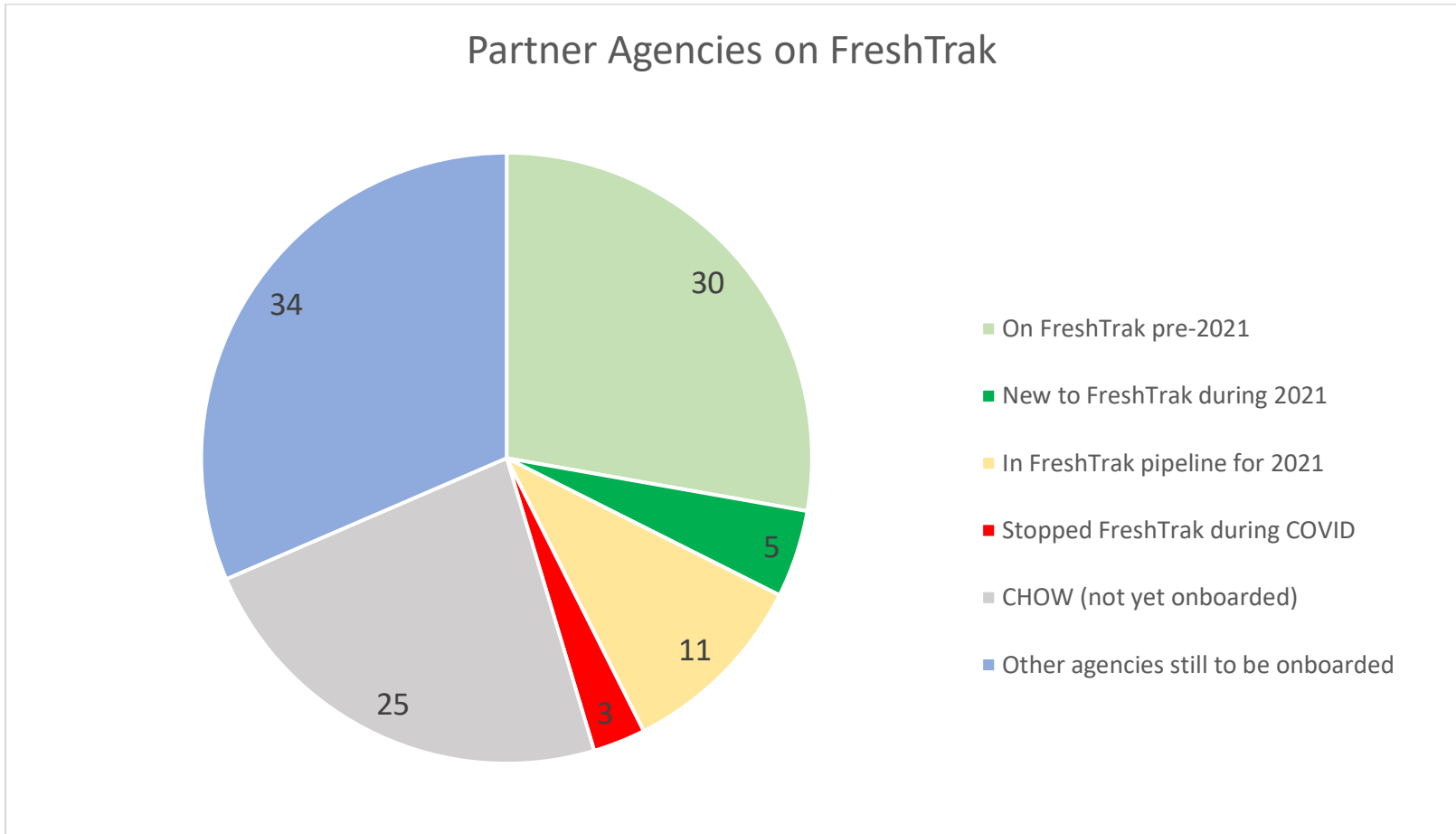
**Claire Babineaux-Fontenot visit – August 17** – Natasha explained that during her visit on August 17, from 8 – 10 am, Claire Babineaux-Fontenot, CEO of Feeding America, will tour the Food Bank and meet with staff and BOD members. Lynn will follow up with an invitation/calendar request to BOD members including links to additional information about Claire and her background.

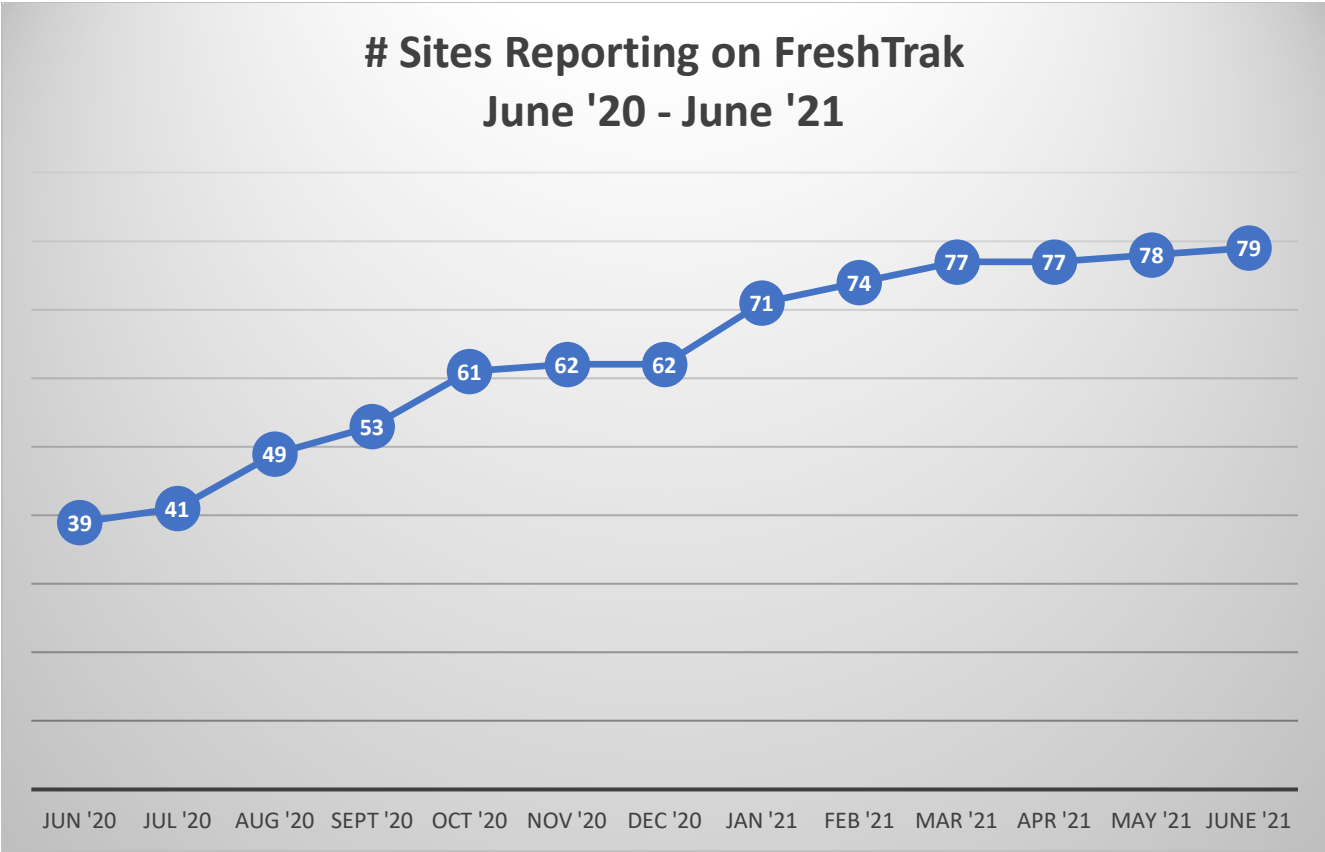
The meeting adjourned at 9:52 am

Minutes respectfully submitted by,  
Lynn Dates, *Executive Assistant to*  
Natasha Thompson, *President & CEO*

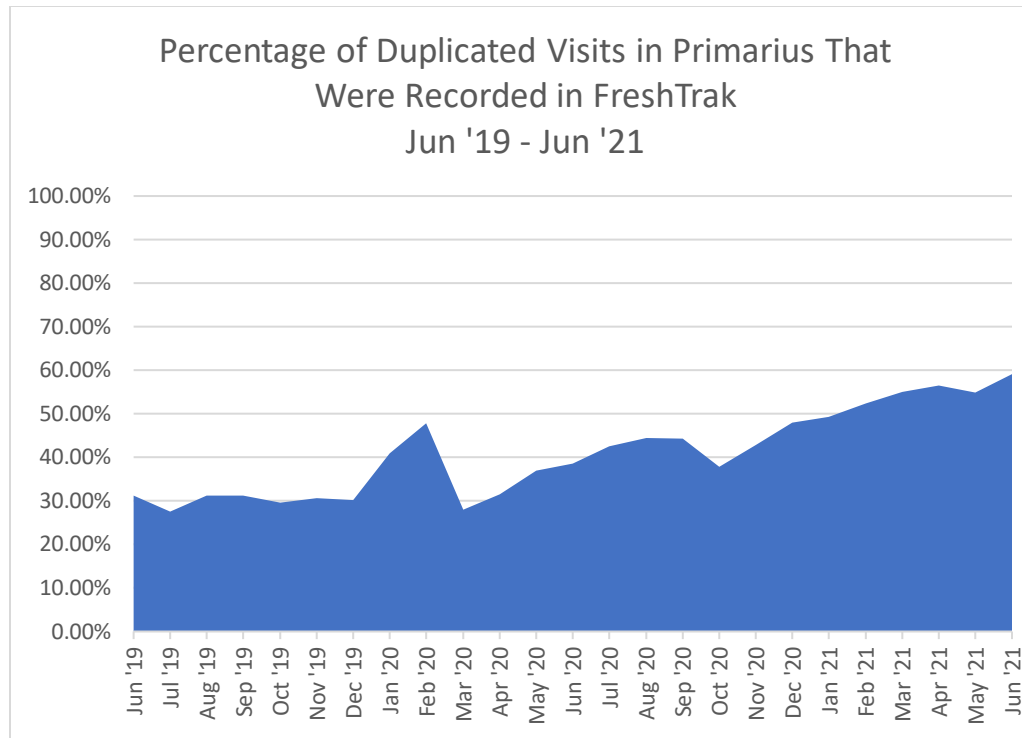
# 2021 Q2 FreshTrak Rollout Status Report

Prepared 07.14.2021 by Kathryn Miller, Service Insights Manager





*Numbers steadily increasing as we bring on more Mobile Food Pantries that were inactive during COVID-19 and onboard new agencies to FreshTrak*



*In the first several months of 2021, we consistently recorded over 50% of all duplicated pantry visits for the month in FreshTrak, for the first time! We were very close in February 2020 after several new agencies were onboarded in the first few months of the year, but saw a stark dip when COVID-19 began. We have steadily climbed back to that previous percentage of visits in FreshTrak and are approaching the 60% threshold. This chart is a better indicator of our rollout progress than the chart you may have seen in previous reports (of total duplicated visits), since it better accounts for the variation in numbers of clients served at different months of the year. This data is important in addition to the total number of sites reporting, because we can see our progress at onboarding agencies that serve a larger number of clients (which may be more important in terms of data for our decision-making than the smaller agencies).*

**Stats.**

- 6,324 unduplicated households in June 2021 (up from 5,216 in June 2020)
- 15,213 unduplicated people in June 2021 (up from 14,056 in June 2020)
- 9,298 duplicated household visits in June 2021 (up from 7,137 in June 2020 and 5,412 in June 2019)

## **2021 Progress:**

### **Q1**

- Trained 2 new senior MFP sites on FreshTrak
- Added 1 partner agency onto FreshTrak (Horseheads Food Pantry)
- Client Registration Specialist hired in February, taking over much of the day-to-day of MFP registration

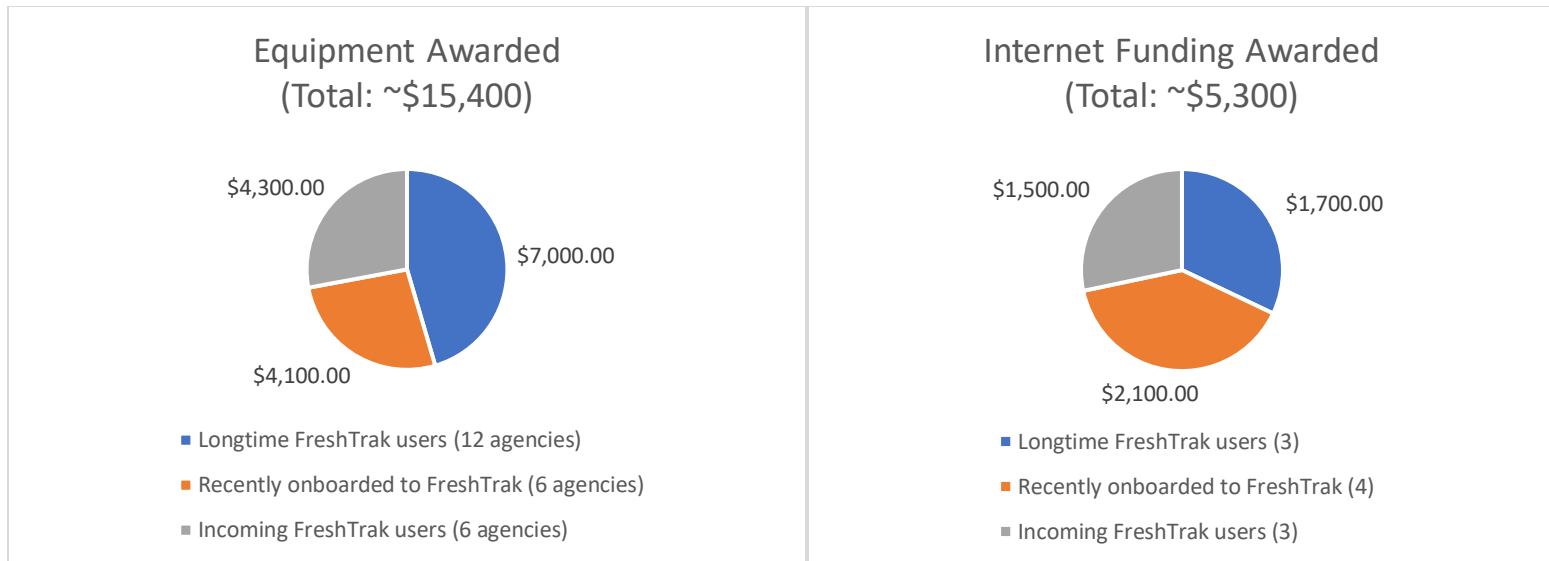
### **Q2**

- Awarded \$125,000 from FANO Service Insights Grant for FY 2021-22
- Added 4 partner agencies onto FreshTrak (AIM Independent Living Program, Friendship SDA Pantry, Greenwood-Rexville Food Pantry, TOI – Project Neighbor Newark Valley)
  - Conducted first two in-person trainings since COVID-19 pandemic began
  - 2 of the 3 partner agencies who have been inactive on FreshTrak since COVID-19 plan to restart in the fall
  - Another 11 partner agencies are in the pipeline to begin FreshTrak by the end of 2021
  - 2 more partner agencies are in the pipeline to begin FreshTrak after we transition to the new version (sometime in 2022)
- Updated Data Usage Agreement for partner agencies to more clearly reflect our expectations
- Participated in FANO No-Cost Service Insights Platform Co-Design Working Group along with agency partners and food bankers from five other food banks
- Participated in FANO Service Insights Network Framework revamp
- Resolved bugs/glitches on numerous FreshTrak reports and features, via communication with Mid-Ohio Food Collective
- Presented on FANO Service Insights Learning Cluster call (for the third time)
- Service Insights Coordinator hired, beginning work on July 8<sup>th</sup>

## 2021 Goals:

- ~~Transition partner agencies, 2-1-1 information and referral helplines, volunteer phone handlers, and internal staff over to either the new and improved FreshTrak or another platform. Updated FANO timeline indicates that this transition will not happen until 2022.~~
- ~~Update privacy policy. We do not have the ability to do this, so will concentrate on ensuring that the policy for the new version of FreshTrak includes our recommendations. However, the privacy policy is sufficient to allow us to partner with Cornell for the planned research project, which was part of the original reason behind wanting to revamp the policy.~~
- ~~Update intake process to include FANO's recommended data elements (SNAP receipt and race/ethnicity). Updated FANO timeline indicates that the transition to the new version of FreshTrak will not happen until 2022. Current version of FreshTrak does not facilitate gathering these elements easily, so we will not update our intake process to include them until we are on the new system.~~
- Have conversations with every agency not yet on FreshTrak to determine level of interest, barriers to adoption, and what they need from us
  - *On track to have ~48 active agencies by end of 2021, plus another 3-4 for 2022*
  - *13 partner agencies left to make contact with (have sent emails and voicemails but haven't spoken with them), plus CHOW agencies*
  - *16 partner agencies added to the "resistant/last 25%" category – need more persuasion / might be more willing once 75% of agencies are using FreshTrak and once they see the new system*
- Establish a timeline for rollout to all agencies and consider which ones to prioritize
  - *In progress – will be able to establish more clearly once the SIC is on board and has learned the ropes*
- Onboard 12 additional partner agencies with FreshTrak/SI
  - *On track to add 16 partner agencies during 2021, leaving some leeway to meet this goal even if a few agencies get cold feet*
- Create grant application process for internet and computer needs for both existing and prospective FreshTrak agency users
  - *Received applications from 26 agencies totaling about \$29,000*
  - *Awarded about \$22,000 to 25 agencies*





- ☐ Figure out game plan for CHOW
  - *In progress – more information to come by the end of Q3*
- ☐ **New Goal: implement continuing education opportunities for FreshTrak users**
  - *Survey sent out to FreshTrak users, asking what format they would prefer and what topics are of interest*