

RESOLUTION NO. 2017-119

A RESOLUTION AUTHORIZING AN AGREEMENT BETWEEN THE NEW JERSEY PARTNERSHIP FOR HEALTHY KIDS AND THE CITY TO IMPLEMENT THE NEW JERSEY HEALTHY CORNER STORE INITIATIVE GRANT.

WHEREAS, the New Jersey Healthy Corner Store Initiative is a partnership between The Food Trust, the Robert Wood Johnson Foundation, and the New Jersey Partnership for Healthy Kids that connects corner store owners and community partners with the resources they need to increase the availability of fresh fruits and vegetables and other healthy foods in corner stores throughout New Jersey; and

WHEREAS, the New Jersey Partnership for Healthy Kids agrees to contract the Vineland Health Department for the grant amount of \$5,000.00, for the period of January 1, 2017 through June 15, 2018, to administer and implement activities including mini-conversions to increase availability of fresh fruits and vegetables and other healthy foods in corner stores throughout Cumberland County;

NOW, THEREFORE, BE IT RESOLVED, by the Council of the City of Vineland that the Health Director or his designee are hereby authorized and directed to execute an Agreement and such other documents as required between the New Jersey Partnership for Healthy Kids and the City of Vineland to implement the New Jersey Corner Store Initiative Grant.

Adopted:

President of Council

ATTEST:

City Clerk

CERTIFICATION

I, Keith Petrosky, RMC, Municipal Clerk of the City of Vineland, Cumberland County, New Jersey, do hereby certify that the foregoing Resolution is a true and correct copy of a Resolution adopted by the Council of the City of Vineland, at a meeting conducted on _____ at City Hall, Vineland, New Jersey.



Memorandum

Handwritten initials "DJ" inside a hand-drawn circle.

To: Robert Dickenson, Assistant Business Administrator
From: Dale Jones, Health Director
Date: January 30, 2017
Re: Agreement with New Jersey Partnership for Healthy Kids and the Vineland Health Department for the New Jersey Healthy Corner Store Initiative grant.

Attached please find an Agreement between the New Jersey Partnership for Healthy and the Vineland Health Department to implement the New Jersey Healthy Corner Store Initiative grant. New Jersey Partnership for Healthy Kids agrees to contract with the Vineland Health Department in the amount of \$5,000 to:

Administer and implement activities including mini-conversions to increase the availability of fresh fruits and vegetables and other healthy foods in corner stores throughout Cumberland County.

The grant period is from January 1, 2017 – June 15, 2018.

I kindly request a resolution be executed to enable my department to accept the grant to continue the program which has been offered for the past three years to the residents of our county.

Thank you.



MEMORANDUM OF UNDERSTANDING

Following are the terms and conditions applying to the New Jersey Healthy Corner Store Initiative grant made by the New Jersey Partnership for Healthy Kids (NJPHK) and the Food Trust (TFT). Please read carefully; your signature on this form constitutes acceptance of all terms and conditions.

PURPOSE AND ADMINISTRATION

Administer and implement the activities to increase the availability of fresh fruits and vegetables and other healthy foods in corner stores throughout New Jersey. No grant funds shall be used in any way other than as specifically set forth in this Memorandum of Understanding and the grant proposal submission including budget and action plan without prior written consent.

Grantee: Vineland Health Department
Amount: \$5,000
Purpose: To increase the availability fresh fruits and vegetables and other healthy foods in corner stores including mini-conversions, that will increase the availability and marketing of healthy foods in New Jersey corner stores and bodegas.
Grant Period: January 1, 2017-June 15, 2018

RESPONSIBILITIES OF THE GRANTEE

- **Inventory Changes**

Introduce new healthy products (for example, 2 new products from 2 healthy categories)- store owners choose from a list of qualifying healthy products such as fresh, dried or canned fruits and vegetables, low-fat dairy products, whole grains, and lean proteins, and have a set amount of time to begin stocking and selling new healthy products.

- **Healthy Food Marketing Campaign**

Display a series of marketing materials to raise customer awareness and promote new healthy products - store owners display a series of marketing materials, available in English and Spanish, in their store. Messages are designed to guide customers towards making healthier decisions at the point-of-purchase and increase awareness of healthy foods in corner stores.

- **Training for Store Owners**

Conduct store owner training on selling healthy products and business management - store owners receive targeted training and support to implement and maintain healthy changes for the long term in a profitable, low-risk manner. Basic training topics include: produce handling techniques; pricing and promotional strategies; assistance with product sourcing or selection; and how to organize and display products to highlight healthier options.

- **Conversions**

Install new equipment (shelving, refrigeration, display materials to stock and display healthy products) - a subset of corner stores may receive conversions to help stock and display fresh produce and other healthy products. Capital investments should be determined by each store's individual needs and business plan and

generally include modest infrastructure changes such as new refrigeration and shelving to display produce and other healthy items.

REPORTS

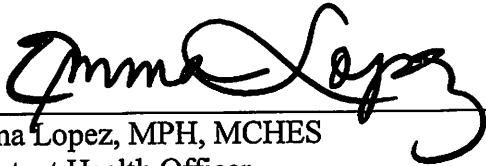
Grantee shall furnish a financial and narrative report within 30 days of the 18-month grant period. The financial report shall show actual expenditures against the approved budget. The final narrative report shall include a report on the progress you made toward achieving the grant goals and objectives and any problems or obstacles associated with grant purpose and implementation.

Accepted by:



Darrin W. Anderson, Sr., PhD, MS
State Deputy Director
New Jersey Partnership for Healthy Kids
darrin.anderson@ymca.net
609-703-7742

1/7/2017
Date



Emma Lopez, MPH, MCHES
Assistant Health Officer
Vineland Health Department

1/30/2017
Date