



# Agenda



Santa Fe City and County, Advisory Council on Food Policy  
Strategic Planning Session  
March 4, 2016, 8 AM-12 PM  
Angel Depot Conference Room, 1222 Siler Road, Santa Fe, NM

- A. CALL TO ORDER
- B. ROLL CALL
- C. APPROVAL OF AGENDA – March 4, 2016  
*Prioritization and Agenda Order*
- D. CONSIDERATION AND FINAL VOTE ON “2015 SANTA FE FOOD PLAN UPDATE”
- E. REVIEW AND RECONSIDERATION OF COUNCIL MISSION AND VISION STATEMENTS
- F. STRATEGIC PLANNING: GOAL SETTING
- G. CONCLUDING THOUGHTS & NEXT STEPS
- H. ADJOURNMENT

CITY CLERK'S OFFICE

DATE 2/25/16 TIME 3:19r

SERVED BY Sue Perry

RECEIVED BY [Signature]

*Persons with disabilities in need of accommodation contact the City Clerk's office at 955-6520, five (5) working days prior to meeting day.*

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

**FRIDAY, MARCH 4, 2016**

<b>ITEM</b>	<b>ACTION TAKEN</b>	<b>PAGE(S)</b>
A. CALL TO ORDER		
B. ROLL CALL	Quorum	1
C. APPROVAL OF AGENDA/Prioritization of Agenda	Approved	2
D. CONSIDERATION/VOTE On "2015 Santa Fe Food Plan Update"	Approved	2-3
E. REVIEW / RECONSIDERATION: Council Mission And Vision Statements	Discussed	3-7
F. STRATEGIC PLANNING: Goal Setting	Discussed	7-8
G. CONCLUDING THOUGHTS & NEXT STEPS	Discussed	8
H. ADJOURNMENT	Adjourned at 12: 00	8

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

**FRIDAY, MARCH 4, 2016**

**A. CALL TO ORDER**

A special meeting of the Santa Fe City and County Advisory Council on Food Policy was called to order by Mark Winne on this date at approximately 8:00 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**

Mark Winne, chair  
Susan Perry, vice chair  
John Alejandro (arrived later)  
Cydney Martin  
Tony McCarty  
Susan Odiseos  
Erin Ortigoza (arrived later)  
Pamela Roy  
David Sundberg  
Lynn Walters (arrived later)

**Members Excused**

Patricia Boies  
Maria De Anda Hay

**Members Absent**

Emigdio Ballon

**Staff Present**

Morgan Day, Facilitator/Coordinator

**Others Present**

Charmaine Clair, Stenographer

**Objectives:**

1. Reorient with and recommit to FPC Mission Statement and Vision Statement.
2. Set clear, prioritized internal and external goals for the SFFPC for short and long term.

**Expected Outcomes:**

1. Recommitment to our mission and vision and thoughtful consideration of the future of the SFFPC.
2. A list of prioritized goals that cover both internally-focused goals and external Food Plan related goals

that are clear and measurable.

**C. APPROVAL OF AGENDA/Prioritization**

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

*Lynn Walters entered the meeting at this time.*

**D. CONSIDERATION AND FINAL VOTE ON "2015 SANTA FE FOOD PLAN UPDATE".**

**Mr. Sundberg moved to approve the 2015 Santa Fe Food Plan Update. Ms. Roy seconded the motion.**

**Chair Winne made a friendly amendment to allow minor edits to the document.**

*Mr. Alejandro entered the meeting at this time.*

Council members agreed that numbering the goals would remain part of the document. Ms. Roy added the update should go hand in hand with the Food Plan so the numbers make sense.

*Ms. Ortigoza entered the meeting at this time.*

Ms. Day said the Food Plan Committee would handle the dissemination of the document and the final discussion would be turned over to them.

**The motion and friendly amendment to approve the 2016 Food Plan Update was passed unanimously by voice vote. There were no abstentions.**

Chair Winne welcomed everyone. He asked that cell phones be silenced and explained how breaks would be taken. He began the session with a warm up asking members to something fun, personal, professional that transpired in the last day.

Ms. Day explained the purpose of the meeting. She reviewed the meeting notes and that members would discuss the Mission and Vision Statements and work on goals they feel are priority. She said during the break she will ask them to write their thoughts to use in the brainstorming session.

She said Chair Winne would facilitate the discussion on the methods to reach the FPC goals and capacity and they will pull out the priorities related to the Food Plan and goals that are important to the council to pursue. They will also work on internal goals and what they want FPC to achieve.

Ms. Day explained in this session they would not discuss the operation of the goals or how to get this done, the timeline or who would be responsible. This session will look strategically at how they can make an impact in their work in the community and how to make the Food Plan a living document.

Ms. Day asked members to set the ground rules for the meeting. The members suggested and agreed to be present; one person speak at a time; be respectful; not be judgmental; have fun and enjoy the process and take care of themselves; and be additive, not repetitive. Ideas not pertinent in the discussion would be noted to discuss at a later time.

#### **E. REVIEW AND RECONSIDERATION OF COUNCIL MISSION AND VISION STATEMENTS**

Ms. Day reviewed the points council members submitted when asked '*where they see FPC in five years*':

- A well funded, well resourced FPC with;
- Robust committees that include active council and community members and;
- Good, timely communication with partners in the city/ county and community, and among themselves;
- Established working relationships with diverse community partners that do not duplicate efforts;
- The "go to" authority for all food related items, policy, resources, etc.;
- A diverse council that represents the community;
- The driving force behind recommended policies;
- Having a fully implemented Food Plan;
- Having a healthy prosperous and thriving farm and food economy;
- Having a better split of community driven experience and ideas, matched with an advisory expert level of knowledge.

Ms. Day asked where members see their work in the Mission statement.

Chair Winne said both statements sound like Mission Statements. He said a vision to him is big and bold and something that can be imagined, but may not be easy to achieve. He thought the statements were more how the council operates.

Mr. Alejandro said the mission is what the council does to achieve the goals. The Vision Statement reads more as a description of the Food Policy Council. He said it should be aspirational and something members strive to achieve, but may never get there.

Mr. Sundberg said he likes that the Mission Statement is concise, but it only hits the policy piece. The Food Plan has direction toward communication and engagement in the community as opposed to just policy. He thought the current Mission/Vision is missing a huge amount of the will and purpose of the council.

Ms. Roy suggested adding language to 'the mission of the Santa Fe Food Policy Council is to develop and promote policies that create and maintain a regional food system that nourishes all people' continuing with: *"that fosters a strong food and farming economy and cares for our natural resources in a just and sustainable manner"*.

Chair Winne said the Food Plan mentions a vision and later summarizes getting food and connecting communities to healthy food and education for residents... He thought they could almost create a vision statement from that.

Mr. Alejandro said an organization can have multiple visions. The vision should be the ultimate end goal the organization tries to achieve.

Ms. Odiseos said the trend is to keep the mission statement short, succinct and clear.

Mr. McCarty agreed. He said what is small about '*ensure a legacy of affordable and healthy food for everyone*'. He thought the document supports the mission and vision of the council and preferred spending time on the Food Plan. Mr. McCarty said one of their shortcomings is that they keep backtracking rather than finishing something. Mr. Sundberg agreed that the soul of the statement is already there.

Ms. Ortigoza asked that the statement created in the Upstream process be found and sent to the council.

Ms. Martin said in the end she just wants a document that shows where everyone can go in the county to get food, to learn about growing food, and to learn about nutrition. She wants phone numbers in the hands of both the English and Spanish speaking community.

Ms. Ortigoza suggested a piece be added about implementation and something that said they will continue to work with partners to implement policies, etc. Ms. Roy agreed.

Mr. McCarty confirmed the consensus is to work with the current statement for the planning session and revisit the language in committee with today's notes.

- Break / Response for Group Exercise

Ms. Day noted the following as members' responses to the question of what challenges and opportunities they face as a community:

Challenges and Opportunities:

Poverty

Cost /availability of food

Lack of access / transportation

Rural isolation as a barrier

No "one-stop-shop" for resources

Food deserts

Infrastructure to support community growth /Build better relationships

Preserve/protect existing lands

Lack of public knowledge on programs/resources /Lack of knowledge of elected officials

Opportunity to educate children about healthy food

Increase ag' production/ Foster urban ag'

Social equity

Opportunity to return to our roots

- Brainstorming Food Plan Group Exercise

Ms. Day explained the exercise was for members to list their top priority(s) for each of the three sections of the Food Plan: Get, Grow, and Learn. Their responses are summarized as follows:

**GET:**

- Transportation
- Knowledge of available resources; improve communication about programs and resources available in the community; possibly survey people to better understand the community's knowledge; gain insight into how people receive or not receive information about the programs.
- More county/rural outreach and outreach to seniors;
- Improve residents' access to fresh, nutritious food. Promote self reliance through family gardening/food storage; promote existing food programs and edible landscaping and neighborhood functional gardens. A system where members of neighborhood gardens take ownership so people are growing food and learning about food.
- Universal free school meals. Increase the consistency and supply of food in schools; align food to schools with education programs year-round, interconnect fresh food in summer meal programs to the educational programs and programs within the community.
- Promote local food. Make food available to those not served. Identify areas of need, especially on the south side and expand dedicated food shopping transportation. Use retail outlets particularly on the south side, for opportunities to expand food retail or to enhance access and more community engagement around getting food.
- Continue to develop public/private sector, city/county programs. Define the tools to reach goals and take positions on wages, poverty and inequality.

#### **GROW:**

- Preserve land and resources and connect skill sets of farmers who have the capacity to grow at a level to provide food to schools and programs.
- Continue to work on success for community gardens; joint use agreements. Provide knowledge on how to grow food and resources, manage water, etc. Demonstrate costs/returns on the investment to grow food to give people more understanding of the expense and time required. Educate people on how growing for less with seeds, soil and composting, etc. Provide information and practical education about water conservation, tools that are available such as access to rain tunnels, guidance, etc.
- Knowledge of available resources
- A clear urban ag' policy and zoning laws; complete the urban agriculture ordinance
- More education in terms of senior gardens and partnership with Master Gardeners and the County Extension Services to take advantage of their knowledge and programs and access to greenhouses to grow food year round. Encourage neighborhoods to grow and share food. Provide how-to workshops that involve farmers, etc. with the idea to assist people in growing. Engage local tribal members to you utilize their available resources. Create more youth involvement that can pass down to the family. Subsidize growing benefits similar to SNAP with funds to buy soil, pots and seed, etc.
- Build on what is currently being done, especially with the county Extension Services such as building hoop houses in prisons and directing time and attention in sustainability, addressing food security, farming, the economics of farming and health and food access and build that into the work of the county.
- Provide support for the county; create an education plan and how to support John Alejandro in making the ordinance accessible to people.

#### **LEARN:**

- Working better with seniors/senior centers on eating healthy and a learning-by-doing hands-on experience that integrates practical knowledge of how to eat well by example using the existing resources at the senior centers and Meals on Wheels, etc.
- A universal policy for food through vending machines, city events etc. that meets the healthy snack/healthy meal guideline.

- A curriculum based education, i.e. Farm to Table and Cooking with Kids.
- The aqua-ponics perspective of growing markets and getting people interested in growing food as well as the impact economically.
- Educate the youth in the system of practically growing and the business of growing for the next generation of farmers; educate policy makers that this is a viable industry and help them understand the economics behind agriculture so this becomes a priority.
- Promote data on the impact of educational, health and economic programs; collect data and identify the missing pieces and who might do that piece.
- A comprehensive farm to school education program with getting food, farmers, school gardens etc.
- Define, align, implement and publicize wellness policies and revisit the policies in schools, institutions and for profits to revitalize 'to make the healthy choice the right choice and the easy choice'. Encourage initiatives, incentive programs and policies that contribute to well-being and collaboration.
- Identify areas that lack knowledge of resources and find educational gaps.
- Maintain a website on everything about food. Create a Food 311 for available food resources and events. More awareness on the part of FPC members about the resources available and be more available to provide guidance and answer questions. Partner with an organization(s) / entities currently gathering/publicizing information.
- Promote the model of Cooking with Kids to promote and enhance family understanding of growing and imparting nutritional values.

## **BREAK**

- Discussion of Organization- Method and Capacity

*Duties of the SFFPC— to explore new policies and programs; issue reports and other communications; monitor and analyze; collect data; and make recommendations.*

**Council members responded to areas they felt are strong and which need improvement:**

### STRENGTHS:

-The willingness of council to experience discomfort in growth led them to transform the infrastructure by finding ways to engage everyone and work through controversial issues; improved focus; ability to conceptualize complex issues. Their passion, energy and knowledge they bring to the table and an improved focus.

-The Food Production and Land Use Committee is more diverse and more people are now interested in the committee. The committee gives people a way to engage in their expertise and passion at the committee level is broad. The committee brings other areas together who do the work for a more comprehensive initiative. That allows the committee to be inspired about what they can do. Originally the committee built successful relationships and created a new kind of relationship with other agencies. Everyone brings complicated issues to the table and by coalescing and learning with each other; they learn how everything ties together locally and federally.

-Externally, the more the Food Plan was discussed and talked about the more education and the more the Food Plan resonates and people get excited. The Land Use Subcommittee is a model that shows those relationships can be built.

-The ability to attract expertise to the committees is a strength.

-The people on the committee are giving, capable and accomplished.



- Committee work and the members' networks is a great opportunity to reach the community for diversity.
- A positive commitment is the work on the Food Plan to policy and the push for city and county legislation. The FPC is a paradigm shift in how the county thinks about food.
- Champions are created at the decision making level and they continue to cultivate in the private/public sector by inviting them to the legislature.
- Learning more about different food groups that also have an interest; visiting Tesuque Pueblo.
- Food Day is a great and symbolic way to have city and county leaders attend.

**AREAS to IMPROVE:**

- A method to have working meetings where work is produced; a commitment to be prepared by reading material prior to the meeting.
- A lack of diversity, especially on committees and the pueblo representation, of age, gender, race, occupation, ethnicity, etc. at the table. The voices are paid to be at the table.
- The ability to work with food related stakeholders in the community to implement the Food Plan and to have a measure of success. Metrics - qualifying and quantifying.
- The resource knowledge base to not only the public, but individually and as a county.
- Actualizing the push for legislation into benefits for individuals by remembering that with the FPC does affects people on a day to day basis; to move forward to the next issue.
- A farm tour and conversations on the rural aspects and complexity would benefit members.
- A questionable distribution of the Food Plan; how many know of FPC and the Food Plan.
- How to interact with people, such as the Pueblos and take action from the ideas and meetings; how to pull in people who are passionate about food issues and help resolve their issues.
- Creating champions would be easier if the FPC informs the legislators of the work being done by the Food Policy Council and invites them to be part.
- Writing resolutions/ lobbying for support to be the policy agenda setters for the community. To connect the dots national, federally and locally is an important role.
- Link work at the city and county level with the county and city climate change work around food and sustainability. Bring in the experts.
- Use the Food Plan as a tool and a way to unite people in a common cause and of value is to find ways like that to communicate a message about food.
- Metrics and measures are important to move toward as building capacity.
- Share more in depth explanation of the work of the FPC; what has changed and will change once codified as part of county government. Important is to look for opportunities and talk about the work in a descriptive concrete way beyond committee reports and minutes and capture why this makes a difference.
- Move on once the work is done rather than continuing to refine work and not take action.
- Come together in a working meeting that creates something for output other than reports, etc.
- Outreach into the community.
- Revisit the historical farming and agrarian nature of the culture as mentioned by the Mayor.

BREAK

**F. STRATEGIC PLANNING: GOAL SETTING**

Ms. Day said Ms. Roy has suggested a model of another organization that sets tiers of importance rather than a 1, 2, 3 numbering. She asked Ms. Roy to talk about the process.

Ms. Roy said the process is a discussion on what is significant and how to get there. She explained the top tier is where they will not only take action, but they partner with other groups and the number one focus. The top tier items will have a lot of staff capacity or they will work with others to build momentum.

The second tier is where another entity takes the lead; partners to commit support to other groups' efforts. The council members were asked to also think about the responsibilities and roles of the co-partners and the uniqueness that each bring to the table.

The third tier is writing a letter of support; signing on to a resolution, or a show of support at BCC, etc.

Chair Winne reminded members that there could be so much competition in the first tier there would not be enough capacity to do all of it.

The council was asked to provide priorities for the goals in the three categories and then to put those goals under the correct tiers and categories.

The council members agreed that Ms. Day and the Executive Subcommittee would prioritize the goals and priorities and set deadlines.

Ms. Day said the final document will be approved at a meeting of the full council and will become the work plan for the FPC moving forward.

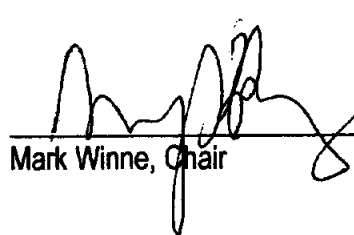
## **G. CONCLUDING THOUGHTS & NEXT STEPS**

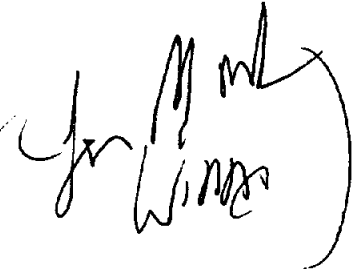
Ms. Day said she would send the first draft of organizational goals to the members.

## **H. ADJOURNMENT**

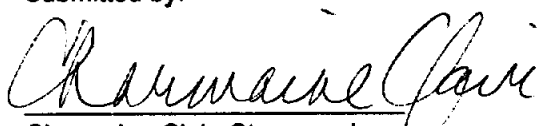
*Having no further business to discuss the meeting adjourned at 12:00 p.m.*

Approved by:

  
Mark Winne, Chair



Submitted by:

  
Charmaine Clair, Stenographer