



July 1, 2016



Annette Stone  
Town of Carrboro  
301 W. Main Street  
Carrboro, NC 27510

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Dear Annette,

Just last month the IFC Board of Directors completed the site search for its FoodFirst building and concluded that 110 West Main Street is the most appropriate site. As IFC begins to move forward with FoodFirst, I wanted to take a moment to update you on where things stand. For starters, let me tell you about the factors we looked at for all possible alternative sites and particularly 303 Jones Ferry Road:

Public transportation, environmental concerns remaining from a previous owner, physical limitations (such as the onsite stream and resulting stream buffer requirements), buildable footprint, cost of land purchase and construction, and input from the adjoining residential neighborhood were considered. Balancing all the due diligence factors, the IFC Board of Directors concluded that 110 West Main is the most appropriate site for the FoodFirst program.

By the way, IFC maintains a FoodFirst website, [www.ifcfoodfirst.org](http://www.ifcfoodfirst.org), which includes detailed information about FoodFirst. I hope you find it helpful and informative.

On behalf of the IFC Board of Directors, I want to thank you for your involvement in the alternative site search process. Your suggestions, concerns and input over the last months improved both the process and our planning for FoodFirst. And we are now making a commitment to build on that feedback going forward.

The IFC Board directed staff to begin the work necessary to prepare the Petition for Conditional Zoning (CZ), which is the next step required by Carrboro's land use regulations. For the next six-to-eight weeks IFC's FoodFirst team will focus on numerous project details. Preparing the CZ petition is expected to take several months. As soon as we can estimate the project calendar in more detail we will publicize that information and provide public input opportunities.

Your continued involvement is key as we move forward in an open, transparent, and public process. We want to incorporate design and programming features that proactively address reasonable community concerns. Sharing pragmatic suggestions, values and vision will allow the FoodFirst program and building to reflect and demonstrate the extraordinary spirit and heart of our Carrboro-Chapel Hill community.

Together, we can work towards meeting the critical needs of our neighbors.  
Together, we can work towards ending hunger and food insecurity in our community.

With thanks and appreciation,

  
Michael Reinke  
Executive Director

cc: Keith Taylor, DDS  
President, IFC Board of Directors

*Thank you for all the help you provided. I look forward to working with you going forward.*

## IFC Public Outreach for FoodFirst since Fall 2015

### IFC -initiated activity

#### **IFC communication vehicles and media coverage**

[www.ifcfoodfirst.org](http://www.ifcfoodfirst.org) -- Project specific website has been online continuously since December 2015 & provides detailed information on the entire FoodFirst project: the 14 year history including extensive stakeholder participation; project planning and allied research; service programming and planning; site selection processes; architectural design; and Carrboro's application processes and procedures, including links to Carrboro's town website.

**IFC's newsletter** is mailed twice a year to nearly 7,000 mostly local households. The last nine issues are available on-line, including Spring 2017. Beginning in Fall 2015, each of the last four issues have included articles about FoodFirst, including feature articles and cover art in Spring 2016 and Spring 2017.

**Constant Contact** -- IFC has included FoodFirst information in several email blasts a year since 2015. Our blasts reach 3500 email addresses.

**Social Media** -- Our posts to Facebook and Twitter also regularly include information about FoodFirst and related food insecurity news.

**Local press and radio** -- FoodFirst has been reported on regularly since Fall 2015 in local media including WCHL and Chapelboro.com, the Daily Tar Heel, the Chapel Hill News and INDY Week, including these articles:

Thursday, December 29, 2016	Chapelboro.com	IFC Submits Rezoning Request for Community Kitchen
Monday, October 31, 2016	Chapel Hill News	"Carrboro to get first look at IFC's FoodFirst building"
Thursday, June 16, 2016	INDY Week	IFC Chooses Downtown Carrboro for FoodFirst Assistance Program
Thursday, June 16, 2016	Chapelboro.com	IFC Makes Final Decision on Community Kitchen Location
Thursday, April 21, 2016	Daily Tar Heel	IFC's FoodFirst looks to the future
Spring 2016	The Carrboro Commons	Main Street reacts to IFC FoodFirst Bill
Wednesday, March 23, 2016	Daily Tar Heel	Carrboro Aldermen unanimously approve amendment for IFC's FoodFirst kitchen
Friday, October 16, 2015	Chapelboro.com	Carrboro Debates IFC's Plan To Relocate Community Kitchen
Sunday, November 24, 2013	Chapelboro.com	IFC To Offer Homeless, Needy Thanksgiving Meal
Tuesday, September 24, 2013	Chapelboro.com	Local Demand For Food Assistance Grows Despite Economic Recovery

### Meet Me At the Kitchen

**From the IFC website:** Please join us for "Meet Me at the Kitchen!" -- Come be a part of Community Kitchen and eat the hot and nutritious food that our army of volunteers prepare every day. Many have been cooking or represent organizations who have been cooking since the Community Kitchen began...30 plus years!"

<u>Date</u>	<u>attendance</u>	
1/27/2016	4 persons attended	
2/2/2016	8 persons attended	
3/4/2016	no attendance, yet the event was continuously publicized on IFC's website	
10/21/2016	ditto	
11/10/2016	ditto	
12/13/2016	ditto	

## IFC Public Outreach for FoodFirst since Fall 2015

### Alternative Site Search Committee Meetings (January, February 2016)

<u>Friday, January 08, 2016</u>	<u>Friday, February 05, 2016</u>	
John Dorward	Mike Hickey (Keller Williams Realty)	
Gordon Merklein	Gordon Merklein	
Nathan Milian	Nathan Milian	
Aaron Nelson (by phone)	David Morgan (Keller Williams Realty)	
Michael Rienke	Aaron Nelson	
Allan Rosen	Michael Rienke	
Kristen Smith	Allan Rosen	
Annette Stone	Kristen Smith	
Keith Taylor	Jim Spencer	
Laura Van Sant	Annette Stone	
	Keith Taylor	
	Laura Van Sant	

**Note: as reported on the FoodFirst website, beginning in April 2009 IFC participated with Carrboro civic leaders in a previous alternative site search process.** "In April 2009, at the request of the head of the Carrboro Merchants Association, a group of Carrboro business people, a Carrboro Alderman and members of the IFC Board and staff formed a committee to search out alternative sites for FoodFirst. ... The active search by the committee continued (monthly) through the beginning of 2010 and although IFC has always kept the alternative site option open, to date no better option has been offered or identified." (See the [website](#) for more detail).


### Small group meeting, April 19, 2016 @ Provence

<b>In attendance --</b>		
<u>Business Community:</u> Dr. Jerry King, Baptist Knaven, Sherri Ontjes, Nathan Milian, Laura Van Sant		
<u>IFC:</u> Michael Reinke, Allan Rosen		

## IFC Public Outreach for FoodFirst since Fall 2015

**July 1, 2016 -- 26 Individual letters announcing IFC's site selection choice sent to nearby property owners & those involved in the alternative site search process (sample letter attached).**

DeWana	Andeson	Animal Hospital
Nathan	Bearman	Furniture Lab
Brian Elizabeth	Beatty Towe	Balanced Physical Therapy
Cliff	Collins	Cliff's Meat Market
Susan	Delaney	Wellness Alliance
Michael	Fogleman	F & F Auto
Mike	Hickey	KW Commercial
Grace	Holton	Holton Rentals
Karen	Kincaid Dunn	Club Nova
Jerry	King	Provence
Baptist	Knaven	Provence
Sara	Latta Gress	NC Crafts Gallery
Gordon	Merklein	
Nathan	Milian	N. R. Milian & Associates
David	Morgan	KW Commercial
Matt & Sheila	Neal	Neal's Deli
Aaron	Nelson	Chapel Hill-Carrboro Chamber of Commerce
Sherri	Ontjes	
Sharon Collins and Pat Garavaglia		Balloons & Tunes
Ruffin	Slater	Weaver Street Market
Kristen	Smith	Chapel Hill-Carrboro Chamber of Commerce
Michael	Sparrow	Sparrow & Sons Plumbing
Annette	Stone	Town of Carrboro
David	Summer	Framer's Corner
Laura	Van Sant	Main Street Properties
Dr. Matthew	Vizithum	Carrboro Family Vision

## IFC Public Outreach for FoodFirst since Fall 2015

### One-on-One meetings with John Dorward, Fall 2016

<u>CONTACT</u>	<u>BUSINESS INTEREST</u>	<u>DATE of MEETING</u>
Ruffin Slater/Brenda Camp	Weaver St. Market	9/7/2016
Baptiste Knaven	Provence	9/16/2016
Dr. Matthew D. Vizithum	Carrboro Family Vision	9/29/2016
David Summer	Framemakers	10/12/2016
Jim Dennis	Music Loft of Carrboro	10/14/2016
Susan Delaney	Dr. Susan R. Delaney, N.D.	10/21/2016
Sara Latta Gress	NC Crafts Gallery	10/25/2016
Nathan Milian	N.R. Milian & Associates	10/26/2016
Grace Holton	Owns property 100 block of West Main	11/3/2016
Aaron Nelson, Kristen Smith, Justin Simmons	Chapel Hill Carrboro Chamber	11/9/2016
Karen Kincaid Dunn	Club Nova	11/22/2016

### One-on-One meetings with John Dorward, Fall 2016 -- Invited but declined meeting

Cliff Collins	Cliff's Meat Market	too busy
Marianne and Andy Jones	AutoLogc	
Brian Beatty & Elizabeth Towe	Balanced Movement	low priority; no need to meet
Craig Samuels	Carrboro Pizza Oven	ditto
Rick Robinson	Rise Donuts Carrboro	ditto
Pat Garavaglia and Sharon Collins	Balloons and Tunes	ditto
DeWana Anderson	Animal Hospital	busy @ work

### One-on-One meetings with John Dorward, Fall 2016 -- no response to invitation

Gabe Barker	Mercato	
<i>general mailbox</i>	F & F Auto	
Al Bowers	Al's Burgers (Mel's Commissary)	
Laura Van Sant	300 East Main	
Gina DeVine	Gina DeVine, CPA	
Jay Parker	Weaver Street Realty	
Virginia Lee Sprague	Intrinsic Touch Massage Therapy	
Chas Gaertner (ph. message)	NC Chiropractic	

## IFC Public Outreach for FoodFirst since Fall 2015

### Community-initiated events

#### Chapel Hill Carrboro Chamber of Commerce-sponsored Community Meetings

<u>Date</u>	<u>attendance</u>	
Friday, November 06, 2015	57	
Monday, November 16, 2015	50	
Friday, March 18, 2016	31	
Community Meetings	Date	# attending
Carrboro Community Conversations	Wednesday, January 27, 2016	60 +
Carrboro Community Conversations	Monday, March 21, 2016	60 +
Community Potluck @ the Arts Center	Monday, September 19, 2016	20-25