



# Agenda



Santa Fe City and County  
Advisory Council on Food Policy  
Thursday March 25, 2010  
8:30 to 10:00 a.m.  
Angel Depot Conference Room  
1222 Siler Road, Santa Fe, NM

CITY CLERK'S OFFICE

DATE 3-18-10 TIME 8:48

SERVED BY Katherine Martin

RECEIVED BY [Signature]

- A. CALL TO ORDER
- B. ROLL CALL
- C. APPROVAL OF AGENDA
- D. APPROVAL OF MINUTES – January 28 and February 25, 2010
- E. COMMUNICATIONS FROM THE FLOOR
- F. STAFF COMMUNICATIONS
- G. BUSINESS (Action Items)
  - 1. Update on Staffing (P. Roy; S. Hooper; S. Warshawer; K. Mortimer)
  - 2. Update of County Sustainable Development Plan Review (R. Villareal; P. Roy; S. Noss)
  - 3. Review of 2009 Accomplishments (S. Noss)
- H. SUBCOMMITTEE REPORTS
  - 1. Food Production and Land Use Subcommittee (S. Noss; S. Warshawer; S. Hooper; T. McCarty; J. Lopez)
  - 2. Assessment Subcommittee (M. Winne; P. Roy, chair; K. Mortimer; C. Rose; T. Rodriguez; R. Villarreal)
  - 3. Education (R. Villarreal, T. McCarty)
  - 4. Resource, Development and Outreach (T. Rodriguez, chair; S. Hooper)
  - 5. Procurement (T. Rodriguez; P. Roy; S. Shepherd)
- J. ITEMS FROM THE CHAIR
- K. ITEMS FROM THE COUNCIL
- L. ADJOURNMENT

Next Meeting: April 22, 2010

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SFC CLERK RECORDED 02/21/2011

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SANTA FE CITY AND COUNTY  
ADVISORY COUNCIL ON FOOD POLICY**

**Thursday, March 25, 2010**

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A. CALL TO ORDER			1
B. ROLL CALL		Quorum	1
C. APPROVAL OF AGENDA		Approved	1
D. REVIEW AND APPROVAL OF MINUTES January 28, 2010 and February 25, 2010		Approved	1-2
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G. BUSINESS (Action Items)			
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3. Education and Development (R. Villarreal, T. McCarty)	Discussed		6-7
4. Resource and Outreach (T. Rodriguez, chair; S. Hooper)	Discussed		7
5. Procurement (T. Rodriguez; P. Roy; S. Shepherd)	Discussed		7-8
I. ITEMS FROM THE CHAIR		None	8
J. ITEMS FROM THE COUNCIL		Discussed	8
K. ADJOURNMENT & Next Meeting	April 22, 2010	Adjourned 10:28 a.m.	8
Minutes of the Santa Fe City and County Advisory Council on Food Policy		March 25, 2010	0

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

**THURSDAY, MARCH 25, 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 Katherine Mortimer, Chair on this date at approximately 8:30 a.m. at the Angel Depot, Conference Room, 1222 Siler Road, Santa Fe, New Mexico.

**B. ROLL CALL**

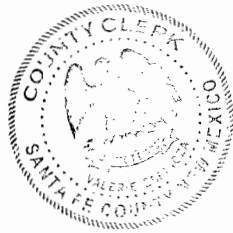
Roll call indicated the presence of a quorum as follows:

**Members Present**

Katharine Mortimer, Chair  
Sherry Hooper  
Tony McCarty  
Sarah Noss  
Terrie Rodriguez  
Pamela Roy  
Steve Shepherd  
Steve Warshawer  
Renee Villarreal  
Mark Winne

**Members Absent**

Julie Anna Lopez (resigning)  
Carol Rose (excused)



**Staff Present**

**Others Present**

Rubina Cohen  
Denise Lynch  
Charmaine Clair, Stenographer

COUNTY OF SANTA FE )  
STATE OF NEW MEXICO ) ss  
FOOD POLICY ADV COUNC  
PAGES: 11  
I Hereby Certify That This Instrument Was Filed for  
Record On The 21ST Day Of February, 2011 at 11:07:38 AM  
And Was Duly Recorded as Instrument # 1627304  
Of The Records Of Santa Fe County  
Witness My Hand And Seal Of Office  
Valerie Espinoza  
Deputy \_\_\_\_\_ County Clerk, Santa Fe, NM

**C. APPROVAL OF AGENDA**

*Under Resources*, Ms. Noss would talk about funding.  
*Under Items from the Council*, Ms. Roy would provide a federal update.  
*Under Communications from the Floor*, Ms. Denise Lynch would be introduced.

**Ms. Hooper moved to approve the Agenda as amended. Ms. Rodriguez seconded the motion and it passed by unanimous voice vote.**

**D. APPROVAL OF MINUTES – January 28, 2010 and February 25, 2010  
January 28, 2010**

Ms. Villarreal requested the language in the following be changed:

REC. CLERK RECORDED 02/21/2011

The last sentence in the first paragraph changed to: *Ms. Villarreal said the memo and resolution was presented to the County Commissioners etc...*

The second paragraph be replaced with: *"Ms. Villarreal said the resolution was procedural and wouldn't involve financial resources. The resolution passed in the end but the commissioners wanted clarification concerning the financial impact to Santa Fe County. She said she considered writing a memo to explain it."*

The third paragraph, second sentence changed to: "The resolution had been edited at the County Legal Department and the result grammatically wrong....etc.

The last sentence same paragraph was requested to say "...the assessor approved the initial language."

The 7<sup>th</sup> paragraph sentence "Ms. Villarreal said Commissioner Anaya" ...etc., be changed to "Ms. Villarreal said the Commissioner was concerned that a staff person would need to work on what was set forth in the resolution full time. Staff indicated that this was not the case."

The last sentence, same paragraph should say "She would wait to see if any information would need to be provided to the commission."

**Ms. Hooper moved to approve the Minutes of January 25, 2010 as amended. Mr. Shepherd seconded the motion and it passed by unanimous voice vote.**

**February 25, 2010**

**Ms. Rodriguez moved to approve the Minutes of February 25, 2010 as presented. Ms. Villarreal seconded the motion and it passed by unanimous voice vote.**

#### **E. COMMUNICATIONS FROM THE FLOOR**

Ms. Denise Lynch said she attended the meeting to see if her talents could help move the Food Policy Council process forward. Anything that had to do with sustainable Santa Fe and those issues were a concern to her. She provided information about herself to the committee.

She was born and raised in New Mexico and had a background in the restaurant business. Her grandmother started the Pink Adobe. She had owned Maria's for a short time and also ran the restaurant at the Galisteo Inn. She currently did private catering in the Galisteo basin and was in film school. She was learning to put things on the Internet and would like to promote Santa Fe in a cultural way. She and Ms. Noss knew it other since they were young. She had worked legislature for the last two years to get a feel of what was going on in Santa Fe. She was active in Galisteo and went to a lot of the meetings and knew a lot of people and thought that could be useful to the Food Policy Council.

Ms. Lynch said she would observe the meeting to see if it was a good fit. She said she wanted to know more about the Food Policy Council's Mission Statement.

#### **F. STAFF COMMUNICATIONS**

There were none.

**G. BUSINESS:**

1. Update on Staffing (P. Roy; S. Hooper; S. Warshawer; K. Mortimer)

Chair Mortimer welcomed Ms. Rubina Cohen. She said the interview group was impressed with Ms. Cohen's energy and dedication to sustainability and thought her business background and work in outreach and PR (public relations) would be beneficial.

Ms. Cohen thanked everyone for the opportunity. She said she was impressed with everyone she met and this also fulfilled her own mission and vision in life. She looked forward to working with everyone and excited about getting the board where they wanted to be in terms of mission and vision. She said the outlined items fit what she wanted to accomplish as well.

She said she owned a business consulting with various clients, small businesses and nonprofits mainly in public relations and marketing. She had a career working with the mass transit district and had formed advocacy groups to promote mass transit, walking, hiking etc. She had worked with the Chamber of Commerce and as a Marketing Director for the Economic Development Corporation in Los Alamos. She had also worked with Tierra Concepts, a home builder and several other project based clients in New Mexico. She was on the board of Las Cumbres Community Service and volunteered with Jarrod's House.

Ms. Cohen left the room while the committee discussed her hire.

Chair Mortimer said the interview group thought Ms. Cohen's skills and expertise in advertising, marketing and outreach was needed by the Food Policy Council. She said she had worked with Ms. Cohen previously and saw her bring her upbeat positive energy to everything she did.

If there would be conflicts with other jobs held by Ms. Cohen was brought up. Ms. Cohen's energy was thought a plus and because she had other commitments she would stick to her defined scope of work. Ms. Cohen was new to the food policy and there could be a learning curve on the substance of the committee's work though not on the process, procedures and relationship aspects. She had experience in advocacy, was highly organized and thought to fit in well.

Ms. Hooper said she would review the contract to ensure a periodic review was included.

**Ms. Roy moved that Rubina Cohen be hired as the half time, on contract staff person for the Food Policy Council. Ms. Noss seconded the motion and it passed by unanimous voice vote.**

Chair Mortimer congratulated Ms. Cohen on her new position.

2. Update of County Sustainable Development Plan Review (R. Villarreal; P. Roy; S. Noss)

Ms. Villarreal said the community workshops would continue through next week. The first CDRC (County Development Review Committee) public hearing would be April 8. She said a lot of work had to be done to edit

and she would try to find the best process to incorporate the feedback. Recommendations from staff would be compiled and include public issues that had been raised.

Ms. Roy asked if there was a point it would be best to check on the process.

Ms. Villarreal replied the best thing would be to show support for the public hearings. She said Ms. Roy should review the document if she hadn't, to decide if she liked it or not. She said overall many of the chapters were strong but wasn't sure how the zoning map would connect with the code.

Mr. Winne said he read Chapter 4, Agriculture and Ranch. He asked if food was mentioned anywhere else.

Ms. Villarreal said she recalled Economic Development discussed food. The Land Use section also addressed the need for agricultural preservation. She said it was a problem to connect the chapters because different people and consultants had worked on each section and the issue would be continuity.

Mr. Winne said ideally there should be a comprehensive statement of what the food system should look like. He was pleased there was a lot of reference to food security but wanted more discussion of food and food systems throughout the document.

Ms. Villarreal asked him to review other chapters where those connections could be made and they could discuss it further. She said there was still time; two public hearings were required for the CDRC and two for the BCC (Board of County Commissioners.)

Chair Mortimer said she kept the issue on the agenda as an action item in case suggestions needed to be adopted.

Mr. Winne asked if Ms. Cohen could bring herself up to speed on the process and look over some of it.

Ms. Noss said she would give a copy of the memo and an attachment of the Year Review to Ms. Cohen. She said she went through Chapter 4, with the memo and thought most of the points had been included.

### 3. Review of 2009 Accomplishments (S. Noss)

Ms. Noss said she hoped the committee had a chance to glance at the review and asked them for any changes. She said it was time for the Food Policy Council to make their presentations to the City Council and the Board of County Commissioners (BCC.) She had attached the recommendations on the County Sustainable Development Plan to the review. She suggested the memo that preceded the resolution be attached.

The committee discussed how the review would be presented to City Council; the meeting dates for the BCC and City Council; and the best date to present the review. It was agreed the presentation to City Council would be made April 14 at 5 p.m. and to the BCC April 27 at 10:00 a.m.

The presentations were discussed. A community member was suggested to do the presentation. Members were encouraged to attend to show community support and interest. A meeting was planned prior to the presentation of those involved, to script out the presentation and points that should be made. Ms. Noss, Mr. Winne and Ms. Cohen agreed to meet on April 1 to discuss the presentation.

Mr. Shepherd asked Ms. Noss if she would do the presentation.

Ms. Noss agreed. She thought brief statements could be made by the head of each subcommittee and a pitch for budget could be made by the Resource and Development and Outreach.

The committee discussed what to name the report. It was agreed the report would be called the Annual Progress Report for the Santa Fe Food Policy Council.

Mr. Warshawer asked if the report could be kept simple; it could later be used as a springboard. Mr. Shepherd suggested a member do the presentation and introduce Ms. Cohen at that time.

The committee agreed Ms. Noss would present to the City Council, Ms. Hooper would be the co-presenter. Mr. Shepherd would introduce for the County. Chair Mortimer would be present as staff and Chair.

## **G. SUBCOMMITTEE REPORTS**

### **1. Food Production and Land Use Subcommittee (S. Noss; S. Warshawer; S. Hooper; T. McCarty; J. Lopez)**

Ms. Noss said a 2010 work plan was presented the previous month. A decision was made to work on procurement issues and each subcommittee would take on different parts. She said each subcommittee should review the work plan and it would be discussed by the Food Policy Council as a whole.

Ms. Hooper suggested notes should be taken from the strategic planning session in the summer to put together a solid plan. She said Ms. Cohen had skills that could help the committee get organized.

Ms. Noss said the committee could combine efforts and move forward if they agreed on procurement. She said the Procurement Subcommittee could guide the others how everything would fit together.

The next meeting would have the item on the agenda. Mr. Winne agreed to outline the steps in the Assessment Committee Report.

### **2. Assessment Subcommittee (M. Winne; P. Roy, Chair, K. Mortimer; C. Rose; T. Rodriguez; R. Villarreal)**

Mr. Winne said the Assessment Subcommittee met with a focus on procurement. Data would be gathered to see what was bought, by whom and the regulations that governed it, etc. From an assessment point they wanted to see what was needed, the current state of procurement and the potential for supply and demand.

Bianca with Earth Care worked on surveys of what people were eating and their needs from an individual or household perspective and procurement as a demand and supply issue in Santa Fe County.

Mr. Warshawer said it seemed to be an ongoing series of supply type assessments. He asked how many times that had to be done and in how many ways, until something was usable across a range of applications. He wanted to know the Food Policy Council's role.

Chair Mortimer said the committee should look at what studies existed and what those studies had.

Mr. Warshawer said step one was to research existing assessments and another was about scale and supply. He wanted the Food Policy Council to declare scale neutral and insist on that as an underlying piece of supply assessment.

Ms. Roy said the other part was to decide where a region was. She said if procurement was looked at as a major issue, they would look at large institutions purchasing goods. She said not all of the small to medium-size farmers could adequately supply certain institutions. She thought it would be helpful to ask big growers in the southern part of the state what their markets were and if they were interested in a market closer to home.

Chair Mortimer talked about another approach where the scale was appropriate to the commodity. She gave an example of having enough tomatoes within 100 miles that would be the area. With bananas it would be outside of the state or even the country. She said it made sense to look at the commodity.

Mr. Winne asked the committee for sources of data on who was buying. He said it would be helpful to know about the farmers who came to the Farmers Markets in Santa Fe; were they large enough to sell outside of direct retail channels or could they scale up in response to demand. He would also track the Farmer's Market Association work.

Mr. Warshawer said he looked at the issue as a metaphor like a bridge. The food security access problem was the river and buyers were on one side and producers on the other. He said they were trying to build a bridge that connected them and that was a process. He said a list of farmers that wanted to scale up could be given but would have little to do with a process being created to make it happen. He thought it important to decide what their niche was.

Chair Mortimer said the committee was determining enough to recommend policy to the Santa Fe City and County about how procurement rules and regulations could be changed. She said recommendations could also be made to the school districts. The Food Council should know enough about supply to be smart about how the changes could be made. Mr. Winne added they also needed to know more about infrastructure.

Mr. Warshawer said there was a fine line between someone that made things happen versus a group that gathered information to guide policy recommendations to support those in the business of trying to make things happen.

Chair Mortimer said those were the discussions the Food Council wanted but couldn't have until data was gathered. She said that was what the Assessment group would do; procurement would help guide what was gathered and where they stopped. She said there would be a sense of what was needed from the different groups in the next month.

### 3. Education and Development (R. Villarreal, T. McCarty)

Ms. Villarreal said she wanted to know the next steps to move forward with food assessment, who to target and how the process would work.



Mr. Winne said when they met Thursday they could talk afterwards and he would bring them up to speed on assessment. He said it would be helpful to review existing regulations or legislation in Santa Fe as well as other cities and states where procurement regulations were changed to favor locally produced food.

Ms. Villarreal said she and Mr. McCarty had brainstormed ways to look at promoting what the Food Policy Council did (Exhibit 1.) She said the main questions were: who they were, what they did and how they could be a resource. She said they talked about ways to piggyback off of existing efforts. One she found interesting was for the next film series to present what was being done by the Food Council.

Mr. McCarty said also it came out how the Food Policy Council could be a resource to the community. He said they had discussed 10 minute presentations and two opportunities had been mentioned that day.

He said another mandate was to coordinate efforts of existing local entities geared to an event that could be planned by the Food Council with support of everyone involved in the processes. He thought if they could tie together what everyone was doing, that would bring a lot of people to the event and get the information out fast.

Chair Mortimer suggested the committee brainstorm groups that would be good to invite in and when to have them. She said the Farmers Market Association and Bioneers(?) would be a good start.

Mr. Warshawer said he saw a change in intent in the education components. He and Mr. McCarty discussed the change.

#### 4. Resource and Outreach (T. Rodriguez, Chair; S. Hooper)

Ms. Hooper said she and Ms. Roy were finishing a proposal to the city that would be delivered that afternoon. She said much of the work could be translated to others. The next opportunity would be the Santa Fe Community Foundation later next month.

Mr. McCarty said the Community Foundation changed their process and would shop the grants to their donors before they went through the grant process. He said that was a perfect opportunity for anyone who knew of someone with a fund and interested in food.

Ms. Rodriguez said the Community Foundation took the applications that came in and let the donors see them. She thought that increased the opportunity for people to get funding and gave the donor more information.

Ms. Roy suggested the Food Council go to the New Mexico Community Foundation. She liked the idea to give them information for their donor directed funds because of their local donors interested in food projects.

The committee discussed next year's funding, meetings with Commissioners and coordination of those who would want to attend.

#### 5. Procurement (T. Rodriguez; P. Roy; S. Shepherd)

Ms. Roy said priority was how to approach assessment and the various activities over the next year. The subcommittee wanted to tie the Food Policy Council work around procurement with the state piece. She said the

State Food Policy Council open meeting was in June and she hoped to have a procurement person do a presentation. She also hoped to have Senator Keller there to learn how the Food Policy Council could have him take the procurement issue back to the legislative session and how to benefit from that.

Chair Mortimer said at the next meeting the subcommittee would have met and brainstormed ideas about how the other groups could help. She said all of the resources would have to be brought into the one topic to get it done.

**J. ITEMS FROM THE CHAIR**

There were none.

**K. ITEMS FROM THE COUNCIL**

Ms. Roy said the Food Policy Council had passed the Child Nutrition Authorization Farm to School. Their request was for \$50 million mandatory over five years. Senator Udall co-sponsored Senator Leahy's bill, Farm to School Act. Senator Bingaman's office was supportive but had specific questions and they were being answered. She said they made sure the Santa Fe Food Policy Advisory Council's name was on sign on letters in support of the bills. The three state congressmen and two senators were asked for support for both the House and Senate bills.

She said the Agriculture Committee on the Senate side wanted to create a funding source of \$40 million over ten years. She said the next thing would be to work on the farm bill to see if money could be added to the initiative.

The committee discussed the programs and money.

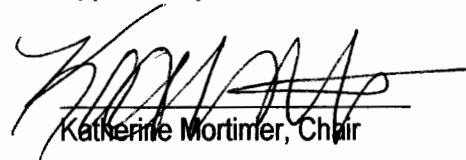
Mr. Winne suggested the next meeting's agenda have a review of other federal programs. He said that would be useful to know. Ms. Roy agreed to put something together in a summary.

**L. ADJOURNMENT & NEXT MEETING: April 22, 2010**

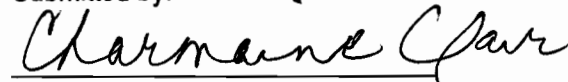
**Ms. Rodriguez moved to adjourn the meeting. Mr. McCarty seconded the motion and it passed by unanimous voice vote.**

*Having no further business to discuss the meeting was adjourned at 10:29 a.m.*

Approved by:

  
Katherine Mortimer, Chair

Submitted by:

  
Charmaine Clair, Stenographer

## Community Outreach and Education Subcommittee Brainstorming Session Notes from March 16, 2010

### Need to education the public on three main points:

- Who we are
- What we do – what projects we work on
- How we can be a resource

### *Education component:*

- Piggy back on existing food related events – example: Do a short presentation about FPC or relate work to an appropriate movie through Santa Fe Farmers Market Institute film series
- Coordinate community efforts
  - Community Farm, Carolyn Stephenson – currently working with schools on projects at the farm
  - Cooking with Kids, Lynn Walters
  - Citizens Schools/DeVargas Middle School
  - Community Gardens
  - Slow Food Group
  - Santa Fe Mountain Center
  - Childhood Obesity Prevention
    - NM Dept of Public Health
    - Association of Counties
  - Seasonal crop redistribution (fruit, etc.)
    - School/church kitchens
    - Food processing/distribution
  - Conservation Trust Education
  - Policy work around issues that arise/impede projects
- Locate existing programs/projects to present at FPC & accept leadership roles

### *Outreach/Marketing:*

- Create a PR campaign for Radio & Print media
  - Did You Know (food facts)
  - Hutton Broadcasting
  - Local Flavor magazine
  - Edible magazine
  - Green Fire Times
- Build FPC as a community resource utilizing other established entities
  - E-blast from Santa Fe Alliance
  - NM Food & Agriculture Policy
  - Other sources?