



Fargo-Moorhead Metropolitan
Council of Governments

One 2nd Street N Suite 232
Fargo, North Dakota 58102-4807
Phone: 701.532.5100
Website: www.fmmetrocog.org
Email: metrocog@fmmetrocog.org



CASS CLAY
FOOD
PARTNERS

To: Cass Clay Food Commission
From: Cass Clay Food Partners
Fargo-Moorhead Metropolitan Council of Governments (Metro COG)
Date: March 7, 2022
RE: Cass Clay Food Commission Agenda and Correspondence

**38th Meeting of the
Cass Clay Food Commission**

March 9, 2022 10:30 am – 12:00 pm

Location: Virtual Meeting –

<https://us02web.zoom.us/j/83009115646?pwd=bFBjOUhySmIcDVJvV4eUwRVhPejNUUT09>

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| 10:30 am | 1. Welcome |
| | a. Approve Order & Contents of the Overall Agenda |
| | b. Review & Action on Minutes from January 12, 2022 (Attachment 1) |
| 10:35 am | 2. Commission Introductions – Chair Aasness |
| 10:40 am | 3. At-Large Commissioner Spotlight – Jeremiah Utecht |
| 10:50 am | 4. Update on Letter of Support for Multicultural Urban Food & Ecology Initiative – Noelle Harden (Attachment 2) |
| 10:55 am | 5. Public Engagement Strategies from Johns Hopkins Center for a Livable Future – Michelle Draxten |
| 11:05 am | 6. Clay County Comprehensive Plan Update – Erika Frank |
| 10:15 am | 7. AARP Funding Opportunities – Adam Altenburg (Attachment 3a & 3b) |
| 11:20 am | 8. Planning Ahead for Pollinators – Jeffrey Miller & John Devries |
| 11:40 am | 9. Public Comment Opportunity – Chair Aasness |
| 11:50 am | 10. Commission & Steering Committee Roundtable: Community Updates & Meeting Reflections – Chair Aasness |
| 11:55 am | 11. Commission Action Steps |
| | a. Next First Fridays – April 1, 2022 |
| | b. Next Commission Meeting – May 11, 2022 (Meetings Virtual until Further Notice) |
| 12:00 pm | 12. Adjournment |

Cass Clay Food Commission meetings are taped and rebroadcast on cable channel TV Fargo 56 each Friday at 11:00 am. People with disabilities who plan to attend this meeting and need special accommodations should contact Savanna Leach at Metro COG at 701.532.5100. Please contact us at least 48 hours before the meeting to give our staff adequate time to make arrangements. Meeting minutes are available on the Cass Clay Food Partners website at www.cassclayfoodpartners.org and Metro COG's website at www.fmmetrocog.org.

A PLANNING ORGANIZATION SERVING

FARGO, WEST FARGO, HORACE, CASS COUNTY, NORTH DAKOTA AND MOORHEAD, DILWORTH, CLAY COUNTY, MINNESOTA

Attachment 1

37th Meeting of the Cass Clay Food Commission January 12, 2022 Virtual Meeting

Members Present:

Jim Aasness, Dilworth City Council, Chair
Arlette Preston, Fargo City Commission
Deb White, City of Moorhead
Duane Breitling, Cass County Commission
Jenna Kahly, Clay County Commission
Jeremiah Utecht, At-Large Member
Jeff York, At-Large Member
Anna Johnson, At-Large Member
Joan Kopperud, At-Large Member
Jeffrey Miller, At-Large Member

Members Absent:

Chelsey Johnson, Horace City Council
Mandy George, West Fargo City Commission

Others Present:

Michelle Draxten, Fargo Cass Public Health
Rory Beil, Clay County Public Health
Rita Ussatis, NDSU Extension
Noelle Harden, U of M Extension
Mary Larson, NDSU – Community Health Sciences Specialization
Taylor Syvertson, Great Plains Food Bank
Janice Tweet, Great Plains Food Bank
Deb Haugen, Cass Clay Food Partners
Jennifer Illich, FirstLink
Chelsea Akason, FirstLink
Cheryl Stetz, Fargo Cass Public Health
Rick Hall, Prairie Rose Agricultural Institute for Research, Innovation, and Education
Adam Altenburg, Fargo-Moorhead Metropolitan Council of Governments

Chair Aasness called the meeting to order at 10:30 AM.

1a. Approve Order and Contents of the Overall Agenda

A motion to approve the order and contents of the overall agenda was made by Ms. White and seconded by Mr. Utecht. The motion was voted on and unanimously approved.

1b. Review and Action on Minutes from November 10, 2021

A motion to approve the minutes for November was made by Ms. White and seconded by Mr. York. The motion was voted on and unanimously approved.

Mr. Breitling arrived at 10:32 AM.

1c. Welcome to New Food Commission Member: Jenna Kahly, Clay County

Chair Aasness noted that Clay County Commissioner Jenna Kahly had been appointed to serve on the Food Commission.

2. Commission Check-In

Chair Aasness stated that Commission members and the steering committee had an opportunity to provide updates on news or events happening in the community.

Chair Aasness noted that several new food businesses would be opening soon in the City of Dilworth.

3. Approve Appointments of At-Large Members

Mr. Altenburg explained that the steering committee had sought applicants for two new at-large member to replace the openings left by Ms. McConnon and Ms. Tweet. He stated that the steering committee reviewed and recommended the appointments of Anna Johnson and Joan Kopperud as new at-large members. He further noted that current at-large member Jeffrey Miller had agreed to serve an additional two-year term.

A motion to approve the appointments of Anna Johnson and Joan Kopperud and reappointment of Jeffrey Miller to the Commission was made by Mr. York and seconded by Ms. White. The motion was voted on and unanimously approved.

4. Mental Health and Food Insecurity

Mr. Beil gave a brief presentation on food insecurity and its effects on mental health. He noted stressors such as food insecurity, poverty, discrimination, and others had a direct impact on mental health and that hunger can lead to issues such as toxic stress and limited focus and concentration. He stated that chronic hunger can impair brain development affecting learning, information processing, and academic achievement.

Mr. Beil further described that post-traumatic stress disorder symptoms are not uncommon for people affected by food insecurity, especially for expectant mothers, children, and teens.

5. FirstLink Presentation on Food Questions from Callers

Jennifer Illich and Chelsea Akason provided information on caller needs to FirstLink's 211 Helpline in 2021.

Ms. Akason noted that FirstLink received a total of 1,157 calls for food insecurity and food-related community needs in 2021, with 977 callers from Cass County and 180 callers from Clay County. She noted that of these total calls, 720 calls were for information on regional food pantries, 136 calls were related to SNAP assistance, 74 calls were for Thanksgiving assistance programs, and 57 calls were for information on area soup kitchens. She explained that there were additional calls regarding formula and baby food assistance, pet food assistance, WIC, home delivered meals, and food vouchers. She also highlighted FirstLink's community resources for food assistance on the organization's website.

Ms. Illich and Ms. Akason detailed FirstLink's search function and data dashboard, including detailed information about the region's 24 food pantries and distribution sites as well as other statistics.

6. Public Comment Opportunity

Chair Aasness informed the Commission that time would be allotted for public comments. He noted that members of the community are able to submit comments via a comment link when Commission packets are emailed out.

Rick Hall, Prairie Rose Agricultural Institute for Research, Innovation, and Education (PRAIRIE), informed Commission members that he was applying for a grant from Minnesota's AGRI Urban Grant Program to develop a Multicultural Urban Food and Ecology Initiative in the FM area. He explained that this initiative was intended to provide increased access to fresh food in the area, promote youth and BIPOC engagement in farming and gardening, develop demonstration gardens and growing test sites, and promote careers in food systems and ecology. Mr. Hall stated that he had drafted a letter of support and asked if the Food Commission would consider signing it to support PRAIRIE's grant application. He noted that the grant application was due January 13.

After some discussion, Ms. White made a motion for the steering committee to work with Mr. Hall to review the draft letter of support and finalize any points of clarification. The motion was seconded by Ms. Kahly.

7. Commission and Steering Committee Roundtable

Chair Aasness asked for the Commission and the steering committee to share any additional updates.

Mr. Utecht noted that Folkways would be having its first winter market on February 5 from 10:00 AM to 2:00 PM at the Moorhead Center Mall.

Ms. Harden shared that Mr. Biel was recognized by the City of Moorhead with the 2021 Human Rights Award for his work in increasing COVID-19 awareness and providing resources and assistance to the New American community.

8. Commission Action Steps

Chair Aasness stated that the next Commission meeting would be held on March 9, 2022. He also mentioned that the next First Fridays event would be held at 701 Eateries in Fargo on February 4 at 8:00 AM. He noted that this was a correction from the agenda which stated February 7.

Chair Aasness adjourned the meeting at 11:54 AM.



January 13, 2022

Emily Mehr
AGRI Urban Agriculture Grant Program Advisory Board
625 Robert Street N
Saint Paul, MN 55155

RE: Multicultural Urban Food and Ecology Initiative

The Cass Clay Food Commission serves as the food policy council for Clay County, Minnesota and Cass County, North Dakota. This Commission includes elected officials from seven area jurisdictions as well as five at-large members with expertise or strong background knowledge in food systems. The Commission is administered in part by the Fargo-Moorhead Metropolitan Council of Governments, a metropolitan planning organization which promotes intergovernmental cooperation amongst its members on important regional issues, and engages in planning efforts on a multijurisdictional basis.

The mission of the Cass Clay Food Commission is to advise policy makers, elected officials, and city and county staff on efforts that ensure that all community members have access to safe, nutritious, affordable, and culturally-based food. Supporting the Commission's mission are five value statements which include our belief in:

- An inclusive, integrated, and equitable food system;
- A food system that is economically and ecologically resilient;
- A food system where all cultures are respected;
- A food system that supports and enhances quality of life for all citizens; and
- A food system that fosters successful entrepreneurship and sustainable innovation.

In January 2022, our Commission was presented information on the Multicultural Urban Food and Ecology Initiative by the Prairie Rose Agricultural Institute for Research, Innovation, and Education (PRAIRIE). PRAIRIE is a non-profit which demonstrates regenerative and organic agricultural practices with hands-on education in Clay County. The initiative brought forth by PRAIRIE would work to provide increased access to fresh food in the area, promote efforts that better enable young people and members of our BIPOC community entry into farming, develop demonstration gardens and test sites that utilize season extenders and other best practices, and create pathways for food and ecology careers in our community.

We on the Cass Clay Food Commission believe this initiative supports not only our mission, but would advance each of our core values by increasing access to healthy food and urban agriculture opportunities, as well as fostering synergies across the food system and educational sectors in our community.

The Cass Clay Food Commission asks that the AGRI Urban Agriculture Grant Program Advisory Board consider funding for the proposed Multicultural Urban Food and Ecology Initiative and its efforts to promote urban youth agricultural education and urban agriculture community development. Our Commission also promises to use its network and connections with the local food community to support this initiative and provide opportunities for our youth and communities.

Sincerely,



Jim Aasness, Chair
Cass Clay Food Commission



Noelle Harden, Co-Chair
Cass Clay Food Partners Steering Committee



A GRANT PROGRAM TO MAKE COMMUNITIES MORE LIVABLE FOR PEOPLE OF ALL AGES WITH TANGIBLE IMPROVEMENTS THAT JUMP-START LONG-TERM CHANGE

\$9.3M
GRANTED
for quick-action
PROJECTS

804
GRANTS
delivered in first
FIVE YEARS

63%
OF GRANTS
have gone to local
NONPROFITS

37%
OF GRANTS
have gone to local
GOVERNMENTS

GRANTS BY LOCATION:

42%	38%	20%
URBAN	RURAL	SUBURBAN

Have a great project idea for your community?

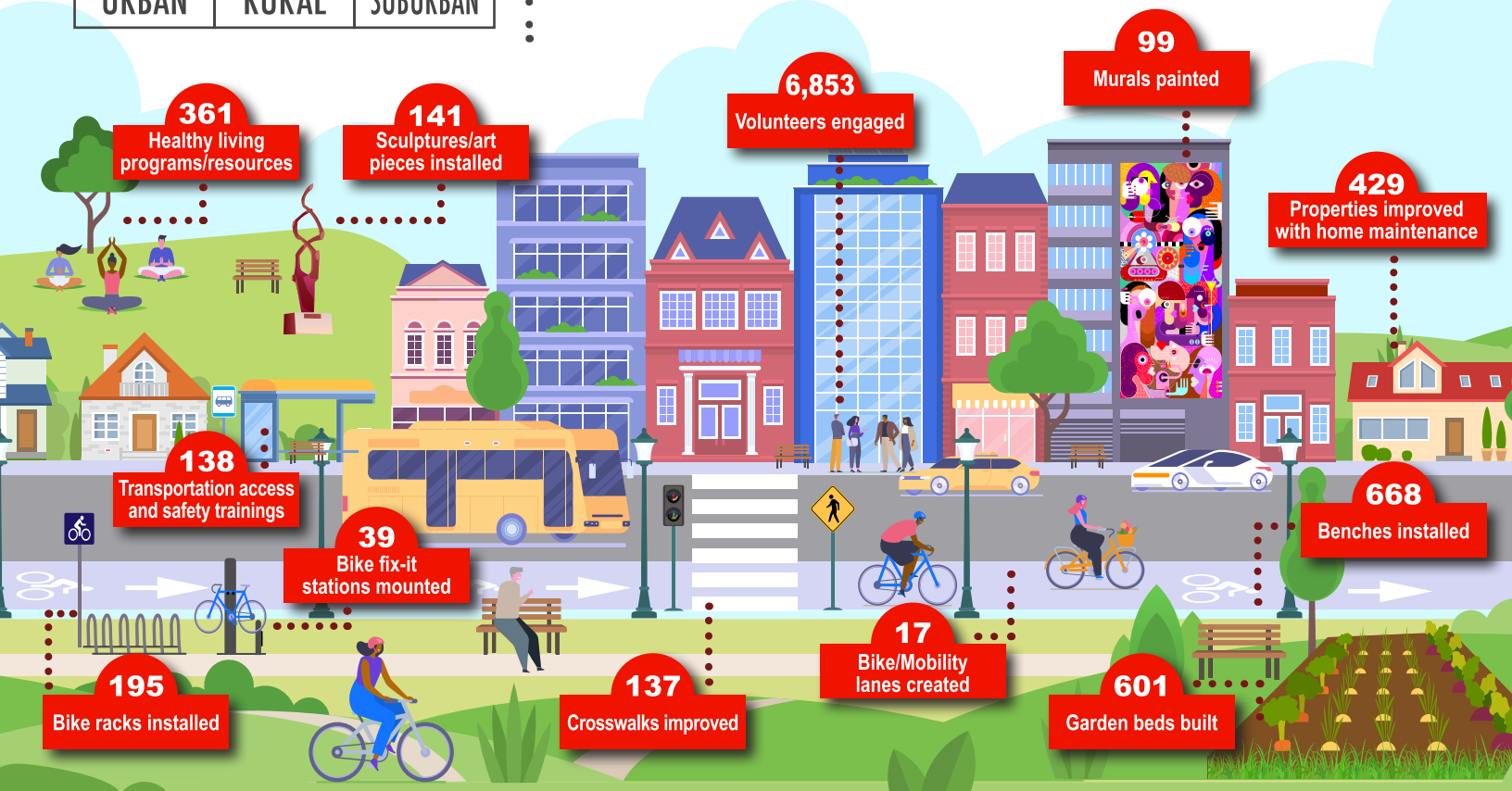
APPLY FOR A 2022 GRANT TODAY!

Eligible applications for the 2022 grant program will be accepted from:

January 25 - March 22, 2022 at 5:00 pm ET

Learn more and apply:
AARP.org/CommunityChallenge

Since 2017, grantees have installed **8,306** tangible permanent or temporary improvements in their communities, and created **1,697** resources, activities or programs, including the ones below.



SMALL DOLLARS, BIG IMPACT

45% of grantees demonstrate the grant helped them leverage additional funds and support from public and private organizations.

"Our design efforts catalyzed city-led fundraising for the project, with \$100,000 coming from Capital Improvement Project Funds." – *Utah grantee*

81% of grantees demonstrate the grant helped to overcome policy barriers or advance change.

"The City has updated the master plan map to incorporate the new route (where the Complete Streets demonstration was held). It was unanimously approved by City Council." – *New York grantee*

100% of grantees demonstrate the grant led to greater awareness, engagement, and new relationships.

"More than 500 people have visited our project to learn more after the initial installation." – *Oregon grantee*

GRANT FUNDING CATEGORIES

The Community Challenge grant program is part of AARP's nationwide Livable Communities initiative, which supports the efforts of cities, towns, neighborhoods and rural areas to become great places to live for people of all ages. Projects are funded in these categories:



PUBLIC PLACES that improve open spaces, parks and access to other amenities



TRANSPORTATION and mobility options that increase connectivity, walkability, bikeability, and access



HOUSING support that increases the availability of accessible and affordable choices



Focus on **DIVERSITY, EQUITY and INCLUSION** while improving the built and social environment of a community.



CIVIC ENGAGEMENT projects that bring residents and local leaders together to address challenges



OTHER investments in projects that address additional community priorities

**2022
NEW
CATEGORY**

Support communities' efforts to **BUILD ENGAGEMENT AND LEVERAGE FUNDING** available under new federal programs through laws like the American Rescue Plan Act, the Infrastructure Investment and Jobs Act, and more.



WEB
aarp.org/CommunityChallenge



EMAIL
CommunityChallenge@aarp.org



FACEBOOK
AARP Livable Communities



TWITTER
[@aarplivable](https://twitter.com/aarplivable)



Frequently Asked Questions

1. WHAT TYPES OF ORGANIZATIONS ARE ELIGIBLE FOR FUNDING?

The program is open to the following types of organizations:

- 501(c)(3), 501(c)(4) and 501(c)(6) nonprofits
- Government entities
- Other types of organizations, considered on a case-by-case basis

2. HOW DO I APPLY?

All applications must be submitted through aarp.org/communitychallenge by March 22, 2022 at 5:00 p.m. ET. All applications must be completed through the online portal; no emailed applications will be accepted.

3. WHAT IS YOUR TYPICAL GRANT SIZE?

Grants have ranged from several hundred dollars for smaller, short-term activities to tens of thousands of dollars for larger projects. Since 2017, our average grant amount is \$11,500 and 76% of grants have been under \$15,000. While AARP reserves the right to award compelling projects of any dollar amount, the largest grant that has been awarded under the Community Challenge is \$50,000.

4. MAY I SUBMIT MORE THAN ONE APPLICATION?

Yes, your organization can submit as many applications as you like.

5. HOW CAN I SAVE OR PRINT A COPY OF MY APPLICATION?

You can save a copy of your application as a PDF or print the entire application at any time. First, go to "My Account" and click on "My Applications" from the menu on the left-hand side. Then locate the application you would like to print and select "Print" on the far-right side. From there, you have a copy you can hold onto, email or print.

6. WHEN AND HOW WILL I BE NOTIFIED IF OUR APPLICATION WAS SUCCESSFUL?

Selected grant recipients and unselected applicants will be notified by email in May. Grantees must complete a binding Memorandum of Understanding and completed vendor forms to AARP by June 15, 2022. Noncompliance with this deadline may result in disqualification or delayed funding.

7. I LIVE IN A SMALL COMMUNITY, IS THIS JUST A PROJECT FOR BIG CITIES?

No. In fact, 38% of the Challenge projects AARP has funded have gone to rural communities with another 20% going to suburban communities. Communities with populations as small as several hundred residents have received grants.

8. DOES THE PROJECT HAVE TO TAKE PLACE IN A COMMUNITY THAT BELONGS TO THE AARP NETWORK OF AGE-FRIENDLY STATES AND COMMUNITIES?

No. Hundreds of grants have been delivered to NAFSC communities since 2017, but projects can benefit any community so long as they satisfy all other eligibility criteria.

9. MY ORGANIZATION RECEIVED A GRANT PREVIOUSLY. ARE WE ELIGIBLE TO APPLY?

Yes, absolutely.

10. MY ORGANIZATION APPLIED AND DID NOT RECEIVE A GRANT RECENTLY. ARE WE ELIGIBLE TO APPLY AGAIN?

Yes. You are eligible to apply again, and several grantees have been selected after previously applying and not receiving a grant. Please carefully review the project examples that are provided in **Attachment C** to help inform your application.

11. WHAT TYPE OF PROJECTS WILL YOU NOT FUND?

The following projects are **NOT** eligible for funding:

- Partisan, political or election-related activities
- Planning activities and assessments and surveys of communities without tangible engagement
- Studies with no follow-up action
- Publication of books or reports
- Acquisition of land and/or buildings
- Purchase of vehicles (such as a car or truck)
- Sponsorships of other organizations' events or activities
- Research and development for a nonprofit endeavor
- Research and development for a for-profit endeavor
- The promotion of a for-profit entity and/or its products and services

12. WHAT IS DIFFERENT FROM PREVIOUS YEARS?

In 2022, AARP will prioritize projects that support residents age 50 and over, are inclusive, address disparities, and directly engage volunteers. The 2022 AARP Community Challenge is very similar to previous years with some notable additions:

- **NEW CATEGORY – Engagement Under New Federal Programs:** AARP will fund projects that support communities' efforts to build engagement and leverage funding available under new federal programs through laws like the American Rescue Plan Act, the Infrastructure Investment and Jobs Act, and more.
- **COMBINED CATEGORY – Other Community improvements:** AARP has moved coronavirus recovery projects from a separate category to one combined with health services and community development.
- **DEEPER FOCUS – Older Population:** In 2022, the program will place added emphasis on projects that engage older volunteers and focus on the 50-plus population, while improving communities for all.
- **EARLIER TIMELINE:** The grant cycle is beginning earlier in the year to maximize time for grantees to complete their projects.
- **APPLICATION WEBSITE:** The Community Challenge is using a new grant management system, OpenWater, to enhance user experience and ease of use.

13. WHERE CAN I FIND EXAMPLES OF PREVIOUS STANDOUT PROJECTS?

Please view **Attachment C** for examples of projects that AARP has funded in the past. While these projects can help inform your thinking, we are also interested in innovative and fresh ideas!

You can see videos of previous projects, videos of each category, descriptions of previously funded projects, and more at AARP.org/communitychallenge.

14. IF MY APPLICATION IS NOT SELECTED, CAN I RECEIVE FEEDBACK ON WHY IT WAS NOT FUNDED?

Unfortunately, due to the high volume of applications we receive, we cannot offer feedback on individual applications.

15. CAN WE APPLY WITH A PARTNER?

Yes, you can. On the "Organization Name" line, you can list the main applicant name and add "in partnership with" and list the second name. From there, we only need the information for the primary point of contact.

16. CAN CHALLENGE GRANTS BE USED FOR ADMINISTRATIVE COSTS OR CONSULTANT FEES?

Typically, Challenge grants do not fund indirect costs such as salaries or administrative fees. The majority of Challenge funds will need to go directly to project execution or implementation – we would not pay for a significant portion of administrative overhead, staff time, ongoing program costs or the hiring of a designer or surveyor or facilitator, such as a project planner, graphic designer, landscape designer or site surveyor unless those indirect costs were a very small part (0-15%) of the overall request. If the application demonstrates that these types of activities are part of a broader project which shows a commitment to engage residents with some tangible demonstration, then a larger percentage of paying for a consultant or facilitator may be eligible and warranted.

17. CAN CHALLENGE FUNDS BE USED TO SUPPORT ONGOING PROGRAMS?

Challenge grants do not typically support ongoing programming; however, we would fund a tangible, short-term purchase that would benefit a current, ongoing program. For example, Challenge funds wouldn't pay for the staff, training, vehicle upkeep or gas needed to implement a current, year-round food delivery program, but funds could be used to purchase new technology or items such as a new freezer, storage pantry, reusable coolers/delivery bags, tables, benches, etc. Funds could also be used to host a temporary demonstration, civic engagement opportunity or pop-up event related to an ongoing program.

18. WHAT ARE YOUR REVIEW CRITERIA?

Eligible projects will be assessed on:

- **IMPACT (60 points)** – The project addresses a clear need that brings positive change and demonstrates the ability to overcome barriers and accelerate, grow and/or sustain the community's efforts to become more livable for residents (especially those age 50 and older), focuses on diversity, inclusion and addresses disparities.
- **EXECUTION (30 points)** – Applicants demonstrate capacity to deliver the AARP Community Challenge project on time and within the awarded budget, effectively engage residents and key stakeholders, and leverage volunteers (especially those age 50 and older) in the execution.
- **INNOVATION (10 points)** – The project demonstrates creativity or unique design or engagement elements which will contribute to its impact on residents (especially those age 50 and older)

In addition to the criteria provided, AARP will also evaluate each project based on its consistency with the AARP mission to serve the needs of people 50-plus.

19. WHAT IF I AM HAVING TECHNICAL DIFFICULTIES WITH THE LOGIN OR THE ONLINE APPLICATION?

Please look for the "REQUEST SUPPORT" link in the bottom left of the application log-in screen. From there, you can fill out a help ticket and someone from the online platform's tech support will get back

to you.

20. ARE THERE OTHER AARP GRANT OPPORTUNITIES AVAILABLE?

By submitting a proposal for the AARP Community Challenge initiative, you and your organization give AARP permission to reach out to you and others at your organization about other possible AARP funding opportunities that your proposal may be eligible for based on the AARP Community Challenge criteria. However, please note that AARP is not obligated in any way to consider your proposal for any additional AARP funding.

AARP might be contacted by other potential funders that could be interested in funding projects that were not funded through the AARP Community Challenge. The potential funders may have additional process steps and funding requirements than those of the AARP Community Challenge. If requested, AARP would like to send your contact information, organization name and a short description of the proposal, including the community where the project would take place ("Project Information"). Please note that these projects will be subject to any potential funder's own terms, conditions and review. Please indicate in your application whether or not you give permission to AARP to share your contact information and a description of your proposal. If you select "yes," you agree on behalf of yourself and your organization to release AARP and its affiliates and their respective officers, directors, employees, contractors, agents and representatives from all liability associated with sharing the Project Information with potential funders.

21. AARP BRANDING

If your application is funded, you will receive detailed guidance about branding, including a package with AARP logo files and pre-approved language. For now, we are looking for a general idea of how you will incorporate the AARP name/logo/message in your promotions. For instance, if you'll be installing a sign at the site of your project, it should include the AARP logo. If you'll be putting out press releases or social media posts, those should include verbiage about how the project was funded by AARP. If your project is ultimately funded, you will design and secure your own signage or banners, but we'll provide plenty of examples and guidance at that time. You may include funding to pay for this signage to your grant request and project budget. You will also be invited to coordinate publicity with your state office.

22. I DON'T KNOW MY AARP STATE OFFICE CONTACT. WHERE CAN I FIND IT?

You can go to states.aarp.org to find contact information for your AARP State Office. Click on your state and then you will find it on the next page.

23. I DON'T SEE THE ANSWER TO MY QUESTION HERE. WHO CAN I CONTACT?

If your question and answer are not on this page, please email us at CommunityChallenge@AARP.org.