



Agenda



**Santa Fe City and County
Advisory Council on Food Policy
Thursday April 22, 2010
8:30 to 10:00 a.m.
Angel Depot Conference Room
1222 Siler Road, Santa Fe, NM**

CITY CLERK'S OFFICE

DATE 4-14-10 TIME 11:4

SERVED BY Katherine Ma

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- A. CALL TO ORDER
- B. ROLL CALL
- C. APPROVAL OF AGENDA
- D. APPROVAL OF MINUTES –March 25, 2010
- E. COMMUNICATIONS FROM THE FLOOR
- F. STAFF COMMUNICATIONS
- G. BUSINESS (Possible Action Items)
 - 1. Report from Presentation to Santa Fe City Council (S. Noss)
 - 2. Plan for County Presentation(s)
 - 3. Update of County Sustainable Development Plan Review (R. Villareal; P. Roy; S. Noss)
 - 4. Report on Member Survey and Work Plan (R. Cohen)
- 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 and Outreach (R. Villarreal, T. McCarty)
 - 4. Resource and Development (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: May 27, 2010

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CITY CLERK RECEIVED 02/21/2011

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

Thursday, April 22, 2010

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SFC CLERK RECORDED 02/21/2011

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

THURSDAY, APRIL 22, 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 8:46 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
Carol Rose
Denise Lynch
Tony McCarty
Sarah Noss
Terrie Rodriguez
Pamela Roy
Steve Shepherd
Steve Warshawer
Renee Villarreal
Mark Winne

Julie Ann Lopez resigned

Staff Present

Rubina Cohen

Others Present

Charmaine Clair, Stenographer

Members Absent



COUNTY OF SANTA FE)
STATE OF NEW MEXICO) ss

FOOD POLICY ADV COUNCI
PAGES: 10

I Hereby Certify That This Instrument Was Filed for
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Deputy Marcella [Signature])
Witness My Hand And Seal Of Office
Valerie Espinoza
County Clerk, Santa Fe, NM

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.

D. APPROVAL OF MINUTES –March 25, 2010

Page 4, 2nd paragraph, second sentence should read to “determine whether the working committee's recommendations were incorporated.”

Same paragraph, last sentence should say “wasn't sure how the plan would connect with the code.”

Ms. Hooper moved to approve the minutes as amended. Ms. Rose seconded the motion and it passed by unanimous voice vote.

Ms. Noss entered the meeting at this time.

E. COMMUNICATIONS FROM THE FLOOR

There were none.

F. STAFF COMMUNICATIONS

Ms. Cohen said it was going wonderfully. She was received well in a space that she could function and do her work. She was reading up on the background and minutes from the previous year and supporting documents including the County Sustainable Plan. She said it was invigorating and exciting and she was having a great time learning about everything.

G. BUSINESS:

1. Report from Presentation to Santa Fe City Council (S. Noss)

Ms. Noss said the presentation was given to city council on Wednesday. She said Councilor Wurzbarger picked up on the diabetes and overweight statistics in Santa Fe County and asked the Food Policy Council to do everything possible to address the issue.

She thought getting healthy food into senior centers etc. should have been mentioned etc. as what procurement was about. She said Ms. Roy had written a response but wasn't sure where that stood. Ms. Cohen replied she received the email and the report would be turned into a formal response.

Chair Mortimer said Councilor Wurzbarger had focused on childhood diabetes but thought she would be interested in adult diabetes as well.

Ms. Roy said at some point they should invite city councilors to schools, senior centers, etc. to engage them in that and get ideas from them; and the press could be done around it also.

Chair Mortimer said in the presentation the tie could be made clearer. She said Councilor Wurzbarger might have thought the procurement of fresh fruits and vegetables had more to do with promoting the food system.

Ms. Noss said the next presentation would be at the Board of County Commissioners on the 27th.

Ms. Rodriguez entered the meeting at this time.

2. Plan for County Presentation(s)

Chair Mortimer said one reason their packet's included the presentation made by Ms. Noss was that was put together after the food council had discussed the things the city wanted to hear from the most. She said they had been asked what their role was in relationship to the service and the city council should be reminded about that.

She said the food council could say they had an opportunity to clarify in their minds what that relationship was and lead into what a Food Policy Council was.

Mr. Winne asked if there was an official way to communicate more frequently as a regular written update.

Chair Mortimer said city council could be sent things and things could be put into their box and they could go before them more frequently. Mr. Rodriguez added it wasn't a bad idea to do something quarterly.

Ms. Roy said they talked about their work on a sustainable food system and gave a lot of attention to poverty and hunger statistics. She said there should be a way to balance that to bring out more agriculture tied to Santa Fe. She thought they gave a presentation focused on hunger and low income, etc. and should keep explaining what a whole system was. She was left feeling that they hadn't explained it all. She said it was hard to show the things most important to the Food council and why.

Mr. McCarty said the statement on the website tied everything to making fresh, affordable food available to low income residents and thought that was an excellent description.

Chair Mortimer said they hadn't referred city council to the website. She said it could be put in an email update and they could click on it.

Mr. Rodriguez said one thing heard from Councilor Wurzbarger's comments was city council wanted to see how things tied in to what was hitting them now; childhood diabetes, childhood obesity, nutrition statistics. She said they should paint the big picture, but hit those things in the forefront, now.

Mr. Winne said part of their job was to continually educate the public and policy makers and that started with a consistent message.

Ms. Rose said the mayor was interested in economic develop tied to the creation of jobs.

Chair Mortimer said when city council heard the food council talk about the food system, which was heard more than their work on the health issues. She said that could be expanded to how that supported and grew farmers and the steps of processing, storage, distribution and the restaurants and outlets.

Ms. Hooper said she wouldn't want to lose sight the Food Policy Council was started because of hunger and poverty in Santa Fe or to get away from the education of that.

Chair Mortimer said how those things were mutually related could be shown; without a healthy food system fresh foods couldn't be produced.

Ms. Rose agreed with Ms. Hooper's comments and thought they should be included in the way she stated.

Mr. Winne asked for the report to be posted on the website. He thought a series of topic page should be developed.

Ms. Hooper suggested there should be the key messages so everyone said the same thing. She said that was one of Ms. Cohen's strengths.

Ms. Cohen said politicians said the same things over and over. She said the food council should come up with that strategy so the Food Policy Council's messages said over and over were used by the politicians in the food council's words.

Ms. Noss agreed to do the presentation.

Ms. Lynch mentioned a documentary at the White Sands Film Festival called *Feeding Santa Fe*. She said the movie would be powerful. She would find out the filmmaker's name.

Steve Warshawer and Steve Shepherd entered the meeting at this time.

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

Ms. Villarreal said the second public hearing for the County Development Review Committee was that night at six. A third public hearing for them would be held next week on Thursday, May 6 at six.

4. Report on Member Survey and Work Plan (R. Cohen)

Ms. Cohen said an email was sent to everyone with questions on how the member thought they contributed to the food council and the organization they represented. She said organization and coordination of the food council had been discussed and she asked where they thought gaps were or what tools might be missing.

She asked anyone who preferred a communication method other than email, to let her know.

She said had created a work plan for April and sent it to Ms. Roy and Chair Mortimer. She provided the committee with a general list of what she worked on:

- Developed knowledge of the food council's history; read through resolutions, meeting minutes, memos, and current documents.

- Gathered individual feedback on areas to be organized and how each saw their role.

- Updated the website on members, meeting dates and times; removed outdated information and replaced with relevant information.

- Met with various committees to discuss their next step.

- Read through the County Sustainable Land Develop Plan. She asked the committee for any information that would feed her knowledge. She said she had gleaned information from the meeting for May.

G. SUBCOMMITTEE REPORTS

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

Ms. Noss said the resolution passed by the county in January was back on the agenda because the language had been fixed in the last paragraph.

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

Mr. Winne said he wanted to get Ms. Cohen up to speed on the work assessment and Bianca from Earth Care had questions about their role and they met informally. He said two things emerged; one, they had decided to focus on purchasing and procurement for the larger Food Policy Council. The Assessment Committee would still take a bigger look at the area food system and would still focus on procurement but would use the opportunity to tell a bigger story about the food system. He said they thought it provided a better context for understanding procurement, food economy, agriculture, a variety of programs and needs that they wouldn't get with focus on procurement regulations, etc.

He said Ms. Cohen would gather existing data and reports of what was out there. He said from that work would be done with Earth Care for a more in depth, local survey on household, mapping in the community, where the food stores were and if access was equitably distributed.

Ms. Cohen said they had 30 days to bring information back for the committee. She said she had three goals; one to identify a source to help build the map, using the data Earth Care had. She assigned that to two committee members. She said going through the data to get the sources and making relevant to the issues and the two segments they talked about; government and households. She said it was talked about for the Business Alliance to do food and fuels and to get more information about the Farm and Restaurant Program and their goals and who they worked with and targeted.

She said the last goal was to come up with the scope and questions to ask in the focus group/survey and determine what they wanted to ask and what information they wanted to gather.

Ms. Villarreal suggested the report be sent to the rest of the subcommittee to make them aware of the duties outlined. Some data had to be compiled and could be sent by email.

Mr. Winne said it would be helpful to have an intern in terms of being hands on and out in the community and getting information that was time consuming. He asked for that to be followed up with, as well as to contact Farm to Table.

Chair Mortimer talked about Earth Care's application to AmeriCore and the city's four allocations to Sustainable Santa Fe. She said one of those could be assigned to the Food Policy Council in the fall.

Mr. Winne said he tried to understand where the responsibility around the procurement issue began and ended. He understood the Assessment Committee would look at the demand side and asked if that would be done also by the Procurement Committee.

Chair Mortimer asked for the Procurement Committee Report at that time.

5. Procurement (T. Rodriguez; P. Roy; S. Shepherd) (Revised Agenda order)

Ms. Roy said the idea was to build on each other but coordination was a good idea.

Ms. Rodriguez said they had hoped to see the demand from senior services and where they purchased from but hadn't had much success. She said the other piece was how the city and county were able to work the state purchasing agreement to give preference to or spend more money to acquire local foods. They would meet right after the Food Policy Council meeting.

Ms. Roy said beneficial from a procurement initiative would be to test activities over a period of months and be an example pilot project around purchasing local. She said other people were coming to the meeting to talk about how they purchased locally and that tied into the farming community and what the pros and cons were.

Mr. Winne said he was interested in how much the state, city and county bought. He then wanted to go further to the entire community. He asked if that could be segmented.

Ms. Roy said the Assessment Committee could help with the bigger picture; procurement's focus was on senior centers and schools and at all other places that procurement took place.

Ms. Cohen said the overlap and coordination was important for the committee to take steps to talk to people about purchasing. Some of the work Mr. Winne talked about was being done by the Procurement Committee and should be shared with the Assessment Committee.

Mr. Winne said there were other places in the county or city but wouldn't be covered by the pilot approach. He thought it was better to get it all together.

Ms. Roy said Procurement was focused on senior centers and the summer meal program. She said as long as they coordinated the discussion; their goal was to feed that into Assessment.

Ms. Cohen said it made sense Assessment would go out to get the larger picture but Procurement would be contacting the same people and she thought Mr. Winne's point was for the efforts to be combined.

Ms. Roy said Procurement could talk about things the Assessment team could help with.

Ms. Cohen replied she could be the liaison. She clarified Procurement would take information they received and create a target and work on influencing that group. Assessment would work on crafting the larger picture and when Procurement was ready to choose a new target, that information would be gathered for the next step.

Chair Mortimer said another piece was the justifications, the *whereas*.

Ms. Cohen said she had written at the top of the outline what the committee's work was. She thought it would be helpful for each committee to state what they would work on and if overlap, other committees would know.

She read her committee's work statement and said the statement talked about how it tied in with the other committees.

Ms. Rose said the statement talked about household consumption and government. She suggested *institutions* be used instead because jails, schools, hospitals were mentioned.

Mr. Winne said he sent members a publication report from the CDC (Center for Disease Control.) He said it ranked the states in fruit and vegetable consumption, obesity data and if there were Farm to School programs, programs to develop retail food stores and if they had a Food Policy Council. The idea the Food Policy Council talked about was now being talked about at the national level in terms of programs and policy of things that contributed to a healthy community.

Suggestions for a press release to highlight that point and get the word out about the Food Policy Council and to have a list of places and ways to buy local and that it be on the website were made.

3. Education and Outreach (R. Villarreal, T. McCarty)

There was no update. Ms. Lynch asked to join the Education and Outreach Subcommittee and was welcomed.

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

Ms. Hooper said they got a proposal to the city and Ms. Roy did the presentation to the Human Services Committee. Ms. Rodriguez said letters were sent out that \$10,000 was received.

Ms. Roy said she and Mr. Shepherd worked on the County. Santa Fe Community Foundation was due May 24.

Ms. Noss said around the county money, Commissioner Holian made it sound like there wasn't much and had suggested the food council look at the RPA (Regional Planning Authority.) She asked what the hope would be for the next fiscal year and was told it was slim.

Ms. Rodriguez said it was in the interest of the food council to remind the county they signed the resolution to support them.

Chair Mortimer said it would be good to have the resolution that put the food council together as a reminder. Mr. Shepherd said the actual money was in FIR.

Ms. Rodriguez said she had asked the money not be mentioned because she put it into the budget but it would be a bad idea to mention it to the county.

Ms. Roy said the question was where Mr. Shepherd was in the current fiscal year. Mr. Shepherd replied they were about half way through the budget process and it would end around May 30 but the budget could be changed into June.

Ms. Noss asked what was at stake if county funding wasn't received.

The committee discussed funding that came from the city funding (\$10,000) and the city grant (\$10,000.) The current contract with the city would end September 1 and cash flow was why county funding was important. The grant was thought to run from July 1 through June 30 and was \$10,000.

Chair Mortimer thought they should go after another grant because the actual budget was more like \$30,000. Mr. Winne said when the presentations were made, in-kind contribution of the members should be emphasized and a rough value given.

J. ITEMS FROM THE CHAIR

There were none.

K. ITEMS FROM THE COUNCIL

Ms. Roy thanked Ms. Lynch for becoming part of the food council.

Ms. Hooper thanked Ms. Noss for standing up at city council for the Food Policy Council.

Ms. Noss said the Santa Fe Film Series would end on May 19 at 7 p.m. The movie to be shown was about the food stamp program and featured how Santa Fe film makers had tried to live on the food stamp budget; local people were also interviewed.

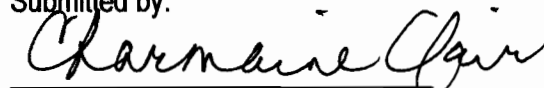
L. ADJOURNMENT & NEXT MEETING: May 27, 2010

Having no further business to discuss the meeting was adjourned at 10:07a.m.

Approved by:


Katherine Mortimer, Chair

Submitted by:


Charmaine Clair, Stenographer