RFC Meeting February 1, 2011

I. Check In

II. Updates

Garden preparations are underway and everything is progressing well.

 1. Strengthening the Roots Convergence

 February 18-20. $25-35

 - In Santa Cruz, learn about food sustainability and get motivated with many of like-minded students. May need to organize another car, only Alex is driving right now.

 2. Newsletter Campaign

 Monthly campus-wide newsletter to update campus of RFC events and contain informational blurbs, recipes, etc. Doodle made by Sandy has been opened to organize meeting.

 3. Breakfast campaign

 First-year students tired of breakfast options at commons. Advocating for more nutritious, local, humane breakfast options. Meetings on Wednesdays Student Center Courtyard Lounge 5pm.

 4. Facebook Flood

 Facebook status about garden groundbreaking. 9:30pm FB status.

 5. Coffee Fundraising recap

 Organic fair trade coffee sold on Ring Road last week. Made $137!

 Starbucks manager offered a donation of fair trade coffee after Sheila and Stella were aggressively promoting right outside of Starbucks.

 Ideas for improvement: try once a week to get regulars, raise prices/get donations to make more money, start earlier to get more customers, add tea to the menu, keep mochas.

III. Garden Updates

 1. Team Members

 We need approximately 10 team members to lead people through the tasks of building the garden on Saturday.

 Open Jam performing on Saturday.

 2. Questions?

 Time to get there: As early as possible.

IV. Brainstorming

 Garden Signs

* Name sign, wooden pegs and waterproof
* Fun fact signs
* Real food challenge sign
* Anteater in Overalls
* What’s in season
* Handprint sign

 Opening Ceremony – 9:30 to 10:30 sign in, get volunteer packets, breakfast, shirts.

 10:30 to 11:30 how to make seed bombs. Face painting. Alex’s and administrators give speeches. Encourage community gardening, do some educational outreach. Colin stretch intermission. Symbolic breaking of ground, big photo forming UCI. Multiple countdowns to create anticipation for the groundbreaking.

V. Check out