



Agenda



Santa Fe City and County, Advisory Council on Food Policy
February 26th, 2015
9AM-11AM

Angel Depot Conference Room, 1222 Siler Road, Santa Fe, NM

CITY CLERK'S OFFICE

DATE 2/18/15 TIME 3:18r

PREPARED BY Sue Perry

APPROVED BY [Signature]
5 minutes

- A. CALL TO ORDER
- B. ROLL CALL
- C. APPROVAL OF AGENDA February 26, 2015
 Prioritization Agenda Order
- D. APPROVAL OF MINUTES – January 22, 2015
- E. COMMUNICATIONS FROM THE FLOOR *2 minutes/person*
- F. PRESENTATIONS/TRAINING:
 BJ Pheiffer, Greenhouse Grocery, The Santa Fe Community Coop *15 minutes*
- G. STAFF COMMUNICATIONS
- H. INITIATIVES AND ACTIONS *1 hour 15 minutes*
 - 1. Policy Committee
 - a. Food Plan Committee
 - i. Meeting update
 - b. Food Production and Land Use Committee
 - i. Meeting update
 - c. Procurement
 - d. Education and Outreach
 - i. Meeting update
 - e. Governance Committee :
 - i. Meeting update
 - f. State & National Issues
 - 2. Executive Committee

I. ITEMS FROM THE CHAIR *5 minutes*

J. ITEMS FROM THE COUNCIL *5 minutes*

K. ADJOURNMENT

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Next Meeting: March 2015

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

THURSDAY, FEBRUARY 26, 2015

ITEM	ACTION TAKEN	PAGE(S)
A. CALL TO ORDER		
B. ROLL CALL	Quorum	1
C. APPROVAL OF AGENDA/Prioritization of Agenda	Approved	1
D. APPROVAL OF MINUTES – January 22, 2015	Approved	1
E. COMMUNICATIONS FROM THE FLOOR	Discussed	2
F. PRESENTATIONS/TRAINING BJ Pheiffer, Greenhouse Grocery, the Santa Fe Community Co-Op	Discussed	2-4
G. STAFF COMMUNICATIONS	Discussed	4-5
H. INITIATIVES AND ACTIONS		
1. Policy Committee		
a. Food Plan		
i. Meeting Update	Discussed	5-6
b. Food Production and Land Use Committee		
i. Meeting Update	Discussed	6-7
c. Procurement	Discussed	7
d. Education and Outreach		
i. Meeting update	Discussed	7-8
e. Governance Committee		
i. Meeting Update	Discussed	8
f. State & National Issues	Discussed	8-9
2. Executive Committee	Discussed	9
I. ITEMS FROM THE CHAIR	None	9
J. ITEMS FROM THE COUNCIL	Discussed	9-10
K. ADJOURNMENT	Adjourned at 11:05 a.m.	10

**SANTA FE CITY AND COUNTY
ADVISORY COUNCIL ON FOOD POLICY
1222 Siler Road, Santa Fe, Nm 87501**

THURSDAY, FEBRUARY 26, 2015

A. CALL TO ORDER

A regular meeting of the Santa Fe City and County Advisory Council on Food Policy was called to order by Susan Perry, chair on this date at approximately 9:00 a.m. at the Angel Depot, Conference Room, 1222 Siler Road, Santa Fe, New Mexico.

B. ROLL CALL

Roll call indicated a quorum as follows:

Members Present

Susan Perry, chair
Tony McCarty, vice chair
Patricia Boies
Cydney Martin
Katherine Mortimer
Susan Odiseos
Pamela Roy
Lynn Walters (arrived later)
Mark Winne

Members Excused

Erin Ortigoza
Steve Warshawer

Members Absent

Emigdio Ballon

Staff Present

Ms. Morgan Day, Coordinator

Others Present

Maria DeAndes, pending member
Lisa Martinez, Land Use Department Director
BJ Pheiffer, Greenhouse Grocery
David Sundberg, pending member
Others as listed under Communications from the Floor

C. APPROVAL OF AGENDA/Prioritization

Ms. Roy moved to approve the agenda as published. Ms. Odiseos seconded the motion, which passed by unanimous voice vote.

D. APPROVAL OF MINUTES-January 22, 2015

Mr. Winne moved to approve the minutes of January 22, 2015 as presented. Ms. Odiseos seconded the motion, which passed by unanimous voice vote.

E. COMMUNICATIONS FROM THE FLOOR

Mary Schruben from the Rancho Siringo Neighborhood Association said she is currently searching for a scientific definition of “*carrying capacity*” looking at water, land, population, energy, food, etc. She is looking at the Santa Fe Watershed and broader area of Santa Fe County. She asked the members to contact her if they could help with research areas for the definition and how the capacity is calculated and what factors are considered.

Ms. Martin suggested NMSU (New Mexico State University). She also suggested Texas Agri/Life out of Texas A&M and Texas Tech. Ms. Schruben replied she visited the NMSU website and sent them an email, but has not heard back.

Ms. Roy suggested contacting the Interstate Stream Commission and their facilitator, Rosemary Romero and the Office of the State Engineer. Ms. Schruben replied the Commission told her they do not deal with that.

Chair Perry asked Ms. Schruben to report back on her findings.

Ms. Odiseos said the Roundhouse will have a series of speakers on hunger for Moral Monday. People are invited to bring nonperishable food (15-18 ounce jars of natural peanut butter would be great) that will be given to organizations like Feeding Santa Fe. Lunch will be served with a free-will offering and proceeds will go to Feeding Santa Fe.

Ms. Day suggested as many as possible attend to show good faith.

F. PRESENTATIONS/TRAINING

- BJ Pheiffer, Greenhouse Grocery, the Santa Fe Community Co-Op

Ms. Pheiffer said the Greenhouse Grocery was developed on an old-fashioned co-op model. She said the largest and best known of state co-ops is Park Slope in Brooklyn with 43,000 people. Park Slope has 16,000 working members and most work three hours every four weeks. Sales are \$50 million.

A summary of Ms. Pheiffer’s presentation about the Greenhouse Grocery follows:

- Being considered is building a 10,000 square-foot grocery on 3.8 acres on the former Santa Fe Greenhouse land. There will be an indoor/outdoor eating area; a commercial kitchen; childcare and offices. The project will include recycled water; permaculture; geo-thermal, etc.
- Memberships are a \$100 one-time pledge per adult and an annual fee of \$25 dollars (waived for the first 400 members). There are currently at 310 members.
- The co-op is very family oriented. Features provided for children are: grow-beds; childcare; an organic frozen yogurt machine and a desk for homework. The co-op is starting work on a USDA grant and hopes Kellogg will join them. Also they are working on a cooking/nutrition/growing program with Cooking with Kids.
- A relationship has opened up with YouthWorks and Saint Elizabeth’s and the co-op hopes to train people for part-time work. The Community Foundation shared that many people want to join the co-op, but are not able to because of sixty hour work schedules or have children, etc.

- The USDA has finally realized that farmers need a market beyond the farmers markets and Greenhouse Grocery is eligible now for the USDA grant. The co-op has talked with 10 farmers who are excited about coming on board and like the co-op's mission.
- The co-op offers different types of memberships; the regular membership requires a person to pay fees and work 2 ¾ hour shifts every four weeks. A shopping membership is designed for people from outside Santa Fe; Taos, Albuquerque, Pecos, etc. and for those who visit from out of state for the summer; a member works twice and is allowed to shop 12 times. A student membership for \$35 is now available for students taking nine credits or more in a college program and there are plans for subsidies for people with modest incomes. A small grant proposal has been submitted to the McCune Foundation that has a sliding scale ranging from \$10 up to the living wage and will include food subsidies and for \$50 a month, people with low income can purchase produce. Taking SNAP (Supplemental Nutrition Assistance Program) is being considered.

Ms. Boies asked Ms. Pheiffer about the hiring of workers and the pay rate.

Ms. Pheiffer replied that workers will be paid a living wage; YouthWorks people are subsidized and are paid less. She said the co-op has a \$3.68 million additional commitment from Western Commerce Bank based on a USDA loan guarantee and working with farmers within 80 miles of the co-op. They are also in the second phase of discussions with the Community Foundation for a half million dollars, which will put them at \$4.4 million in funds of the \$5.2 million needed to open.

She said the board is working hard to have more diversity. Currently most are women her age and middle-class. The website has their bylaws and posting of minutes.

Ms. Pheiffer said the Grocery is beginning to build a relationship with La Montanita. She feels there is no reason Santa Fe cannot embrace both models; they are on different sides of the town and serve different populations and have different models. She said half a block from the Brooklyn co-op is a marketplace with fresh fish, meat, organic food and bakery and two blocks the other direction is a farmers market and 2 ½ blocks from that is a natural food store, a grocery store and a little further a Trader Joes. She said they all operate beautifully together.

Ms. Pheiffer said the co-op is hoping to work with La Familia and have touched base with the Santa Fe Community College and are happy to be working with Cooking with Kids. She said the Mayor has suggested they have vans to deliver food.

She said the Greenhouse Grocery offers a lot to Santa Fe, including a bridge of the North and South; it is affordable and family-friendly and a green space and environmentally efficient. A price comparison to other groceries was shown: the gross margin at La Montanita and Whole Foods is about 68 ½ percent with mark up on produce and meat at 100 percent. The Greenhouse Grocery's markup will be 29% across the board.

Ms. Pheiffer said one of the unique things about the Parks Slope co-op is that their entire inventory turns over almost twice a week and fresh produce goes in and out every day. She explained that an average grocery store does \$500 a square foot in sales; Parks Slope does \$6500 a square foot a year; Whole Foods does \$777 and Trader Joe's 1750 dollars.

Chair Perry asked if there is a tentative deadline for the initial opening and was told the middle of July 2016 is the current projection. She said the city is looking at adjusting the bus routes to make food available to people with poor access, especially on the south side. She suggested the co-op make use of public transportation as well as a system that is interested in flexing in that way.

Ms. Pheiffer said they also have a system in place for the senior center to make regular stops.

Ms. Martin asked how much say the co-op members will have in what is planted.

Ms. Pheiffer said Wesley James, formerly with Scarsburg Farms wants to lease their greenhouses and is interested in growing nontraditional hydroponics that is very high yield, water efficient and useful for herbs and lettuces, mushrooms and strawberries. She said people have come forward with land that the co-op could use. The co-op is interested in the food systems approach and has a farm-to-grocery model they hope to build.

Ms. Roy asked Ms. Pheiffer about grants the co-op has considered.

Ms. Pheiffer said they are looking at a community low income and partnering with Kellogg as a matching grant to mount the Healthy Kids Initiative that will have outreach to the Southside. They have a list of grants and more they want to do, but because of time they have to prioritize.

Chair Perry offered to send Ms. Pheiffer's email to everyone to keep the conversation going.

Mr. Winne asked Ms. Pheiffer to identify an area within the Santa Fe Food Plan that she thought the co-op would fit into.

Ms. Pheiffer said she will get back to the FPC after reviewing the Food Plan. Ms. Morgan said many of the goals in the co-op align with the Food Plan. She offered to discuss that with Ms. Pheiffer.

Ms. Day asked Ms. Pheiffer to talk about how she sees the balance playing out in the co-op between sourcing and procuring local ingredients.

Ms. Pheiffer said idealistically the co-op would like to source all of their food locally, but the issue is really what the farmers want and whether they are willing to scale and increase efficiency. She said additionally she has questions such as, if the hydroponics fits their farmers and if the farmers will come on board. She said at some point she is interested in a grant to have young ranchers and farmers working together; but not today. She added that Park Slope still sources 90% from UNFI (United Natural Foods Inc.) for non-perishables. She said all groceries start by using distributors and then move to local networks.

Ms. Pheiffer said they need community support and now it is really up to the community. She thanked the council for their time.

G. STAFF COMMUNICATIONS

Ms. Day said there is great committee work and they are seeing the shift of a lot of the council meeting work going to more substantive work in the committees.

Ms. Day said the chair has requested a meeting date change from March 26 to Thursday, March 19th a week earlier.

Ms. Mortimer said normally unless there would not be a quorum, the date would not be changed in order to provide consistency.

The members discussed the change of meeting dates. The consensus was to hold the meeting on March 19th with Ms. Day sending everyone a reminder.

H. INITIATIVES AND ACTIONS

1. Policy Committee
 - a. Food Plan Committee
 - i. Meeting update

Mr. Winne said first the committee proposes a tracking process with the goal to have a tool to track the progress of the Food Plan. Secondly, moving toward the annual celebration, they would like a report and a review of the progress made against the Plan.

He said they are considering a tentative event in October that will coincide with Food Day; possibly a recognition/awards ceremony to recognize people or organizations for exemplary work. They want the event if they move forward, to coincide with the Outreach and Education Committee.

Ms. Day explained that the tracking tool depends on the members to source information to go into the tool. She noted that the three main goals of the Food Plan are: getting food; accessing food; and learning about food.

She said she would send the spreadsheet to everyone. She explained that members should list relevant organizations working on a project or taking the lead; a brief description of the project; a title and a timeline (if applicable) and the date recorded and miscellaneous notes such as a press release that is planned.

Ms. Day said this will help the council understand the progress being made toward the goals of the Food Plan. She said this tool is only useful if the members review and engage and use it; not just compile information.

Ms. Walters entered the meeting during this discussion.

Ms. Day invited members to enter the information on the spreadsheet themselves. She said it would be helpful to send her the contact information of an organization with a project.

The council discussed the tool and offered suggestions: Chair Perry suggested members put in their notes and comments and Ms. Day could then fill in the gaps, etc. Ms. Walters asked that members receive the most current version of the spreadsheet prior to each meeting. Mr. McCarty asked that the communication tools be expanded to provide direction to the Outreach and Education Committee. Mr. Winne suggested there be a place to recommend an action for the updated items. He said this tool is not just to keep a record, but a way to follow up, support, or tweak, etc.

Chair Perry suggested keeping in mind action steps for some of the items. Ms. Martin said the document will help them understand what other people are doing. Ms. Mortimer suggested one strategy could be to identify areas with gaps, after they get a picture of what is happening with the Food Plan. Mr. Winne said he asked Ms. Pheiffer how she saw herself fitting into the Food Plan and that would be a good idea to do with others; this if for them to engage in the Food Plan as well. Ms. Roy suggested the actions could include: “found this gap; contacted so-and-so” so the document is not just a record, but a nationally oriented document.

b. Food Production and Land Use Committee
i. Meeting Update

Ms. Roy said the committee met to work on the County Sustainable Management Plan as it moves into the agriculture code and to work with the county. She said this is complicated and comprehensive and there are a lot of details to be considered. The county plans to hire additional assistants to mobilize communitywide conversations around the agricultural code; how it fits into the plan and how the county sees food and agriculture.

Ms. Roy said the committee is working with Ms. Mortimer to get a better understanding of the urban agriculture ordinance for the city and the relationship and the work at the county. She said there are two different documents and two different approaches to take into consideration.

Ms. Mortimer added that the idea is for consistency in how agriculture is done in populated areas, whether in the city or the county.

The council discussed suburban versus urban areas. Ms. Mortimer pointed out that technically suburban means there is urban that you would be ‘sub to’ and there is commuting.

Ms. Lisa Martinez said when thinking about larger cities that have a lot of suburbs, Santa Fe is different in that they have distinct rural towns and villages that are separate from Santa Fe. She said they do not think about having suburbs.

Ms. Roy said there is a lot of work ahead and the committee will be meeting as part of the Climate Change Task Force. She acknowledged Ms. Mortimer’s groundwork to get an idea of what fits for Santa Fe.

Ms. Day said it is important to have people at the table to implement this and specifically to direct staff, whether city or county, as they have planning discussions with Ms. Mortimer. They want to ensure that the Food Plan goals and philosophies are adopted and understood by staff as they are implemented into new ordinances, etc.

Chair Perry said one thing that comes into play is water. She said learned from Bette Booth’s presentation on community gardens that two things had been learned. One is that training is really important and secondly that a large piece of the plan was not well conceived and people were not trained.

Ms. Mortimer said the draft is not out of the committee structure yet, but there will be an educational piece. She is developing a website with information on all kinds of things that will link to additional information.

Chair Perry said she was happy to hear that. She said it would be nice if people in code enforcement could be trained to send people to that site and direct people how to do things correctly, not just fine them.

Ms. Martinez said that is the way the city does business now and has been for a while. The city asks people to comply and if in a few weeks the person is still not in compliance, a notice of violation might be issued.

She said conversation is beginning with city staff and Long-Range Planning to have updates to the city's general plan and at some point include agricultural overlay districts. Staff will present an overview of preliminary work changes to the general plan at the next Planning Commission meeting Thursday, March 19th at 6 o'clock. She suggested this might be an opportunity for the FPC to introduce their ideas and incorporate those.

c. Procurement

Ms. Roy said the New Mexico Grown Fresh Fruits and Vegetables for School Meals (sponsored by Representative Hall) went through almost every committee except Senate Finance. The House Appropriations Committee gave funds in the amount of 240,000 dollars.

She acknowledged Ms. Day for representing the SFFPC at the hearings. She said an amendment was submitted for the bill to be considered by the Senate Finance Committee and Monday they will know if the bill will move forward to Senate Finance. She said a major piece was the Public Education Department creating the structure for the bill and the funds that were awarded in November for 43 school food authorities across the state.

Ms. Day offered to send an email when she learns when the bill is scheduled in Senate Finance. She said it is essential to call members of Senate Finance and she will send them information on how to contact the Senators.

Ms. Roy said Mr. Miller is a county lobbyist and has been to every hearing in support. She said Mr. Miller offered to do a presentation for the FPC in April.

Ms. Day said it was a value-added day for the FPC members and her as a coordinator, to understand their partners and what other members are doing and how statewide work impacts Santa Fe City and County.

Mr. Winne asked if as a council body they could directly communicate to all of the legislators to remind them that both the city and the county took a position. Ms. Day replied she has done that.

Ms. Roy said the report for the New Mexico State University is being utilized as a tool and she thought there could be further work in the Food Plan down the road.

d. Education and Outreach

i. Meeting Update

Ms. Martin said the audience has been identified and will be broken into smaller pieces. The first piece will look at farmers and low income families and then look at how to reach those groups.

She said the County Commission will get a new building although it is not clear when. She said she explained to the Commission the wisdom of having a demonstration kitchen to teach how to preserve food. She said also told them that the kitchen aligns with the objectives and goals of the Food Policy Council and the diabetic cooking classes that she teaches.

Ms. Mortimer asked if the demonstration kitchen would be a commercial kitchen. Ms. Martin replied it would have to be because it is a county building, but would not be a kitchen people could rent.

Mr. Winne said the co-op mentioned a kitchen that people could lease and would be an interesting partner share.

Ms. Martin said she was asked by the Board of the Southwest Food Board Safety Alliance in Albuquerque to speak about the Food Policy Council and Feeding Santa Fe, Inc.

d. Governance Committee
i. Meeting Update

Chair Perry said she is "moving heaven and earth" and now has a positive contact. She said both positions will be filled and she appreciated Ms. DeAndes and Mr. Sundberg being present. She said she considers them members of the council and they are doing wonderful work on the committees. She hopes to have the issue resolved soon and will keep everyone up to date.

She said the Governance Committee is working on all of the mission statements and without changing the essence, Ms. Day is putting similar language and categories in them. She said they will then look at the manual in terms of relevance to the Food Plan and what the council is doing now.

Chair Perry said she knew she should retire in July because the manual dictates service. She said the council has built a wonderful infrastructure and things are more orderly and clear and everyone knows what is happening. She is writing a transition plan of the job [of chairperson] and the available support so those thinking about stepping up can make informed choices. She said thought another flavor of leadership makes a healthy organization and the council has moved in that direction with the committees.

Mr. Winne said the Governance Committee at the next meeting wants to present if there is a different way to manage the council; their organizational structure. They will present ideas that might ease the council into leadership transition and thinking ahead about new leadership.

f. State and National Issues

Mr. Winne said the new dietary guidelines are "stirring up dust" and are important and significant and controversial. He thought if the guidelines are implemented it will make a difference in people's eating behaviors in the country. He said unique in the guidelines is thinking about not only *what* someone eats, but how what they eat is produced and the impact that has on the climate. He said the most controversial item is a strong recommendation for lower meat consumption. He said he is interested in discussing that at the next meeting with the possibility of submitting the council's comments.

Ms. Day offered to share an article by Mr. Bittman summarizing a lot of the controversy in the dietary guidelines. Ms. Walters suggested that members also be sent a link to the Executive Summary.

Mr. McCarty asked what from Ms. Walters' program perspective, was controversial in the recommendations. Ms. Walters replied she thought it is a step in the right direction.

The council discussed the guidelines.

Ms. Roy suggested an ad hoc committee to come up with specific recommendations from the Food Policy Council and also for those with organizations that want to comment.

Chair Perry said she has a nutrition educator background and would like to be on the committee.

Ms. Roy thanked everyone for supporting the Farm to School Act. She said the Child Nutrition Reauthorization is at the federal level and the SNAP program is huge. The Farm to School network sent out the marker bill providing three priorities: increased funding for the USDA Farm to School Grant Program; to add things like preschool, etc.; and to look at tribal issues in school meals in regards to federal guidelines.

She said Ms. Day will send out a "sign on" that members should sign as individuals and encourage their groups to sign. She said all members have signed on as a Food Policy Council.

2. Executive Committee

Chair Perry said the committee wants to meet with Terrie Rodriguez regarding the RFP process to see if there is another category the FPC could come under so they can request additional monies. She explained there is a limit to requests for funding and the funding needs to be increased to give Ms. Day more hours.

The council discussed funding sources. Currently the FPC is under Human Services.

Ms. Roy said the Food Plan fits squarely in the Mayor's climate change work and as part of that, there might be a way to fit into that in a new category. She said a draft budget was prepared.

Ms. Roy asked if Ms. Walters and Ms. Cull would present on work done at the schools to give the council a broader perspective. Ms. Martin requested the presentation also be open to *I Can* educators. Ms. Walters replied that she could do a presentation in April or June.

I. ITEMS FROM THE CHAIR- There were none

J. ITEMS FROM THE COUNCIL

Mr. Winne said as a process comment, 15 minutes was allowed for a presentation on the agenda that lasted a half an hour. He said they should be thoughtful, particularly with outside speakers or internal presentations.

Chair Perry said she and Ms. Day make clear the 15 minutes [allotted]. She said everyone was interested in the topic and she made a conscious decision to let it go longer.

Mr. McCarty noted that if the meeting starts on time it gives them an extra 15 minutes. He suggested the meeting start exactly at nine when there is a presentation, no matter who is present.

Ms. Boies apologized for missing the January meeting and the committee meeting. She said there is a lot going on that she is involved in. She said she will again request \$25,000 for the 2016 budget this fiscal year. She is also charged with doing an annual report card for priorities within the County Health Action Plan and one is for the increased consumption of healthy food. She said she and Ms. Day will work on that.

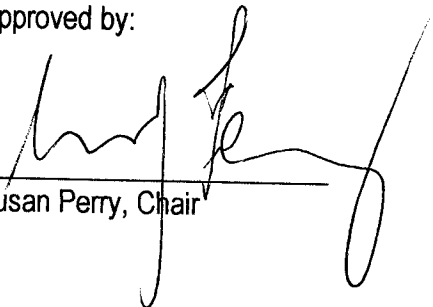
Ms. Boies said the director of the new building for Presbyterian on St. Michael's will give his view in the April Health Policy and Planning Commission on how Presbyterian fits in Santa Fe.

She was also asked to sit on the strategic planning for La Familia. She was also asked to attend a city/county meeting with City Council, the Board of County Commissioners and Mayor Gonzales, which will begin to meet routinely. She said last week's issues were economic development, water and annexation.

K. ADJOURNMENT

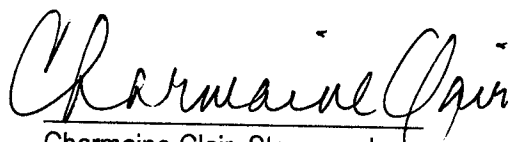
Having no further business to discuss the meeting adjourned at 11:03 a.m.

Approved by:



Susan Perry, Chair

Submitted by:



Charmaine Clair, Stenographer