



Agenda



Santa Fe City and County
Advisory Council on Food Policy
Thursday, October 28, 2010
8:30 to 10:30 a.m.
Angel Depot Conference Room
1222 Siler Road, Santa Fe, NM

CITY CLERK'S OFFICE

DATE 10-20-10 TIME 1:59

SERVED BY Katherine Mortimer

RECEIVED BY Annelle Chubb

- A. CALL TO ORDER
- B. ROLL CALL
- C. APPROVAL OF AGENDA
- D. APPROVAL OF MINUTES –September 23, 2010 Meeting and Field Trip Notes
- E. COMMUNICATIONS FROM THE FLOOR
- F. STAFF COMMUNICATIONS
- G. BUSINESS
 - 1. Americorps: Projects discussion
 - 2. 2011 meeting dates list
 - 3. Conflict of interest forms
 - 4. Update of County Sustainable Land Development Plan Review (R. Villarreal; P. Roy; S. Noss)
- H. SUBCOMMITTEE REPORTS
 - 1. Food Production and Land Use Subcommittee (S. Noss, chair; S. Warshawer; S. Hooper; T. McCarty; R. Villarreal)
 - 2. Assessment Subcommittee (P. Roy, chair; M. Winne; K. Mortimer; C. Rose; T. Rodriguez; R. Villarreal; B. Sopoci-Belknap)
 - 3. Education and Outreach (R. Villarreal, chair; T. McCarty; D. Lynch; B. Sopoci-Belknap)
 - 4. Resource and Development (T. Rodriguez, chair; S. Hooper, P. Roy)
 - 5. Procurement (P. Roy, chair; T. Rodriguez; S. Shepherd; R. Villarreal)
 - 6. Food Conference Ad Hoc Committee revival (T. McCarty, chair; M. Winne; S. Noss; C. Rose; S. Hooper)
- I. ITEMS FROM THE CHAIR
 - 1. Next meeting day one week earlier due to Thanksgiving
- J. ITEMS FROM THE COUNCIL
- K. ADJOURNMENT

Next Meeting: November 18, 2010

NOTE: All meetings of the council are open to the public. Persons with disabilities in need of accommodations, contact the City Clerk's office at 955-6520, five (5) working days prior to meeting day.

CITY CLERK RECORDED 02/21/2011

**INDEX OF
SANTA FE CITY AND COUNTY
ADVISORY COUNCIL ON FOOD POLICY
THURSDAY, OCTOBER 28, 2010**

ITEM	ACTION TAKEN	PAGE(S)
A. CALL TO ORDER		1
B. ROLL CALL	Quorum	1
C. APPROVAL OF AGENDA	Approved	1
D. REVIEW AND APPROVAL OF MINUTES September 23, 2010 Minutes and Field Notes	Approved Approved	1-2
E. COMMUNICATIONS FROM THE FLOOR	None	2-3
F. STAFF COMMUNICATIONS	Discussed	3
G. BUSINESS (Possible Action Items)		
1. AmeriCorps: Projects discussion	Discussed	3-4
2. 2011 meeting dates list	Discussed	4
3. Conflict of interest forms	Discussed	4
4. Update of County Sustainable Land Development Plan Review (R. Villarreal; P. Roy; S. Noss)	Discussed	4
H. SUBCOMMITTEE REPORTS		
1. Food Production and Land Use Subcommittee (S. Noss, chair; S. Warshawer; S. Hooper; T. McCarty; R. Villarreal)	Discussed	4-5
2. Assessment Subcommittee (P. Roy, chair; M. Winne; K. Mortimer; C. Rose; T. Rodriguez; R. Villarreal; B. Sopoci-Belknap)	Discussed	5
3. Education and Outreach (R. Villarreal, chair; T. McCarty; D. Lynch; B. Sopoci-Belknap)	Discussed	5-6
4. Resource and Development (T. Rodriguez, chair; S. Hooper, P. Roy)	Discussed	6-7
5. Procurement (P. Roy, chair; T. Rodriguez; S. Shepherd; R. Villarreal)	Discussed	7
6. Food Conference Ad Hoc Committee revival (T. McCarty, chair; M. Winne; S. Noss; C. Rose; S. Hooper)	Discussed	7-9
I. ITEMS FROM THE CHAIR		
1. Next meeting day one week earlier due to Thanksgiving November	Discussed	9
J. ITEMS FROM THE COUNCIL	Discussed	9
K. ADJOURNMENT & Next Meeting November 18, 2010	Adjourned 11:03 a.m.	9

**SANTA FE CITY AND COUNTY
ADVISORY COUNCIL ON FOOD POLICY
1222 SILER ROAD, SANTA FE, NM 87501**

THURSDAY OCTOBER 28, 2010

A. CALL TO ORDER

A regular meeting of the Santa Fe City and County Advisory Council on Food Policy was called to order by Chair Katherine Mortimer, on this date at approximately 8:42 a.m. at the Angel Depot, Conference Room, 1222 Siler Road, Santa Fe, New Mexico.

B. ROLL CALL

Roll call indicated the presence of a quorum as follows:

Members Present

Katherine Mortimer, Chair
Steve Warshawer (arrived later)
Steve Shepherd (represented by Becky Beardsley)
Pamela Roy
Carol Rose
Mark Winne
Denise Lynch
Tony McCarty
Sarah Noss, Vice Chair
Sherry Hooper
Renee Villarreal
Bianca Sopoci-Belknap

Members Absent

Terrie Rodriguez (excused)

Staff Present

Rubina Cohen

Others Present

Ralph Vigil, Santa Fe Youth Food Cadre
Matthew Young, Santa Fe Youth Food Cadre
Lucy River, for Drew Tolchin, Social Enterprise Associate/RDC
Charmaine Clair, Stenographer

C. APPROVAL OF AGENDA

Ms. Roy moved to approve the Agenda as presented. Ms. Hooper seconded the motion and it passed by unanimous voice vote.

Ms. Lynch and Ms. Noss entered the meeting at this time.

D. APPROVAL OF MINUTES and Field Trip Notes –September, 2010

Suggested changes for minutes are summarized as follows:

- Zwieback delivered to Road Runner Food Bank in Albuquerque because Road Runner had transportation. Distribution was a big issue for farmers that wanted to sell. They don't have their own transportation and couldn't take that amount of product.
- The South Mountain bulletin- farmhands were paid very little and no offices were in the southern part of the county to apply for SNAP. The SNAP office was only located in Santa Fe and they had no way to apply in Santa Fe. Ms. Rose said farmhands could apply in Moriarty. She called and was told it wouldn't matter. Ms. Rose agreed to call the Moriarty office and Ms. Villarreal said she would let everyone know.
- The third to the last bullet about the grant received by Zwieback Farm should be indicated as the
- A suggestion was made to list lessons learned in terms of challenges and solutions.
- A suggestion was under Assessment; to standardize the questions farmers were asked.

Chair Mortimer said the notes were less formal than the minutes and could be a working document and could be continued to change.

Ms. Roy moved to approve the Minutes of September 18, 2010 as amended. Ms. Rose seconded the motion and it passed by unanimous voice vote.

Ms. Rose moved to approve the Field Trip Notes as amended. Ms. Sopoci-Belknap seconded the motion and it passed by unanimous voice vote.

E. COMMUNICATIONS FROM THE FLOOR

Ms. Beardsley said she ran the DWI program for Santa Fe County and prior to that the indigent fund. She had worked with some food policy and was familiar with the board process and would try to assist with the process on the resolution.

Mr. Warshawer entered the meeting at this time.

Ms. River said she represented Drew Tolchin, owner of Social Enterprise Associates under contract with RDC (Regional Development Corporation) to do a study on food clusters.

Ms. Noss said part of what RDC worked on was the bio fuels issue. She said Mr. Tolchin met with her about getting better food into the hospital and his work was complementary to that of the FPC (Food Policy Council.)

Mr. Warshawer said Mr. Tolchin was awarded an RBOG (Regional Business Opportunity Grant) grant. He said one area was to evaluate the northern New Mexico value added food sector with a focus on assessment. He said a study attempted to vitalize and coordinate leadership in the northern New Mexico value added sector.

Chair Mortimer asked for a copy of Mr. Tolchin's scope of work to help orient the Food Policy Council.

Mr. Warshawer suggested that Ms. River let Mr. Tolchin know Chair Mortimer requested that the Food Policy Council review the documents in the development state and would like to provide feedback.

F. STAFF COMMUNICATIONS

Ms. Cohen said Assessment and Procurement work was moving forward. A resolution would be introduced to Santa Fe County November 30 at their meeting. She said they look at locally produced and farmed/ranched products for Santa Fe and getting those into senior centers and moved forward into public and private entities.

She thanked everyone for their input and said she, Ms. Roy, Ms. Villarreal and Ms. Noss met with Commissioner Holian who said the topic was her #1 issue.

She said the Assessment Committee submitted a grant to the McCune Foundation for \$10,000, separate from the \$5000 they had given.

Ms. Cohen said there would be a roundtable discussion of what each person took from the conference. She prepared notes from various workshops and was listing her recommendations of how ideas from the conference could be used.

She offered to do a presentation on how to use the intranet and would set that up after the November meeting.

Ms. Cohen mentioned that Santa Fe Community Foundation would do a Town Hall Meeting on Hunger at 10 a.m. to 12 p.m. after the next board meeting.

The committee discussed the meeting and agreed to end the November meeting early in order to attend.

Chair Mortimer asked about the November 30 meeting with BCC (Board of County Commissioners.)

Ms. Beardsley said the meeting was at 11 a.m. and presentations were after the normal business. She hoped to get Food Policy Council on the agenda by the end of the month.

G. BUSINESS

1. AmeriCorps: Projects Discussion

Those present introduced themselves.

Matthew Young said his title was Urban Food Infrastructure Coordinator Earth Care. He also worked with Chair Mortimer and the city. He said his mission was to provide knowledge and to empower citizens in the city and encourage them to save more gray water, use more renewable energy and grow more in their immediate place,

He said long term was to lay groundwork for a steering committee to begin meetings in January for a sustainability demonstration center. He said it would be a public space where everyone could learn to grow crops in a field site and would have an indoor component for domestic arts.

He said another element was to get the Community Sustainable Santa Fe website up. He said his agenda was to take resources and developments on systems as a whole. He asked that updates be forwarded to him.

He said a 10-10-10 action with over 200 community members was held to show support. He said workshops were done on urban gardening, composting, etc. He hoped to make people aware the city had rebate programs.

He said on Saturday, October 16, a flash mob was held with 100's of tourists, locals, cadres with youth allies that worked with Earth Care and others. The flash mob was a food concept with produce as props and a staged food fight where they froze for 3 minutes at a time. He provided his e-mail address mjyoung@sfnm.gov. He asked the board to send him resources.

Mr. Ralph Vigil said he was the Food Policy Sustainable Commission Coordinator with AmeriCorps/Earth Care. He said he would help to move the assessments forward and also with the Sustainability Commission.

He said his background was from the New Mexico Acequia Association working on real estate issues regarding easements, etc. He said he was from Pecos and mentored five youth in Pecos on traditional acequia agriculture to keep those traditions alive. He was Vice Chairman of the New Mexico Acequia Commission (the Governor's Commission.)

2. 2011 Meeting Dates List

The committee reviewed the 2011 meeting dates. There were no conflicts.

3. Conflict of Interest Forms

Forms were passed out.

4. Update of the County Sustainable Growth Management Plan Review (SGMP) (R. Villarreal; P. Roy; S. Noss)

Ms. Villarreal said final edits were being made to the SGMP plan. The final public hearing would be November 9 at the BCC (Board of County Commissioners) meeting at 6 p.m. She emphasized it was important to attend the public hearing for those in support of the plan as there were groups who opposed the plan that would attend.

She said the Tea Party had talked about the plan and said it took away private property rights, increased taxes and increased government spending. She said false statements and misconceptions were made about the plan and it was unfortunate that time had to be taken to respond to the allegations rather than finish the final edits.

The latest version of the plan would be on line November 1 and the link would be emailed to members.

H. SUBCOMMITTEE REPORTS

1. Food Production and Land Use Subcommittee (S. Noss, chair; S. Warshawer; S. Hooper; T. McCarty; R. Villarreal)

Ms. Noss said the subcommittee planned to meet November 12 at noon to look at a variety of land use management plans made available by Lori Porreca. The subcommittee hoped to offer options to the

commissioners on land use management and Ms. Villarreal would check to see if some management tools could be done internally at the county or if a consultant had to be brought in.

She said which tools to work on would be prioritized and brought back to the Food Council and the council would be sent an example of what was done in Utah and where the subcommittee was headed.

2. Assessment Subcommittee (P. Roy, chair; M. Winne; K. Mortimer; C. Rose; T. Rodriguez; R. Villarreal; B. Sopoci-Belknap)

Ms. Sopoci-Belknap accepted the position of chair of the Assessment Subcommittee. She said the subcommittee met on what Assessment should cover long term and three different areas were decided; community health and indicators, access and local production capacity.

She said a baseline of community health indicators hadn't been done and there was a lot of data to compile. Different organizations put together needs statements for the community and the subcommittee wanted to get the figures of food support programs, participant levels, and obesity figures in one place. She hoped to have a rough draft at the next meeting.

Ms. Sopoci-Belknap explained a handout of the subcommittee's purpose and design and said the next task was to decide what to do with the data, what the report would look like and how they could use it.

She would send the outline in electronic form and invited comments. She said it would be helpful to see the Food Production Subcommittee tools in case of duplication.

Ms. Cohen passed out a document with some health indicators and asked any updated data be sent to her.

She said a press release went out that BMI would collect data for the DOH (Department of Health) for kindergarten and third grade in 50 elementary schools.

Ms. Roy said the Health Department just released their interagency on the Obesity Prevention Plan and some of the members were a part of that interagency group and could follow up.

She said that food production was a big effort and if the infrastructure wasn't addressed- it was important and should be added.

Mr. Winne talked about the problem with data that said offices for food stamps were nearby and farm workers said there wasn't a place to apply. He hoped to get that information in to speak to the perception people had.

Ms. Sopoci-Belknap said on the producer side, they wanted to see the research like Santa Fe Alliance or the Farmers Market Institute, but they don't know the questions being asked. She said food production could be done after they gathered the information from food consumers.

3. Education and Outreach (R. Villarreal, chair; T. McCarty; D. Lynch; B. Sopoci-Belknap)

Ms. Villarreal said the Food Council's input was still needed. She said it was hard to synthesize it into what the Food Council does and they had to be careful how they said what it was they do. She wanted to simplify what was said so it made sense to the average person.

Suggestions are summarized as follows:

- On #2, *delivering* an opportunity was discussed and members discussed the appropriate word and decided on fostering.
- The words *opportunity and choice* were discussed. The idea was opportunity for producers and choices for consumers and made more sense when the phrase was read. The committee wanted words that represented not just those members at the table but the community and flyers or the website would have words to pull people in so people wanted to learn more. The words were said to be a strategy. Emphasis on how this could be done should be on education and policy shifts.
- The first sentence it was said helped people understand the "what".
- Shorter sentences; bits of information were suggested. Simplified fifth grade reading level.
- "For the city and County of Santa Fe" was said not to be necessary.
- It was suggested *through education and policy shifts* be put into the third statement.
- The idea of responsible management and that they looked toward the future, and thinking about legacy and future generations was suggested. They worked toward prosperity as another way to talk about opportunity and choice; particularly in the role of government as having a responsible role. The ideas of responsibility and legacy could be applied to natural resources as well as children.
- Building capacity as a buzz word was suggested.

Mr. McCarty reminded the Food Council that part of the job was to get away from the buzzwords and government words and use words in normal conversation. Ms. Cohen added the council should think about their own buzzwords as related to food, justice, and access and food security.

Mr. Winne suggested to delete the word *limited* from resources and said they shouldn't come from a position of scarcity.

The committee discussed using the positive and assets versus the negative and limitations.

4. Resource and Development (T. Rodriguez, chair; S. Hooper, P. Roy)

Ms. Roy said she and Ms. Noss met with McCune Foundation and were to find a match to the \$5,000 the foundation would provide. She said they met with Steve Simon Foundation who would contemplate the FPC work and get back by with them by the end of the week. She thanked Ms. Noss for bringing up the issue with Commissioner Holian of the county's intent not to provide financial assistance.

Ms. Noss said her point was a lot of time was spent looking for funding when they should have been working on food policy work. She said everyone's time was in-kind.

She said Commissioner Holien suggested the Food Council look for funding through RPA (Regional Planning Authority) made up of city and county elected officials. She said the Food Policy Council could ask for \$20,000 and it would be both a city and county provision. She said infrastructure would have to be provided at some point because the money came from GRT.

Mr. Warshawer said that was the tail wagging the dog to put infrastructure first to acquire operating assistance.

Chair Mortimer said the RPA could decide how to justify the expenditure if the Food Policy Council was clear how the money would be spent.

Mr. Warshawer said if the council had to reach that far for operations, the commitment from the city and county wouldn't go away. He thought to challenge the elected officials to put it in blood in the budget and show the consequences of not having the support would get them further.

Chair Mortimer said the Food Council had received money from the city through a competition for grant funding and had no guarantee. She said the RPA had funding from the county GRT for specific purposes. There was a possibility the Food Policy Council could receive continued funding and was better than to go through the budget process and two funding groups.

Mr. Winne agreed with Mr. Warshawer's point. He said the city/county put the onus on the Food Policy Council to find money when the city/county should be held responsible.

Ms. Sopoci-Belknap said local foundations were confused that the city/county put a Food Policy Council together that they weren't funding.

5. Procurement (P. Roy, chair; T. Rodriguez; S. Shepherd; R. Villarreal)

Ms. Roy thanked everyone for their input and support to move ahead on the resolution. She said they met with the county first and waited to hear from Commissioner Holien. She said the hope was to get on the November 30 agenda.

Ms. Roy asked that any corrections, inclusions etc. be sent to Ms. Cohen.

6. Food Conference Ad Hoc Committee (T. McCarty, chair; M. Winne; S. Noss; C. Rose; S. Hooper)

Mr. McCarty said the committee hadn't met that month but Mr. Young's presentation sounded similar to what the committee planned. He asked Mr. Young for the agenda for the 10-10-10.

Chair Mortimer said her original concept for the conference was to bring value-added food people together to discuss barriers and opportunities, to understand more and create policy to break down the barriers and problems. She said the idea had evolved to how to grow food in your yard. She thought that wasn't the Food Council's role. Ms. Sopoci-Belknap agreed.

The Food Council discussed the idea as they understood it. Mr. Winne said it was discussed as an opportunity to find out what policy barriers were to produce food, not how to grow garden at home.

Ms. Roy said that was what the Assessment work was and Chair Mortimer's statement sounded like a focus group.

Ms. Sopoci-Belknap said a conference was larger than a focus group and it sounded like two different things; if what was being discussed was putting on a larger convening as Chair Mortimer described then it should fall under Assessment.

Mr. Warshawer remembered a series of meetings with different initiatives presented that overlapped different food system initiatives. He said the original idea was to bring the groups together that competed to solve the same problems. The Food Council decided to develop an internal process, get committees working and develop goals and then bring groups together toward the common goal. They tried to get the activists, themselves, moving in the same direction and on the same page.

Ms. Noss agreed. She said Simon Foundation said it was hard to know what everyone was doing and she said there was opportunity to bring the activist together and include the funders.

Ms. Sopoci-Belknap asked if both could come together to discuss what work the Food Council had done and bring people together that tried to meet the needs. She said rather than just coordinating everyone they could work together to get a bigger picture.

Ms. Cohen clarified the idea the Procurement committee developed. She said there was a component of how to grow food in a garden, how to get the community excited and then present some issues around policy. She said they thought instead of a policy conference it should be about things people would be excited about and then the issues could be introduced.

Chair Mortimer said the original discussion wasn't about the involvement of the larger community. She questioned if they were trying to do too many things.

Chair Mortimer asked if there could be consensus that the conference should focus on coordination of those involved in the food systems, mostly nonprofit; to coordinate the work and look at overlap and identify gaps and look at funding to get a nonprofit piece of the food delivery system.

Mr. Warshawer said RDC would get subgroups together in the value-added sector. Their focus was narrow and the Food Policy Council was much broader. He thought there was opportunity to provide leadership by bringing together other bodies.

Ms. Sopoci-Belknap talked about not duplicating Dreaming New Mexico, but ultimately she said the difference was the Food Policy Council had to bring assessment to people.

Ms. Roy said the bigger piece was their Santa Fe City/County work was in a larger food system and what they talked about was being discussed in a broader community by state and national foundations and government opportunities. She said they had to think about how to participate in that and be strategic.

Mr. Winne said he remembered they talked about a focus because of people's interest in growing back yard and community gardens without coordination. He was in favor of promoting more local food production.

Ms. Noss said a good outcome would be what other players were doing would be exposed; how they interlinked and where the gaps were.

Mr. Warshawer said three different tracks were discussed; one was urban agriculture of what could be done and the barriers. He said among the broader movement with the competition of groups etc., how leadership could be brought to the process. He said the concern of Dreaming New Mexico II should be rebranded to Working New Mexico to talk about how the groups doing the work could get together to help one another.

He said the third piece was the regional version of a community food security coalition that was a year or so down the road.

Mr. McCarty said he would go back to the committee and bring back ideas. He invited anyone who wanted, to join the committee.

I. ITEMS FROM THE CHAIR

Chair Mortimer said the November meeting would be one week earlier.

J. ITEMS FROM THE COUNCIL

Mr. Winne said he read about a list of proposals of business ideas being reviewed by the Economic Development Review Committee who had \$165,000 in grants to give. He saw two requests related to food; Santa Fe Tea Company and the Santa Fe Green House Productions to fund a feasibility study for a startup company for the building of commercial green houses for food production.

He said the Food Policy Council should be aware of this process and weigh in on them and it could be a good opportunity to support.

Ms. Villarreal talked about the New Mexico Food Alliance Conference on November 17 in Albuquerque. She read their purpose to address food safety issues to create an integrated food safety system. She asked if there was an interest for members to attend.

She asked the Food Council to consider a social food gathering for the holidays.

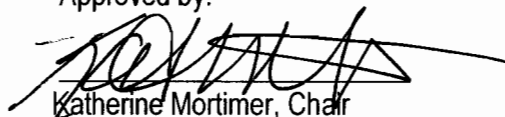
Ms. Villarreal said she would like a tribal representative in the future because there were tribal groups that do that and the Food Policy Council was missing that piece.

Ms. Sopoci-Belknap mentioned the Traditional Agriculture Conference on November 5-6 at Northern and said she would send information.

K. ADJOURNMENT & NEXT MEETING: November 18, 2010

Having no further business to discuss the meeting was adjourned at 11:03 a.m.

Approved by:

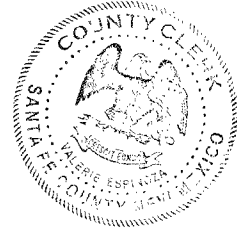


Katherine Mortimer, Chair

Submitted by:

Charmaine Clair

Charmaine Clair, Stenographer



COUNTY OF SANTA FE)
STATE OF NEW MEXICO) ss

FOOD POLICY ADV COUN
PAGES: 12

I Hereby Certify That This Instrument Was Filed for
Record On The 21ST Day Of February, 2011 at 03:53:56 PM
And Was Duly Recorded as Instrument # 1627369
Of The Records Of Santa Fe County

Deputy *Marille [Signature]* Witness By Hand And Seal Of Office
Valerie Espinoza
County Clerk, Santa Fe, NM

SFC CLERK RECORDED 02/21/2011