



Agenda



Santa Fe City and County
Advisory Council on Food Policy
Thursday May 27, 2010
8:30 to 10:00 a.m.
Angel Depot Conference Room
1222 Siler Road, Santa Fe, NM

CITY CLERK'S OFFICE

DATE 5-19-10 TIME 10:2

SERVED BY Robert Siquero

RECEIVED BY [Signature]

- A. CALL TO ORDER
- B. ROLL CALL
- C. APPROVAL OF AGENDA
- D. APPROVAL OF MINUTES –April 22, 2010
- E. COMMUNICATIONS FROM THE FLOOR
- F. STAFF COMMUNICATIONS
- G. BUSINESS
 - 1. Letter to Councilor Wurzbarger in Response to her Comments (P. Roy, R. Cohen & K. Mortimer)
 - 2. Plan for Response to County Comments
 - 3. Update of County Sustainable Development Plan Review (R. Villareal; P. Roy; S. Noss)
 - 4. Report on Lessons Learned from British Procurement Experience (M. Winne & P. Roy)
- 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 (June mtg.)
- K. ITEMS FROM THE COUNCIL
- L. ADJOURNMENT

Next Meeting: June 24, 2010

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CITY CLERK RECORDED 02/21/2011

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

Thursday, May 27, 2010

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B. ROLL CALL	Quorum	1
C. APPROVAL OF AGENDA	Approved	1
D. REVIEW AND APPROVAL OF MINUTES April 2, 2010	Approved	1
E. COMMUNICATIONS FROM THE FLOOR	None	2
F. STAFF COMMUNICATIONS	None	2
G. BUSINESS (Possible Action Items)		
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2. Assessment Subcommittee (M. Winne; P. Roy, chair; K. Mortimer; C. Rose; T. Rodriguez; R. Villarreal)	Discussed	8
3. Education and Outreach (R. Villarreal, T. McCarty)	Discussed	4-6
4. Resource and Development (T. Rodriguez, chair; S. Hooper)	No report	8
5. Procurement (T. Rodriguez; P. Roy; S. Shepherd)	Discussed	2-3
I. ITEMS FROM THE CHAIR	None	8
J. ITEMS FROM THE COUNCIL	Discussed	8-9
K. ADJOURNMENT & Next Meeting	June 24, 2010	Adjourned 10:26 a.m. 9
Minutes of the Santa Fe City and County Advisory Council on Food Policy	May 27, 2010	0

SFC CLERK RECORDED 02/21/2011

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

THURSDAY, MAY 27, 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
Carol Rose
Denise Lynch
Tony McCarty
Terrie Rodriguez
Steve Shepherd
Steve Warshawer
Renee Villarreal
Mark Winne

Members Absent

Sherry Hooper (excused)
Sarah Noss (excused)
Pamela Roy (excused)

Staff Present

Rubina Cohen

Others Present

Alexa Schirtzinger, Santa Fe Reporter
Charmaine Clair, Stenographer

C. APPROVAL OF AGENDA

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

D. APPROVAL OF MINUTES –March 25, 2010

Page 7, 4th paragraph from bottom should read “Ms. Rodriguez said she had asked the money not be mentioned...but it would be a good idea to mention it to the county.

Ms. Rodriguez moved to approve the minutes as amended. Mr. McCarty seconded the motion and it passed by unanimous voice vote.

E. COMMUNICATIONS FROM THE FLOOR

Alexa Schirtzinger said she was a staff writer with the Santa Fe Reporter. She said she was there because she wanted to stay on top of food policy issues.

F. STAFF COMMUNICATIONS

Ms. Cohen gave an update on her work plan. A summary follows:

- In May she met with the Education and Outreach Committee to determine goals and tasks. The committee would report later.
- She researched data for the Assessment Committee on existing information on a national, state and county level.
- Grants were being formulated; one for Santa Fe Community Foundation for \$10,000. A copy would be sent to members on what was submitted. A preliminary application for Frost Foundation was being worked on and due June 1.
- She continued to gather information from various Food Policy Council members and would submit a write up once she talked with everyone. She said it was wonderful to see how engaged and committed members were to the Food Policy Council and to learn where they needed help.
- She worked on the website and could now get into the administrative areas to make changes. She would update members of the food council by the end of the month.
- She continued to meet with committees and had two to go. She said she had talked to Mr. Warshawer about the next step for the Food Production & Land Use Committee and would share that later.
- Based on comments, she was creating an intra-net as a place the food council could go to get documents and pertinent things such as the meeting minutes, the subcommittee minutes, document drafts and data gathered. She said it was free through Google and members would be able to edit, sign and have access to everything. A calendar of all food related events in the community had been discussed, where members would be able to see events and could add events to the site. The Outreach Committee would try to attend as many events as possible.
- She planned to identify more funding sources.

Mr. Shepherd asked to make a change to the Agenda. He moved that the Procurement Subcommittee Report be presented. Mr. McCarty seconded the motion and it passed by unanimous voice vote.

H. SUBCOMMITTEE REPORT (Revised Agenda Order)

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

Mr. Shepherd said a staff member had listed everything by item that the El Dorado Senior Center purchased for the year through April. The list would continue through the year. He said the report would be sent to everyone and he would get information about the jail.

Ms. Rodriguez said she printed the sheets Mr. Shepherd had, in order to determine how much the city bought. She thought they had the same vendors and she brought reports for Cisco, Zanos, Andrew Jaramillo, Ben E. Keith, Shamrock, etc. for the last year and said they could pull one. She asked if similar purchases to the county should be found to compare.

Mr. Winne said it would be useful to have the total number of food as long as it wasn't prepared foods. He said they wanted to work with local sourcing and in other things as well.

Ms. Cohen said Assessment wanted to look at the larger number to come up with findings that could be shown to leaders for spending, purchasing or procurement. She said Procurement wanted to state specific things like the county should buy more of... or increase the purchase of apples, etc. She said Procurement could determine what they wanted to ask the city and county and pull specific information.

Mr. Winne said two things would probably be talked about; one was a local source of food. He said there were benefits to buy locally and would be great to have a quota or percentage established for locally grown food. He said the city could set a goal and that could represent how much volume and impact the additional dollars had in the local economy.

He said meals prepared locally created jobs and had an impact on the economy, etc. He said another way to talk about local as an example, was if vendors as part of their contract had to source 20% of local ingredients.

The committee talked about the current issue with chile.

Ms. Rodriguez said she wanted Procurement to give her ten things to pull from the reports that she could ask to be grown locally.

Ms. Lynch suggested going top end and bottom end with a hierarchy. She said recipes with a variety could be used as the structure.

Ms. Rodriguez said they should match the county and she would look for those same items. Mr. Shepherd added it could be limited to things that could be reasonably bought.

G. BUSINESS

1. Letter to Councilor Wurzburger in Response to her Comments (P. Roy, R. Cohen & K. Mortimer)

Chair Mortimer said the Food Policy Council sent a letter to specifically address comments Councilor Wurzburger made about childhood obesity and diabetes.

Ms. Cohen said the letter was based on an email sent by Ms. Roy about what the food council was doing and how the requests could be done.

Mr. Winne said a version of the letter would be useful to send with the report to elected officials that had federal and state jurisdiction over Santa Fe County. He said it could acquaint the officials with the work of the food council and could go into their accomplishments. He suggested the letter be done on a regular basis as an update and that it be sent to all members of the city council, county commission, state representatives and senators and the two US senators and member of congress.

Ms. Cohen said the Outreach and Education Subcommittee discussed making the presentation by Ms. Noss accessible to the public and a goal was to put the video on the website. She said the written format could be turned into a personal letter and could direct them to the website.

Mr. Winne moved that a letter be prepared to all elected officials to include Santa Fe County districts and jurisdictions, to update and make them aware of the Food Policy Council. Ms. Rose seconded the motion and it passed by unanimous voice vote.

Ms. Rose said her husband hosted a weekly radio show on KSFR that talked to different organizations in the community. She said he looked for someone for Thursday's show. Ms. Cohen agreed to do the show and prepare questions to be asked.

The committee talked about local shows with Vicki Pozzebon, the Chamber of Commerce and the Home Builders.

Ms. Lynch offered her assistance with dialogue etc. for the show. Mr. Winne volunteered Ms. Roy to assist Ms. Cohen.

2. Plan for Response to County Comments

Ms. Cohen said questions had been asked that should be responded to in a similar manner as Councilor Wurzburger's. She said specifically, what the Food Policy Council was doing on community gardens was asked and if they promoted the gardens that existed and public participation or if another community garden should be started to bring attention to the Food Policy Council.

Mr. Warshawer entered the meeting at this time.

H. SUBCOMMITTEE REPORTS (Revised Agenda Order)

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

Ms. Cohen said Education and Outreach (subcommittee) had discussed the issue. They wanted to create a directory of community gardens and provide access on the website and show where gardens existed, who could participate, etc. She added they wanted to include CFA'S (Community Farm Associations) and get involved with that as well.

Mr. Warshawer said Amy Hettinger was the head of a Community Gardener's Association that tried to organize themselves and each other. Ms. Hettinger was a liaison to different community gardens and would have information on them.

Ms. Villarreal said a press release with a Do You Know information sheet was discussed. It could be on the county/city website to show available community gardens and provide access information and would cover what was asked and be more effective.

Ms. Rodriguez said the Master Gardener's Club was a nonprofit that had classes and does a lot of that. She said she would meet with them that morning; they looked for sites to do a demonstration garden. She talked about a

site that was started the previous year that was cleaned up by kids from Youth Works. She said the club wanted something more accessible, larger and flatter for a demonstration site.

She said Sustainable Santa Fe had requested \$250,000 from the city to do a demonstration garden. She said she included in her proposal she would give space in front of the teen center for a garden, if Sustainable Santa Fe was given money.

Mr. Winne asked if a comprehensive list of community gardens could be pulled together.

Mr. McCarty asked if Ms. Hettlinger could be volunteered to be on the subcommittee. He saw a bigger opportunity with the interest in childhood obesity and community gardens. He said schools had closed and property was available. He said kids would be available in the summer and should be outside getting exercise. Instead of just promoting it was an opportunity to look at who had control of all of the pieces. He liked the idea the teen center addressed multiple issues.

The committee talked about the schools that were closing and what would happen to the sites.

Mr. McCarty asked if there was an opportunity to get councilors and commissioners involved. He said after the master list was put together there could be money for national childhood obesity and on the state level they were very interested. He said it would be a good project. He said it could be combined with the neighborhood programs. Kids would be out helping those who were unable to grow food or pick fruit or could help others in need, like the elderly on a fixed income.

Mr. Warshawer said one challenge was to make it happen site by site and another challenge was to make it happen agency by agency.

Mr. McCarty thought that was how to get city councilors and commissioners involved. He said a staff position could be created to do that. He said sooner or later people had to put their money and energy behind what they talked about.

Mr. Winne said McCarty talked about connecting a lot of dots. He thought the time was right to sponsor a one day Grow Santa Fe Conference and bring in the different interests around local, small scale urban/community farming and gardening. They could learn what the issues and challenges were, where the sites were and who was doing what. He said they could connect the dots so people saw how their interest might align with a youth group or school program or elderly center etc., and provide an opportunity for better coordination.

Chair Mortimer said that could be accomplished with the Green Building Conference in early October. She said the classrooms would be cheap to add and there would be days all of the classrooms wouldn't be needed.

The committee discussed a conference. Mr. McCarty said a conference was planned a year from February and could be moved up. Ms. Cohen thought it made sense to do the conference sooner because money was available and schools would be closing.

Mr. Winne said a conference in late fall would position them to push for the 2011 gardening season. The topic in February would be tougher. Mr. McCarty said they could put out an email and invite everyone's ideas.

Ms. Lynch suggested if there was an opportunity in the fall, the soil would have to be prepared and would be when the gardens need to be started. She said they should stay with the process of gardening as people were taught, so it wasn't just harvest.

Mr. Winne said the Food Policy Council's role was two things; to coordinate the work of those involved in the food system and secondly to influence policy. He said people could be brought in that were involved in the work. He said without a focal point they should step into their role as coordinator and look for policy recommendations from them and then the potential policy needs could be conveyed to the powers that be.

Mr. McCarty said Ms. Lynch mentioned in the subcommittee she hadn't understood the terms, etc. The subcommittee agreed the jargon should be taken out. He said there should be talking points that made sense to everyone. He said the first was to improve the rules and make local food affordable for everyone.

Mr. Shepherd said a breakdown of some of the barriers and restrictions was another. He said a big barrier to the community issue was water and the government would have to help.

Mr. McCarty added that another issue everyone was involved in was food recall. He said the talking points should be leading to make people curious enough to ask questions. He suggested for the radio show that each member take an issue to wordsmith to have a point of departure for the interviewer to ask questions of Ms. Cohen.

He said the calendar of food events idea was an example. They could explain why that was important to the Food Policy Council; so a member could go to an event and could be given an opportunity to speak. He said that would build the food council's identity.

Ms. Lynch asked the structure for the questions on the radio event.

Ms. Cohen said it should be broad with a few talking points but should have dialogue and conversation. The talking points could lead into the questions.

G. BUSINESS

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

Ms. Villarreal said her thought after the budget meeting on Tuesday was there would not be funding from the county.

She said the final draft for the Sustainable Land Development Plan was planned for public release on June 10. A final public hearing for the County Development Review Committee would be on Thursday, June 24 at 6 p.m. and public hearings would be held for the Board of County Commissioners in July. She said on the website were the proposed recommendations, the comments received from the public, the revision changes made and she hoped by June 10, the revised draft.

4. Report on Lessons Learned from British Procurement Experience (M. Winne & P. Roy)

Mr. Winne said he and Ms. Roy were in Britain for two weeks and had the opportunity to talk with other food activists around Great Britain, London, Oxford and Wales.

He said in Britain procurement wasn't just a way to get local or better food in schools. He said their idea was that procurement could raise a lot of opportunities to provide positive outcome by the use of public procurement strategies. Historically procurement had been thought about in cost; not whether food was produced sustainably or locally.

He said the Brits advocated how to capture more benefits out of procurement and used the term *responsible procurement*. He said thought should be given to what was wanted: food that was fresh, seasonal, and local. He said beyond those attributes; would farmers, vendors, and processors pay living wages; was food produced using genetically modified seed; would the farming enterprises support animal welfare practices.

Mr. Winne said they should think about the contribution to local economy and jobs if more food was sourced, processed and distributed locally and what could be done to develop food skills locally and training opportunities.

He said Santa Fe had made a significant contribution and commitment to living wages and what would it mean if all products Santa Feans bought had at least some of those requirements. The next level could be contracts that stipulated living wages; fair trade practices had to apply, etc.

Mr. Winne provided examples of school systems in Scotland, Wales and England that employed some of the criteria: 50% of each meal must be locally sourced; 30% should be from organic sources; classroom education on food farming etc. should be promoted. He said it led to a decrease in miles the food traveled, an economic multiplier of \$260,000 in one year for local economy and higher student satisfaction with school meals. He said the cost had increased with the criteria but was about 15 to 20 cents additional per meal.

Mr. Warshawer said his concern was that was ideological. He said the challenge was to create an ideological picture that wouldn't just shift the burden from one group to another. He thought in US culture it would take more money and work from the farmers.

He said the idea made sense in the UK or Europe where there was a different culture and cost were shared through a society. He said the challenge was to bring the ideology of a new set of food attributes back through the supply chain so everyone in it was treated equitably and the political cost was understood as opposed to it being an economic cost.

Chair Mortimer said it was understandably more complex but how it could be done should still be looked at. She talked about city purchases and how the prices for local could be increased to be borne by those who benefited.

Mr. Warshawer said the important thing about what Mr. Winne presented was that schools and children were a better accessible place to affect culture change and make statements about impact and cost.

Mr. Winne said this was another set of criteria and worth considering how they conducted public education. He said unless other values could be elevated and made part of the public discourse, they would be stuck with status quo.

H. SUBCOMMITTEE REPORTS

1. Food Production and Land Use Subcommittee (S. Noss; S. Warshawer; S. Hooper; T. McCarty; J. Lopez)
The committee hadn't met and there was no report.

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

Ms. Villarreal showed a map of what the county worked on. She explained the green stars were grocery and convenience stores. The data was based on GIS locators that captured the street, the address and proximity. She said she started with Bianca's original list for the type of store and researched Google and the phonebook for stores she remembered.

She said this was a start and pieces were missing that had to be determined. She asked that members contact her with places they knew.

Ms. Rose offered a list of vendors in the county, where they were and the total amount of food sold.

Mr. Winne suggested the income be included.

Ms. Cohen said each action had been updated. She said the committee would hold off on the focus group and formulate specific things they wanted to focus on.

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

There was no report.

I. ITEMS FROM THE CHAIR

Chair Mortimer said she would not be at the June meeting. She asked that Ms. Noss be contacted about chairing the committee for June.

J. ITEMS FROM THE COUNCIL

Ms. Villarreal said her next approach would be a formal memo to indicate what had been presented and the reasons the Food Policy Council was important. She said the memo would ask for funding support so the food council's work could be continued and would formally state that the food council still had to function.

She said she would start internally to see if there were discretionary funds or funds related to departments with the ability to match. She hoped to have the memo ready the following week.

Chair Mortimer said the memo should let the county know the city put up \$10,000.

Mr. Winne suggested language that could be used: the growth in food policy councils nationwide, the interest of the US Department of Agriculture, and the benefits and movement. The Food Policy Council was proud to be a part of that and would be unfortunate not to be.

Ms. Lynch asked if there was literature that could be recommended to the public of where to go for more education on the subject.

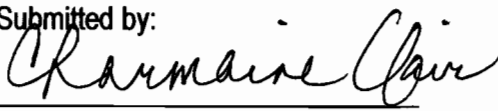
Mr. Winne said the website *foodsecurity.org* had more information.

K. ADJOURNMENT & NEXT MEETING: June 24, 2010
Having no further business to discuss the meeting was adjourned at 10:26 a.m.

Approved by:

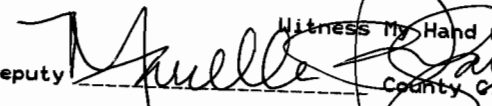

Katherine Mortimer, Chair

Submitted by:


Charmaine Clair, Stenographer

COUNTY OF SANTA FE) FOOD POLICY ADV COUN
STATE OF NEW MEXICO) ss PAGES: 11

I Hereby Certify That This Instrument Was Filed for
Record On The 21ST Day Of February, 2011 at 03:26:32 PM
And Was Duly Recorded as Instrument # 1627363
Of The Records Of Santa Fe County

Deputy  Witness My Hand And Seal Of Office
Valerie Espinoza
County Clerk, Santa Fe, NM

