

AAB Agenda

May 13, 2021

1. Call to order

2. Approval of minutes

- April 12, 2021

3. Public Comment Session *[3 minutes per person]*

If you are not able to attend in person and you have a comment, you may submit it by contacting the Planning Department at planninginfo@oconeesc.com or 864-638-4218, so that we may receive your comment and read it into the record.

4. Presentations to AAB

[to include Vote and/or Action on matters brought up for discussion, if required]

- Foothills Agriculture Resource and Marketing Center / *Stanley Gibson, Chairman of Board*
- The Oconee County Food Council Committee / *Gwen McPhail*

5. Discussion Items

[to include Vote and/or Action on matters brought up for discussion, if required]

- Discussion regarding summary of AAB Workshop
- Discussion regarding scheduled time for future AAB meetings

6. Adjourn



Oconee County Agricultural Advisory Board

When & Where

4:00 PM

Thursday, May 13, 2021

Council Chambers

415 South Pine Street

Walhalla, SC 29691

Alternative participation

YouTube: "YourOconee"

Radio: F.M. 92.3 (within 500' of Council Chambers)

Staff contact

846-638-4218

planninginfo@oconeesc.com

AGRICULTURAL ADVISORY BOARD

415 South Pine Street - Walhalla, SC



TEL (864) 638-4218 FAX (864) 638-4168

Minutes – Workshop

4:00 PM, Monday, April 12, 2021

COUNCIL CHAMBERS

OCONEE COUNTY ADMINISTRATIVE COMPLEX

LIMITED IN-PERSON ATTENDANCE PERMITTED

*Due to the Novel Coronavirus pandemic and the ongoing state of emergency, in-person attendance at this Commission meeting by members of the general public will be limited. Attendance will be limited to twenty percent of the stated maximum occupancy, which equates to thirty-four (34) persons (including Council members, other elected officials, and staff). Attendees will be required to sit in designated seats, appropriately spaced. In-person attendance will be allowed on a “first-come” basis. Additionally, to ensure the meeting otherwise remains open to the public, we will continue to broadcast it live on the County’s YouTube channel, which can be found via the County’s website at Oconeesc.com. Further, the public may call in and listen by dialing **888-475-4499 OR 877-853-5257** and entering meeting ID # **828 4377 0168**. And, individuals parked in close proximity to Council Chambers may listen to the meeting on FM 92.3.*

Members Present

Ashley Townsend

Charlie Whiten

Debbie Sewell

Kerrie Roach

Kim Alexander

Larry Cantrell

Rex Blanton

Tessa Moxly

Staff Present

Laura Zimmerman

Katie Smith

Media Present

None

1. Call to order – Ms. Sewell called the meeting to order at 4:00 PM.
2. Approval of minutes from 2/8/2021 – Mr. Whiten made a motion to approve the minutes, seconded by Ms. Alexander and approved 7/0.

3. Approval of minutes from workshop 3/8/2021 – Mr. Whiten made a motion to approve the minutes from the workshop on 3/8/2021, seconded by Ms. Townsend and approved 7/0.
4. Public comment for non-agenda items – None
5. Election of Secretary – Ms. Townsend nominated Ms. Moxly as Secretary; there were no other nominations; vote was 7/0; Ms. Moxly was named Secretary.
6. Rannie Bond, President of the Oconee County Beekeepers Association (OCBA), asked the Agricultural Advisory Board to ask County Council to recognize OCBA for their 100-year anniversary during National Honey Month in September 2021.
7. Oconee County Beekeepers Association – Discussion; Mr. Whiten made a motion for the AAB to request County Council honor the Oconee County Beekeepers Association through official proclamation for their 100th anniversary during National Honey Month in September 2021. The motion was seconded by Mr. Blanton; vote was 7/0.
8. Communication Plan – Discussion on improving communication between AAB and others in County. Ms. Alexander made a motion to adopt a communication plan that calls on each board member to talk to their Council Member or appointed Commission contact on a regular basis to open up two-way dialogue with regards to agriculture in the County. Mr. Whitten seconded; Vote 7/0.
9. AAB Work Groups – Discussion; Ms. Alexander made a motion to establish AAB work groups of 1 to 3 Board Members to address issues as needed and approved by the full board. Mr. Whitten seconded; Vote 7/0.
10. Adjourn – Mr. Whitten made a motion to adjourn meeting; seconded by Mr. Blanton; Vote 7/0.

The Foothills Agricultural Resource & Marketing Center



The FARM Center is a 501(c)3 Organization

Mailing Address:

P.O. Box 380
Fair Play, SC 29643
Website: www.farmoconee.org

Physical Address:

2063 Sandifer Blvd.
Westminster, SC 29693
Email: farmoconee@gmail.com

Sponsorship opportunities:

Banners: (4X8 Banners will be displayed along Sandifer Blvd. Over 15,000 cars per day travel past The Farm Center. 4X6 Banners will be displayed at the entrances to The Farm Center. Over 25,000 patrons attend events at The FARM Center annually)

4X6 \$300/yr.

4X8 \$500/yr.

T-Shirts: (Your business will be displayed on the back of FARM Center T-shirts that will be available at the Farmer's Market, Concerts, Fair and other events held at The FARM Center this year.)

Premier Sponsor - \$400 (Limit 2, Larger logo on T-shirt)

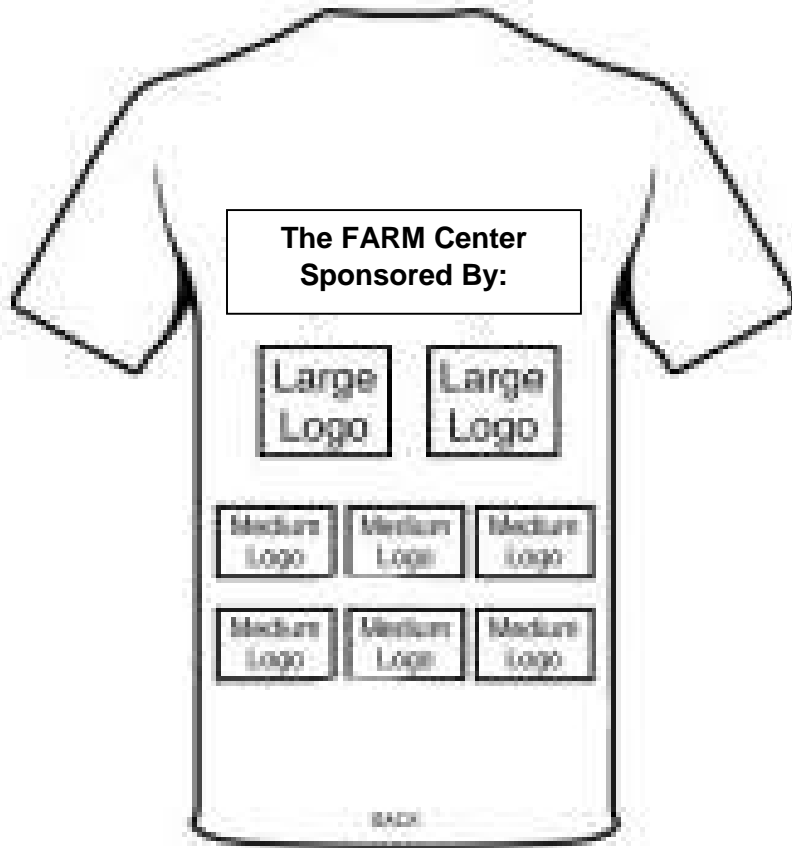
T-shirt sponsor - \$250 (Limit 6)

Combo sponsorship: (Maximize your exposure to patrons attending FARM Center events as well as those traveling on Sandifer Blvd.)

4X6 Banner and T-shirt \$500

4X8 Banner and T-shirt \$700

To reserve your space, complete the attached form and return it to The FARM Center following directions provided below. Please contact Stanley Gibson (864) 903-1823 sgib.scfhf@gmail.com if you have any questions.



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Banner and T-shirt Sponsorship Form: (Please Print)

Business Name: _____

Address: _____

Contact Name: _____

Email: _____

Phone: _____

Check the sponsorship opportunity in which you will be participating:

____ 4X6 Banner (\$300)

____ 4X8 Banner (\$500)

____ Premier T-shirt Sponsor (\$400)

____ T-Shirt (\$250)

____ 4X6 Banner & T-shirt Combo Package (\$500) – Premier T-shirt Combo (\$650) ____

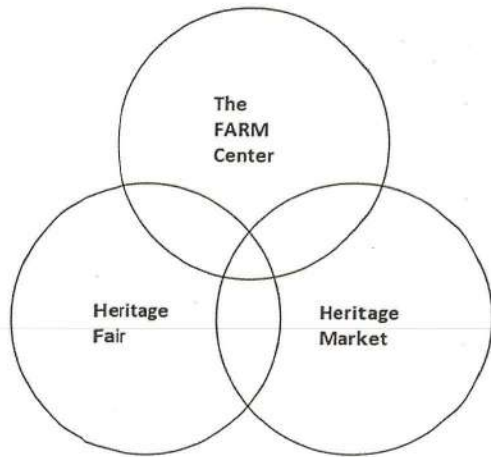
____ 4X8 Banner & T-shirt Combo Package (\$700) – Premier T-shirt Combo (\$850) ____

Total amount due: \$_____

Payment may be made by returning this form with a check made payable to:

The FARM Center
PO Box 380
Fair Play, SC 29643

Digital copies of any logo or other material required for the Banner will need to be emailed to farmoconee@gmail.com



The FARM Center is a 501(c)3 organization. The FARM Center board is responsible for the day to day activities at the Center as well as funding and infrastructure needs.

The SC Foothills Heritage Fair and the Foothills Heritage Market are run by separate boards that concentrate on their particular aspect of the FARM Center. The Fair has run for 10 years and the market for 5 years.

We currently have a 50-year lease with Oconee County for a 57-acre tract that will automatically renew for 50 years at the end of the first 10 years of operation. This allows us to apply for grants for buildings and other infrastructure needs.

The Foothills Agriculture
Resource and Marketing
Center
(The F.A.R.M. Center)
2063 Sandifer Blvd.
Westminster, SC 29693

www.farmoconee.org
#farmoconee



PO BOX 380
FAIR PLAY, SC 29643



www.farmoconee.org

What will The FARM Center include?

- Permanent Fairgrounds for The SC Foothills Heritage Fair
- Market Conference Center for the Foothills Heritage Market including cold storage, a commercial kitchen, open space for exhibitions and multiple other events
- Covered arena
- Livestock show and sale facility
- Amphitheater
- Campgrounds
- Hiking trails and recreation areas
- Environmental education and agricultural demonstration areas



**Foothills Heritage
MARKET**

Scholarships and charitable support given back to Oconee county over the past 10 years include over \$60,000 in scholarships for higher education, entrepreneurship support to youth in beekeeping, camp scholarships for youth, support to the Shriners, the Masons, band boosters, leadership scholarships for youth, environmental scholarships and workshops, assistance to food pantries and programs, sports teams, 4-H programs, food vouchers for Senior citizens, healthy eating programs, and food safety scholarships for home canners.



May 5, 2021

Oconee County Councilmembers:

It is time for a community-led effort to re-develop our local food system. The COVID-19 pandemic has demonstrated the vulnerability of the global food supply chain and the need for local areas to have more resilience and security in regards to food. Together, we can create a robust, equitable, and environmentally responsible food system in which every person in our county has access to high-quality food and opportunities to participate in a vibrant local food economy. The creation of an independent food council is an important step to advocate for new policies, support cross-business collaboration, and generate public engagement around issues related to food.

Unfortunately, too many of our citizens currently are without easy access to nutrient dense food; a perplexing and incongruous situation, considering the agricultural wealth of our county. Some of the challenges we face are the supply and demand of local fresh produce, food distribution in rural areas, and education on healthy, sustainable foods and meal preparation. To address these issues, a grassroots food movement that began with the inaugural Oconee Food Summit in February 2020 has started the process of developing an Oconee County Food Council. This group of local food system stakeholders will provide the expertise and guidance needed to develop and promote policy, environmental, and systemic change needed to re-develop our county's local food system.

To carry out our mission of forming this food council, we are seeking a partnership in the form of public support and financial assistance. Currently, we need support in the area of programming and communications. Community food gatherings, resident surveys, and informational materials are critical needs at this stage to develop a strong foundation for the food council. A breakdown of how we will use these funds follows (a more detailed account can be provided, if needed):

- **\$3,000 for Community Food Gatherings** - These gatherings will give our food council an opportunity to hear directly from residents in low income and low food access communities to learn about the issues affecting those communities facing food insecurity.
- **\$2,000 for Postage/Printing and Literature** - The food council intends to develop surveys for food insecure families that can be distributed via emergency food services and returned anonymously with pre-paid postage. Literature on the food council and the food movement has already been requested by county residents.

For this community-led initiative to be successful, the people need to know that their county supports food production, increased food access, and healthy, vibrant communities. Your partnership is critical in the success of this community-led effort to build up the resilience of our local food system.

We thank you in advance for your time and consideration,

The Oconee Food Council Committee



The Foothills Heritage Market is held each Saturday morning from 8am-12pm. The market has more than 20 vendors on a regular basis and averages about 400 customers per week.

Sponsorship levels for the 2021 Foothills Heritage Market.

Market Title Sponsor – \$5,000 (1 available)

Benefits:

- Priority logo positioning on market's signage at the information booth.
- Acknowledgment of sponsorship in paid advertising during the season.
- Opportunity to have a complimentary 10' x 10' booth at the market five times per season.
- Sponsor logo on market's sponsor banner through season's end.
- Sponsor recognition on market's Facebook page during the season.

Month Sponsor Level – \$1000 (5 available) (May – September)

Benefits:

- Strong logo positioning on market's signage at the information booth.
- Opportunity to have a complimentary 10' x 10' booth at the market once during sponsor month.
- Sponsor logo on market's sponsor banner through season's end.
- Sponsor recognition on market's Facebook page during the season.

Event Sponsor Level – \$300 (5 available)

Benefits:

- Logo use on event signage at the market.
- Sponsor logo on market's sponsor page through month of event.
- Sponsor recognition on market's Facebook page during the season.

Community Sponsor Level – \$50 (50 available)

Benefits:

- Shopping discounts once a month.
- Free T-shirt
- Notification of special events at the Market

Please contact Stanley Gibson (864) 903-1823 or sgib.scfhf@gmail.com if you have any questions.

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Foothills Heritage Market Sponsorship Form: (Please Print)

Business Name: _____

Address: _____

Contact Name: _____

Email: _____

Phone: _____

Check which sponsorship opportunity you will be participating in.

- ___ Title Sponsor (\$5000)
- ___ Month Sponsor (\$1000)
- ___ Event Sponsor (\$300)
- ___ Community Sponsor (\$50)

Total amount due: \$ _____

Payment may be made by returning this form with a check made payable to:

The FARM Center
PO Box 380
Fair Play, SC 29643

Digital copies of any logo or other material required for the Banner will need to be emailed to farmoconee@gmail.com

THRIVE SUMMER CONCERT SERIES AT THE FARM CENTER AMPHITHEATER
SIX CONCERTS - JUNE THRU NOVEMBER 2021

| SPONSOR BENEFIT | (1) TITLE SPONSOR \$10,000 | (6) SHOW SPONSOR \$2,000 | (6) STAGE SPONSOR \$1,000 | (10) EVENT SUPPORTER \$500 |
|---|-------------------------------------|-----------------------------------|------------------------------------|-------------------------------------|
| Advertisement as Title Sponsor "Thrive Concert Series Presented By..." | @ | | | |
| Speaking opportunity at concert(s) | 6 | 1 | | |
| Booth space at concert(s) | 6 | 1 | | |
| Logo or Name on marketing materials | @ | @ | | |
| Logo or Name on event T-shirt | @ | @ | | |
| Logo or Name on stage banner | @ | @ | @ | |
| FARM Center approved promotions at concert(s) | @ | @ | @ | |
| Sponsor provided banner at concerts | @ | @ | @ | @ |
| Logo or Name on concert webpage | @ | @ | @ | @ |
| Verbal recognition at concerts | @ | @ | @ | @ |
| Rights to promote sponsorship in company materials | @ | @ | @ | @ |
| Social media "Welcome" post & sponsor tag | @ | @ | @ | @ |
| Social media post & sponsor tag post-event | @ | @ | @ | @ |



The FARM Center Amphitheater THRIVE Concert Series

June - November 2021

Presented in Partnership with Red Arrow Entertainment

The THRIVE Concert Series will consist of a minimum of six concerts to be held from June through November. These concerts are expected to draw in excess of 10,000 people from Greenville to Atlanta. The attached table explains how you can be involved in this groundbreaking series of events at The FARM Center. It will offer an excellent way to spotlight your company and support our efforts to provide a safe, fun and exciting entertainment opportunity for area residents.

For more information on how you can become an integral participant contact Stanley Gibson at sgib.scfhf@gmail.com or (864) 903-1823. We look forward to working with area businesses as we continue to make The FARM Center the premier entertainment location for Oconee County.



**THE F.A.R.M.
CENTER**



The THRIVE Summer Concert Series

with special guests

Saturday June 5
Gates open at 6:00
Show starts at 7:30

Tickets \$12.00 in advance \$15.00 DOS

FOOD - VENDORS - BEER

Tickets available at:
Red Arrow Entertainment
Yesterdaze Records and CD's
The FARM Center



Justin Clyde Williams

No coolers through the gate

The FARM Center Amphitheatre - 2063 Sandifer Blvd - Westminster, SC

STRENGTHS

- ADVOCATE
- CAN COORDINATE GROUPS
- SUPPORT OTHER GROUPS
- REPRESENT ALL AREAS OF AGRICULTURE
- EDUCATE
- COOPERATE
- COMMUNICATE
- LISTEN
- CULTIVATE IDEAS
- INTERACTION
- DIVERSITY

OPPORTUNITIES

- INTERACT WITH THE SCHOOL DISTRICT OF OCONEE COUNTY FOR WAYS TO IMPROVE AG EDUCATION
- NATIONAL YOUNG FARMERS GROUP. WE NEED A CHAPTER IN OCONEE
- FOOD POLICY COUNCIL INVOLVEMENT
- COMMUNITY GARDEN ACTIVISM
- RECRUIT MORE AGRICULTURAL PROCESSING BUSINESSES
- RE-EVALUATE METHODS DUE TO COVID-19
- ENCOURAGE SNAP EQUIPMENT FOR ALL FARMERS MARKETS IN THE COUNTY TO INCREASE ACCESS
- ENCOURAGE OPPORTUNITIES FOR A CANNERY
- DIVERSIFY FARM EDUCATION
- HELP WITH MARKETING FOR FARMERS
- ENCOURAGE SPONSORSHIPS OF AG WITH EXISTING INDUSTRY COMPANIES
- FARM PROTECTION FROM DEVELOPMENT THAT IS COMING TO OCONEE
- INCREASE EDUCATION IN THE COMMUNITY OF AGRICULTURE
- OPPORTUNITIES TO CURE PROBLEM AREAS KNOWN AS FOOD DESERTS

ASPIRATIONS

- CONSERVATION OF FARM LANDS
- HAVE CO-OP/FARMERS MARKET IN RURAL AREAS
- DIVERSIFICATION OF AGRICULTURE
- RECRUIT AG RELATED BUSINESSES
- FARMER ENGAGEMENT
- RECRUIT YOUNG FARMERS
- BOLSTER AGING INFRASTRUCTURE
- DETERMINING FARM LANDS
- INCENTIVES FROM OCONEE COUNTY GOVERNMENT TO FARMERS
- GRANT EDUCATION
- DEVELOP PUBLIC/PRIVATE PARTNERSHIPS
- EQUIPMENT RENTAL FOR SMALL FARMERS
- COUNTY-WIDE FARMERS ASSOCIATION DEVELOPMENT
- RECRUIT VETERINARIANS THAT PROVIDE SERVICES FOR FARM ANIMALS
- INCREASE THE AMOUNT OF FERRIERS SERVING THE AREA

RESULTS (TOP LEVEL GOALS)

- EDUCATION
 - PRESENTING PROBLEMS OF FARMERS TO OFFICIALS AND COMMUNITY

- WORK IN PARTNERSHIP WITH SCHOOL DISTRICT OF OCONEE COUNTY TO PROVIDE EDUCATION OPPORTUNITIES FOR AGRICULTURE
- CONNECT AG CAREERS TO STUDENTS
- PARTNER MORE WITH CLEMSON UNIVERSITY AND THE EXTENSION
- PROVIDE PROGRAMS GEARED TOWARDS OCONEE COUNTY
- CONNECT FARMERS WITH AGRICULTURE EDUCATION OPPORTUNITIES
- INCREASE TRAINING FOR FARMERS
- ADVOCATE FOR EXPANDED AGRICULTURE OPPORTUNITIES DURING THE SUMMER FROM SDOC
- *ALL THIS REQUIRES THE BUY-IN FROM SDOC*
- CO-OP/TRAINING
 - ADDRESS NEEDS OF COMMUNITY
 - ASK FOR GRANT FUNDING/FUNDING TO ESTABLISH CO-OP
 - NETWORK
 - WEBSITE/DATABASE FOR FARMERS IN OCONEE
 - ENCOURAGE AND SUPPORT FARM CENTER
 - ESTABLISH CONNECTIONS WITH THE COMMUNITY
 - COMMUNICATION
- MEAT/GENERAL PROCESSING
 - ESTABLISH RELATIONSHIP WITH ECONOMIC DEVELOPMENT
 - INVESTIGATE MOBILE PROCESSING
 - INVESTIGATE GRANT OPPORTUNITIES
 - IDENTIFY DHEC CERTIFIED KITCHENS THAT SIT IDLE AND ENCOURAGE REINVESTMENT IN THOSE KITCHENS
 - ENCOURAGE PARTNERSHIPS

ADDRESSING COMMUNICATION

- LET COUNCIL KNOW WE EXIST
- COMMUNICATE WHO WE ARE AND WHAT WE DO TO THE COMMUNITY
- ESTABLISH CONNECTION TO COMMUNITY AGRICULTURE ASSOCIATIONS
- NEED FOR FUNDING FOR COMMUNITY DATA COLLECTIONS
- COMMUNICATE ISSUES THROUGH ESTABLISHED ASSOCIATIONS
- ASK FOR MORE COMMUNICATION FROM COUNTY COUNCIL TO FARM BUREAU AND OUR LEGISLATIVE DELEGATION
- COMMUNICATE TO COUNCIL THE NEED OF FARM ROAD SIGNS
- COMMUNICATE TO SDOT/COUNTY COUNCIL ABOUT THE OAKWAY TRAFFIC CIRCLE