



# LOCAL FOOD AND FARM COUNCIL

## Meeting Minutes

| Date:   |  | Start Time                       | Location                       |   | Recorder                                  |
|---|--|----------------------------------|--------------------------------|---|---|
| 09/29/2023  |  | 9:03 a.m.                        | via Zoom Video Conferencing    |   | Jacquette Maynard                         |
| This Council is composed of the following agencies, farmers, and restauranters: | University of the Virgin Islands (UVI)   | Department of Agriculture (VIDA) | Department of Education (VIDE) | Department of Planning and Natural Resources (DPNR) | Economic Development Authority (USVI EDA) |
|   | Farmer (TBA)   | Farmer (TBA)                     | Farmer (TBA)                   | Restaurateur (TBA)                                  | Restaurateur (TBA)                        |
| Voting Members/Designees Present:   | <ul style="list-style-type: none"> <li>Co-chair: Dr. David Hall – President (UVI)</li> <li>Co-chair: Dr. Louis E. Petersen, Jr., – Commissioner Nominee (VIDE)</li> <li>Member: Dr. Usman Adamu – Dean and Director of the School Agriculture (UVI)</li> <li>Member: Wayne L. Biggs, Jr., – Chief Executive Officer (EDA)</li> <li>VIDE Designee: Harith Wickrema – President of Island Green Living</li> <li>VIDE Designee: Dr. Renee Charleswell – Deputy Commissioner of Curriculum and Instruction,</li> </ul> |                                  |                                |   |   |
| Voting Members Absent:  | <ul style="list-style-type: none"> <li>DPNR Designee: Dr. Nicole F. Angeli – Director of Fish and Wildlife</li> <li>Member: Jean-Pierre L. Oriol – Commissioner (DPNR)</li> <li>Member: Dr. Dionne Wells-Hedrington – Commissioner (VIDE)</li> </ul>   |                                  |                                |   |   |
| Guest(s):   | <ul style="list-style-type: none"> <li>Jenné Bougouneau of Jenné Dee Creative</li> </ul>   |                                  |                                |   |   |

### I. Welcome, Introduction of Members and Charge

- The meeting was called to order at 9:05 a.m. by Dr. Hall, Co-Chair of the Local Food and Farm Council.
- Dr. Hall welcomed and thanked members for their attendance and participation.
- Dr. Hall acknowledged guest Jenné Bougouneau, owner of Jenné Dee Creative. He informed and congratulated her for the creation of the logo design, which was chosen as the official of the LFFC.

### II. Meeting Minutes: September 15, 2023

- There were no corrections or changes observed to the Minutes.
- Dr. Adamu motioned to approve the Meeting Minutes as presented; seconded by Director Biggs.

### III. Status of the Fishers Engagement Survey

- Dr. Hall reminded members of the previous discussions and decisions surrounding the dissemination of the Fishers Engagement Survey. He noted Dr. Angeli's absence and stated that Ms. Maynard would provide an update on the survey.
- Ms. Maynard acknowledged the delay and the Council's decision to ensure that the chosen logo was included in the paper and online survey once the official roll-out began. The logo is necessary to ensure the Council is accurately represented in the survey. Ms. Maynard stated that Dr. Angeli is in communication with her team to prepare the communication for the survey. The anticipated date for the survey's dissemination has been slated for October 2<sup>nd</sup>.

### IV. Logo Design and Implementation

#### Attached: [LFFC Meeting Minutes Addendum - Live Logo Design Questionnaire](#)

- Dr. Hall expressed the importance of the Council's logo being included in general and public communications, official documentation, and online recognition. He discussed the process undertaken by the Task Force to obtain renderings of logo designs from three various artists and the decision to leave the final logo selection to the newly formed Council. He noted

that the Council members recently voted on the logo, and Ms. Bougouneau's artistic design emerged victorious. He noted that Ms. Bougouneau was invited to the meeting for the Council to explore refining and enhancing the selected logo design.

- Ms. Bougouneau shared her experience creating the logo for the Task Force and pointed out that she felt there was a lack of specific direction. However, she said that she combined the historical significance and future vision of VI produce. She explained her choices in the design process, including opting for a mature, playful, economical, and literal style. Ms. Bougouneau explained her design process and her intention to take the feedback to create a Brief to guide the revision of the logo. She stated that the current logo was a preliminary draft and planned to refine it further to align with the Council's vision and objectives.
- Ms. Bougouneau emphasized her design process, noting that feedback will be used to refine the logo. She assured the Council that all designs, including revisions, would be presented for approval, ensuring the final product aligns with the vision and can be adapted for various applications, including billboards, letterhead, etc.
- Mr. Wickrema inquired about the ownership and copyright of the newly designed logo and whether the LFFC will hold unlimited usage rights. ***Ms. Bougouneau confirmed that the Council will indeed own total copyrights, which will be outlined in the written consent included in her invoice. She stated that she would relinquish all creative and visual rights to any creation commissioned by the Council, establishing by the Council establishing clear boundaries of ownership and usage rights for the design.***

**Action Item(s):**

1. **Ms. Bougouneau committed to providing the Council with an updated version logo and an alternative version by the following week.**

**V. Update on establishing Public-Private Investment Fund (PPPIF)**

- Dr. Hall discussed the progress of the Public-Private Partnership Invest Fund and recapped that the Council requested local and national examples. He stated that the research focused on examples in agriculture yielded limited results, especially on a local level. The local examples included the food school program as the closest match. He said the steps will involve him and Director Biggs reviewing sample PPPIF agreements to ensure a comprehensive understanding and approach to implementing the partnership. He said they will also engage legal counsel to draft agreements for farmers and fishers interested in the funds. Dr. Hall shared that legal resources from the RT. Park may be leveraged to assist with this purpose.
- Director Biggs confirmed his willingness to collaborate with Dr. Hall on this initiative. He said he would be unavailable the following week due to traveling but would be available thereafter. He stated that there are a few attorneys in his agency's network and one who is a common attorney between the University and the EDA (Attorney Smock).
- **Discussion Points:**
  - Dr. Adamu shared he attended an Agri-business meeting in Michigan the previous week, and one of the topics covered extensively was private-public investments in agricultural research funding. He mentioned a Michigan Senator advocating for diversification of funding sources and referred to the Foundation for Food and Agricultural Research as a potential financier. ***Dr. Hall expressed interest in exploring national funding sources to supplement appropriated funds and requested that Dr. Adamu share contact and organization information of potential partners or financiers. Dr. Hall stated that PPP Investment Funding should remain on the agenda for future meetings.***

**Action Item(s):**

1. **Dr. Hall and Director Biggs will collaborate and exchange information regarding legal counsel to determine who will serve as legal counsel to the LFFC.**

**VI. Updates on Seeds of Sustainability Pilot Project**

- Dr. Charleswell provided an update on the pilot project, Seeds of Sustainability, and thanked Mr. Wickrema for his contribution and assistance. She stated BIDE has been working closely and held a meeting with a STEM Director two weeks before to discuss ideas. However, they have faced challenges in identifying a Sustainability Director. The application of two candidates was reviewed (both from the mainland), but neither was deemed suitable. Dr. Charleswell stated that the vacancy was not advertised in both districts, which could have limited the pool of applicants. Furthermore, she and her team suspect that the job description requiring five years of teaching experience might not align with the hands-on, fieldwork nature of the role. Dr. Charleswell said she is considering revising the job description to attract suitable candidates,

which requires sending it back to Personnel for approval. She said she is open to suggestions from the Council to expedite this process and ensure they find the right person for the role.

- **Discussion Points:**

- Mr. Wickrema suggested an internal candidate from the University of Virgin Islands may be best suited for the role. He said this candidate could fill the role temporarily and hoped they wouldn't lose their tenure at the University. He also suggested attracting talent outside of the territory by funding additional costs. ***Dr. Hall responded and explained that as it relates to the University, such an arrangement can be complex, especially for a full-time position. He said the decision would depend on the individual's interest and the university's willingness to keep their position open during their absence.***
- Dr. Petersen asked for access to the job announcement. Dr. Charleswell stated that the announcement was already online, and she agreed to send the announcement to him and Dr. Adamu for review and feedback. ***Dr. Hall emphasized the importance of circulating the final job description to the body to assist with promoting the vacancy.***
- Dr. Charleswell discussed the pilot program further and assured the Council that the principals of identified schools were already informed and tasked with appointing a contact person to interact with the Sustainability Director. ***Dr. Hall requested the list of these schools for records.***

#### VII. **Updates on the Governor's Appointees to join the Council**

- Dr. Hall requested an update from Dr. Petersen regarding the status of the Governor's appointees. He emphasized the importance of having farmers and restaurateurs as industry representatives in the council. He noted the connection between having the appointees and implementing outreach initiatives, as the progress of their onboarding can have a significant community impact.
- Dr. Petersen described his challenges in progressing with the appointments. He shared that the Governor was confident with two farmers and was pushing for their appointment letters; however, there was an issue with the third farmer. Dr. Petersen said he would continue to work on receiving the approval for the two farmers and that their appointment letters should be issued soon.
- Dr. Hall requested that an update be shared once the appointment letters have been issued. He said the new appointees should promptly be invited to join the meetings. He emphasized the need to accelerate the appointment process and to facilitate engagement with the farming and fishing communities. Dr. Hall expressed that the presence of industry representatives on the Council will enhance its legitimacy and effectiveness as it moves forward with its operation, various community initiatives, and industry engagement.

#### VIII. **Outreach activities for the future**

**Attached:** [LFFC Consolidated Outreach Initiative Strategies and Action Plan](#)

- Dr. Hall discussed the need for the Council to identify and implement outreach initiatives to better connect with and inform farmers, fishers, and the broader community about the Council and its offers. He stated that on the Ag Plan Task Force, previously held town hall meetings were conducted in-person and hybrid via Zoom, which proved effective. There was also communication through other channels, round tables, and small group meetings with farmers.
- Dr. Hall asked the body for suggestions on outreach initiatives that the Council can engage in to effectively communicate with farmers, fishers, and the community to inform them of the resources and services available through the Council.
- The suggestions have been consolidated as an Outreach Activities Action Item Worksheet.

IX. **Next Meeting:** The next virtual LFFC meeting will be held on Friday, October 13, 2023, at 9:00 a.m.

X. **Adjournment:** The meeting was adjourned at 10:23 a.m.