

December 13, 2015



THYME 4 CARLISLE  
Dickinson

**Thyme4Carlisle**

Glenn White, Andalusia, Brick, Café Bruges, White Elephant Thai

Jake De Wulf, Nick Shepherd, Tayloe Dameron

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Dear Mr. White and partner restaurants,

Over the semester we have made progress towards our goal of providing fresh and organic herbs to the restaurants around Carlisle. With four restaurants on board, and potential to grow that number, there is a lot of opportunity to have an increasing impact on the community moving forward. With your continued participation, we expect this project to flourish and grow over the years.

After working with Dickinson's master gardener Ann Dailey, we have successfully planted nine varieties of herbs that we plan to transplant to the restaurants in late spring. These herbs include cilantro, thyme, two varieties of mint and parsley, sage, chives, and rosemary. We have also continued to expand the infrastructure around our project in a number of ways.

In continuing the spirit of the Legacy Project, we have partnered with Marcus Welker and the Center for Sustainable Education (CSE) to further the project after our graduation. We will be working with them through the end of the year to help educate their interns and members on our system and objectives. Management of Thyme4Carlisle will then be shifted to CSE and its members at the end of the 2016 semester.

We have also created educational information for the community as well as restaurant owners and chefs. Come planting we will issue a press release to the Carlisle Sentinel and the Dickinsonian to help increase exposure of the project. Thyme4Carlisle has also worked with Ann Dailey to create an herb maintenance guide so as to cultivate the best quality plants for restaurants and their diners. Finally, we have created a handout that will be given to each restaurant explaining the project and the herbs provided.

Each member of Thyme4Carlisle would like to thank you for your support and involvement in our project. It has been a very rewarding process for each of us and we look forward to seeing the results. Please feel free to contact us with any questions as we move forward.

Sincerely,

Jake, Nick, and Tayloe

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## **Project Overview:**

Thyme4Carlisle is a Dickinson College student initiative created by members of the Policy Management senior seminar class. Its mission is to create a partnership between Dickinson College and local restaurants that provides a sustainable source of herbs and ingredients to local businesses. The project is intended to offer an opportunity for Dickinson College students to work with local eateries to offer freshly grown herbs planted around downtown Carlisle. There are currently four restaurants taking part in the project and nine varieties of herbs that will be provided.

## **Approach and Sustainment:**

We began by defining what our purpose would be. In identifying goals we were able to create a plan of action that would culminate in the successful implementation of our project. Initially, we identified the benefits and potential issues that could arise, and decided whether or not the project was feasible or even worth doing. We conducted a SWAT analysis and creating an outline presentation. After deciding that the project was worthwhile our group met with Glenn White, the director of the Downtown Carlisle Association (DCA). As our client, he outlined his expectations and ideas that he had about Thyme4Carlisle. He provided a list of potential restaurants and explained the best approach to recruit the owners for our project.

After this point the project diverged into three different parts. The first was organizing the participation of the restaurants. Throughout the latter part of the semester we met with individual managers at Café Bruges, Andalusia, Brick Kitchen and Bar, and White Elephant Thai cuisine. After presenting our project to each individual and getting a commitment to participate, we focused on the herbs that each restaurant would prefer we provide. At this point, we referred to Ann Dailey and began planning our use of the greenhouse to grow and shelter the herbs. She committed to help us plant the herbs as well as watch them over the winter break. Part of this process was also obtaining the necessary materials such as seeds, pots, and soil – nearly all of which Ann had available save mojito mint and basil seeds.

The third aspect of our approach was to solidify the legacy aspect of our project. For this phase of the program our team worked with Marcus Welker, the projects manager at the Center for Sustainability Education and Matt Steimann, the assistant director of the Dickinson College Farm. Marcus offered a partnership between CSE and our team, suggesting the potential services of their interns after visibility of the project expands on campus. It will ultimately come down to the individual interns desire to become a part of the Thyme4Carlisle group, but as recognized by Marcus our project aligns well with programs that CSE regularly affiliates with. Marcus communicated to our group that he will use any and all of his resources to endorse the project amongst his peers and staff.

This is an ideal partnership for our project because they deal with student projects like ours on a regular basis. CSE also works well with our group because of the fact that the interns will be on campus over the summers and breaks and therefore available to maintain the herbs year round. Summer is an especially integral season for the application of our project, and because of this the connection is highly important to the legacy aspect of our project. Thyme4Carlisle will continue and flourish as an initiative over time if we maintain and grow the connection with CSE and increase the campus awareness of advertising tactics Marcus suggested to us (explained later on).

## **Findings:**

Throughout the semester our team learned a lot related to the implementation of our project, the first of which being how available and helpful both the Dickinson College and Carlisle communities are. While at times our progress was stalled, people were generally very willing to help us and meet to discuss the project. Ann Dailey has been especially helpful throughout the process in teaching us about the herbs themselves. One of the most important ideas she explained to us was that as we chose our herbs we needed to keep in mind how they will fare during the changing seasons. Examples of this are cilantro

flowering during the summer and basil freezing during the winter. We found that other herbs such as thyme and rosemary would be better suited to survive the cold winters.

We also found that there is a great potential for growth in our project, namely the inclusion of more restaurants. While we wanted to start small scale (under promise, over deliver) because of the supply of herbs, in speaking to individuals at restaurants they suggested many businesses around town that would be interested in participating. Even more encouraging is that the restaurant managers continued to reiterate the fact that they would use the herbs that we provide.

### **Accomplishments:**

Over the last semester we accomplished a large share of the goals necessary for the success of the project. First and foremost, we have planted nine varieties of herbs including cilantro, thyme, sage, chives, rosemary, and two varieties of mint and parsley. These herbs will be fully grown by the beginning of May when we plan to transplant them into the restaurant beds and pots. The exact date depends on the timing of the final frost. Along with the planting process we designed a handout that restaurants can provide to patrons wanting to know more about Thyme4Carlisle. The handout, attached in the appendix, explains our mission as well as lists the herbs that we supplied to each restaurant and the businesses that are partners.

Our team created valuable connections with different Dickinson community teams over the course of our project. We compiled information and resources from CSE members, the Stafford Greenhouse staff, Dickinson Farm workers and the Dickinson Print Center employees, among other individuals. Thyme4Carlisle succeeded in partnering with CSE as the primary function in which the project will progress in the future. The greenhouse staff, particularly Ann Dailey, helped educate our team about the logistics of growing the plants.

As a team we managed to obtain most of the resources necessary to allow for successful implementation of the project in late spring. Many of the pots, beds, seeds, and other gardening resources have been provided by the Dickinson greenhouse and farm. We also created a unique logo for our project through successful collaborative efforts with Krista Ulmen at the Dickinson Print Center. We have ordered labels of our logo that will be placed on various pots and beds at each restaurant.

### **Further implementation:**

Throughout the time until we begin to transplant the herbs late spring we will continue to collect pots and beds to use at the various restaurants. While Ann has helped provide some, along with the ones currently at many of the restaurants, we believe it to be worthwhile to have extras as backup that can also be used as the project expands. We plan on visiting the local nurseries as it was explained that they often times have a surplus of unneeded pots. Marcus also offered that we could build beds from extra wood at the farm if need be. Based on the dimensions of the pots we currently have we will begin to survey the restaurants with Ann Dailey and plan out the exact location of the herbs with the staff based on their and Ann's recommendations.

In further working with Ann we will design a brochure for the restaurant staff that explains the best ways to take care of the herbs, as well as harvest them. It will include basic watering schedules for each variety as well as the amount of light they need. Over winter break we will need to finalize a schedule for our team for herb maintenance and watering at the greenhouse. We plan on employing both Marcus Welker and Matt Steimann's suggestion to advertise our story and project in the annual campus publications. The intended audience of these publications are groups that are relevant to our end goal of building a larger team and ensuring the continuation of the project. Our team will advertise in the ALLARM, Eco Reps, Tree House, CSE, Dickinson Farm newsletters. Once we are further along in our process we expect the interest from these groups to increase as we demonstrate the viability of our project.

**Summary:**

Overall this has been a very rewarding process for our group. While due to the nature of the project we were unable to complete it this semester, we are in a good position to achieve success in the future. We will continue to keep all of our clients up to speed on our progress as we continue to maintain the herbs and develop the infrastructure for their transition to the restaurants. Thyme4Carlisle has the potential to have a noticeable impact on our communities. We look forward to finishing our roles in the project come spring, but also for the continued success of the project for years to come.

## Attachments:

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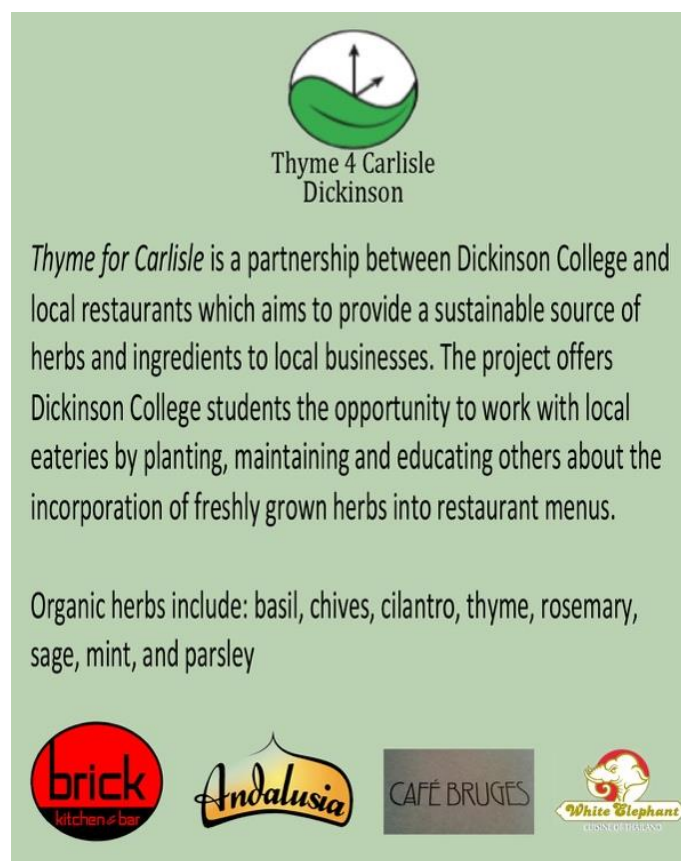
Master Gardner, Greenhouse: Ann Daily (717)-245-1272 daileya@dickinson.edu

White Elephant Restaurant: (717) 249-2007

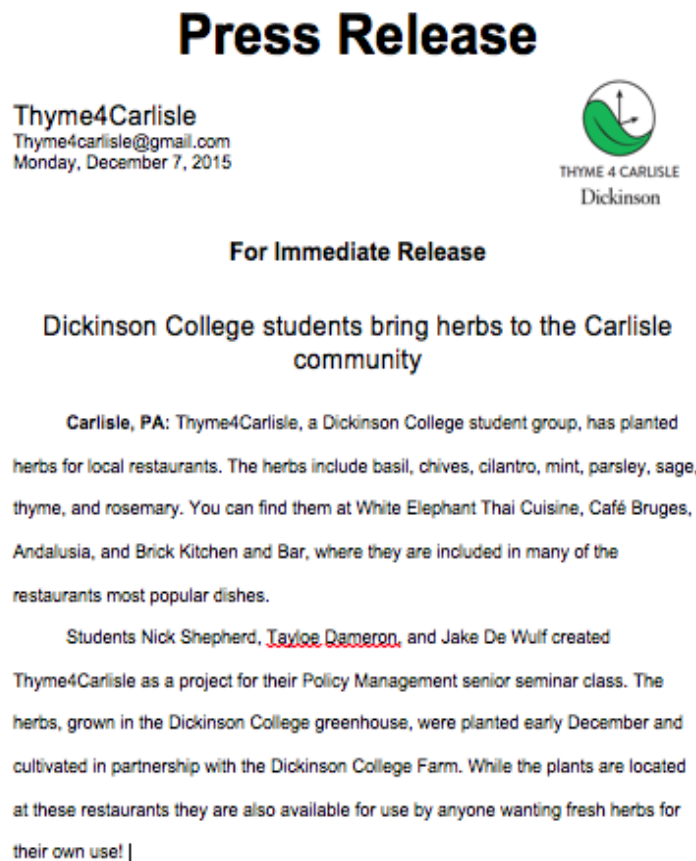
Bruges Restaurant: 717-960-0223

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### Graphic 1: Restaurant informational flier



**Graphic 2:** Press release



**Graphic 3:** Thyme4Carlisle logo

