City of Santa Fe

Agenda

Santa Fe City and County, Advisory Council on Food Policy
October 27th, 2016, 9AM-11AM
Angel Depot Conference Room, 1222 Siler Road, Santa Fe, NM

A. CALL TO ORDER
B. ROLL CALL
C. APPROVAL OF AGENDA – October 27th, 2016 ***5 minutes***
Prioritization and Agenda Order

D. APPROVAL OF MINUTES – September 22nd, 2016

E. COMMUNICATIONS FROM THE FLOOR ***2 minutes/person***

F. PRESENTATIONS/TRAINING-No presentations this month.

G. ITEMS FROM THE CHAIR
Discussion and "straw vote" to form an ad hoc committee to pursue options for the South Side Farmer's Market ***15 minutes***

H. INITIATIVES AND ACTIONS ***75 minutes***
1. Policy Committee
    a. Food Plan Committee
        i. Meeting Updates
    b. Food Production and Land Use Committee
        i. Meeting Updates
    c. Education and Outreach
        i. Follow Up from World Food Day Communication activities (This fulfills the goal to:Revisit Food Plan section: Learning about Food)
        ii. Meeting Updates
    d. Governance Committee
        i. Meeting Updates
        ii. Membership updates.
    e. State & National Issues
        i. Consideration (vote) of legislative priorities to recommend to the City and County for the upcoming 2017 NM State Legislative Session. This includes specific support for ongoing funding for Double up Bucks and New Mexico Grown Fruits and Vegetables in the Schools (vote to support).
2. Executive Committee
    a. Meeting updates.
    b. Updates on Coordinator agreement (MOU) with Farm to Table
    c. Discuss Strategic Planning meeting for December

I. ITEMS FROM STAFF ***5 minutes***

J. ITEMS FROM THE COUNCIL ***5 minutes***

K. ADJOURNMENT

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

CITY CLERK'S OFFICE
DATE 10/19/16 TIME 8:33a
SERVED BY Sue Perry
RECEIVED BY

SS002.pmd-11/02

SUMMARY INDEX
CITY OF SANTA FÉ & SANTA FE COUNTY
ADVISORY COUNCIL ON FOOD POLICY
October 27, 2016

ITEM	ACTION TAKEN	PAGE(S)
A. CALL TO ORDER		
B. ROLL CALL	Quorum present	1
C. APPROVAL OF AGENDA	Approved as presented	1
D. APPROVAL OF MINUTES September 22, 2016	Approved as amended	2
E. COMMUNICATIONS FROM THE FLOOR	Introductions made	2
F. PRESENTATIONS/TRAINING:	None	
G. ITEMS FROM THE CHAIR		
1. Southside Farmer's Market Ad hoc Committee	Ad Hoc Committee approved	2-3
H. INITIATIVES AND ACTIONS		
1. Policy Committee		
a. Food Plan Committee	Report/discussion	3-4
b. Food Production & Land Use Committee	Report/discussion	4-5
c. Education and Outreach	Discussion	5
d. Governance Committee	Discussion	5
e. State and National Issues	Support letter approved	5-6
2. Executive Committee		
a. Meeting Updates	None	6-7
b. Coordinator Agreement (MOU)	Discussion and action on December	7-8,9
c. Strategic Planning Meeting in December	Approved December 14 date	8
I. ITEMS FROM STAFF	None	10
J. ITEMS FROM THE COUNCIL	None	10
K. ADJOURNMENT	Adjourned at 11:12	10

MINUTES OF THE
ADVISORY COUNCIL ON FOOD POLICY
Thursday, October 27, 2016

1. CALL TO ORDER

A meeting of the Advisory Council on Food Policy called to order by Susan Perry, Co-Chair, at approximately 9:00 a.m., on the above date, at the Angel Depot Conference Room, 1222 Siler Road, Santa Fe, New Mexico.

B. ROLL CALL

MEMBERS PRESENT:
Susan Perry, Co Chair
Maria De Anda Hay
Emigdio Ballon [arriving later]
Cydney Martin
Tony McCarty
Susan Odiseos
Pamela Roy
David Sundbert

MEMBERS ABSENT:
Mark Winne, Chair [excused]
John Alejandro
Patricia Boies [excused]
Erin Ortigoza [excused]

OTHERS PARTICIPATING:
Laura McCann, guest
Helen Henry

C. APPROVAL OF AGENDA

Mr. McCarty moved to approve the agenda as presented. Ms. Odiseos seconded the motion and it passed by unanimous voice vote.

D. APPROVAL OF MINUTES: September 22, 2016

Ms. Hay requested a change to the minutes on page 5, 2nd paragraph, last sentence where it should say home occupations are used to comply with regulations. In the fourth paragraph, first sentence, at the end of the sentence after "but" strike "there needs to be" and insert "they need to know about..." In the 8th paragraph, second sentence, strike "she wants that" and insert, "she believes it will be addressed."

There were no other requested changes.

Mr. Sundbert moved to approve the minutes of September 22, 2016 as amended. Ms. Roy seconded the motion and it passed by unanimous voice vote.

E. COMMUNICATIONS FROM THE FLOOR

Chair Perry introduced herself and asked each person present to introduce themselves to the group.

Ms. Laura McCann introduced herself as a Registered Dietician at La Familia Medical Center = Cydney

Ms. Helen Henry introduced herself as a staff member at Farm to Table.

F. PRESENTATIONS/TRAINING - None

G. ITEMS FROM THE CHAIR

Chair Perry proposed forming an ad hoc group for the Southside Farmers' Market. Mr. Sundbert will talk about it further in terms of strategic planning. It is at point where a few people need to take it forward just like a subcommittee would.

Ms. Martin wanted to serve on it. She felt if they open it up a little more to growers, it would be fabulous.

Ms. Hay wanted to participate but didn't know the time commitments.

Mr. Sundbert said he would try to get the right time and not waste people's time. It is at a bad location but everything else is fine. People want to pull in their trucks but people can't see it from the road. At its most, maybe 150 people come. This was always feeling like the leftovers from downtown. The farmers picked enough to go to the south side - but there is lack of advertising, etc. The farmers need to feel it is their space for those 3 hours. Alex is the Market Director. There is a site on Plaza Contenta with a large empty lot and a taco truck. A pavilion there was set up as community space. The developer hasn't done any more with it since they built it. Alex met with them and they are willing to have it used for free. There are 7-8 schools within a half mile. With a bus stop at the corner, it seems to be perfect location for it.

We need to convince the farmers to move to that area. They feel if we keep moving no one would find them. They need to be there for three years.

Chair Perry added that the original intent of the developer was to have it be community space so they like the idea.

Ms. Roy loved the idea. She was once in an office near there. She was contacted before it was built to have the market there. She actually started the Southside farmers' market. So she was grateful it is continuing. She congratulated Mr. Sundbert on getting the Sustainable Santa Fe Award. It is important to celebrate success and things that are really worthy.

Ms. Martin said in the grassroots effort, she talked with Sam Baca about it. There are tons of farmers turned away who cannot get in and if we don't have a Saturday market, it won't work.

Mr. Sundbert said farmers could go whenever they want but this diverts the ban on roadside sales.

Ms. Roy also signed up.

Ms. Odiseos said she wanted to be involved when customers are coming.

Mr. Sundbert said he is trying to expand the rules from what the downtown market has. They need things like making tortillas and showing how to produce jams and jellies at home.

Ms. Odiseos said it is very visible.

Mr. Sundbert agreed. You can see it from the road.

Ms. Hay understood the ad hoc group would develop a plan of action for the program - whether we expand what the council does vs creating a nonprofit to carry it forward.

Mr. Sundbert agreed.

On that basis, the Council unanimously supported the ad hoc group work.

H. INITIATIVES AND ACTIONS

1. Policy Committee

a. Food Plan Committee

Mr. Sundbert said this is the fourth week for delivery at City Hall by Mogro mobile grocery, headquartered at the Santa Fe Community Foundation. The Mayor is trying to register for it. It started with a van going to underserved areas and now have a virtual system on the website - people sign up and

register and some are eligible for EBT or debit and La Familia handles the checks. Each box of fresh fruits and veggies is $20 and they can customize the box which makes it more appealing. EBT and SNAP get it for $10. They are working with Skaarsgard Farms. Meat products and dairy are all organic. The City Manager is very interested in delivery to City Hall. And it doesn't cost the City anything to participate. The Railyard is the next location. It takes some hands-on work to register people. He is trying to connect Mogro with the County.

Mr. Sundbert assigned some homework for everyone to prepare for World Food Day publication. He needs to know the accomplishments in the past year and needs it by November 11 so he can put together a draft for the next meeting. He will take it to Council and have a final proof by the January meeting and out by February.

Chair Perry could not find the meeting updates from last year and asked for help in locating them. Everyone has digital copies and she will print them up.

b. Food Production and Land Use Committee

Ms. Roy had a written report in the packet for presentation at the County with the Farm and Ranch Land plan. The County has done stakeholder meetings on organization support for farmers and ranchers. They are very structured to deal with needs and opportunities in a farm and ranch implementation plan with a framework to work from. The next meeting is Wednesday, November 2 from noon to 2 p.m. at the county courthouse down town. They've hired a contractor to do the outreach work. There was a presentation at the last meeting by a farmer who has done amazing work around the country. They had a good turnout, thanks to Alex Tone at Santa Fe Community College. There were questions on urban agriculture. Anthony urged us to support that as well. We really need to connect with and support farmers nearby. Some get more recognition than others. It is the backbone of our food system.

Last night at Council, she announced that the Urban Ag ordinance was postponed to the November meeting with a public hearing. She will meet with Mr. Alejandro ahead of time. They need to keep the conversation going. The ordinance focuses a lot on urban area. A person from SFCC came to present last night.

Ms. Hay commented that the City is headed in one direction. The problem is that urban ag is defined as commercial but it is also personal use and Mr. Alejandro's point on the way the ordinance is written is that it doesn't say commercial. The ordinance also includes non-commercial but stresses commercial. She was in favor of making it broader. So far, she had not seen any of the proposed changes and was glad it was postponed to November 9. The issue for the city is whether to look at it as only commercial.

Mr. Alejandro is the one pushing it. The problem is that we haven't had the feedback.

Mr. McCarty thought Councilor Lindell should be approached.

Ms. Hay thought the fix was simple: to say in the definition and title that it is both commercial and non-commercial. It is a compliance issue and it pits one neighbor against another.

Ms. Odiseos was worried about the ambiguity and things slipping through. Mr. Alejandro's idea of fixing it later didn't sit well with her.

Ms. Hay thought the definition was clear. People think of urban ag as more than commercial.

c. Education and Outreach

Chair Perry said Mr. Winne reminded us we want to look at food plan sections.

Mr. McCarty asked for people to peruse them in publications and listen for them on the radio and report back to him by November 1. He related how he walked into a Food Day celebration in Milan Italy. It was gigantic and they handed out a symbolic packet of wheat seeds to have a better idea of how the world does it in different places.

Chair Perry said that was an excellent model for everyone to follow. We need to use that in future efforts.

Ms. Roy added that the Green Fire Times has a readership of 27,000. We all worked hard to get the article coordinated and everybody did articles.

Mr. McCarty said the Wall Street Journal had an article on Food and convened a global conference earlier in the month dealing with next food trends, GMOs, saving seeds, etc. It was published on October 17, 2016.

d. Governance Committee

Chair Perry briefly reviewed the report and noted two openings coming up. We need a process for transfer of chair duties. The next meeting of the Governance Committee is November 7.

e. State & National Issues

Ms. Roy said they have had the double up bucks review summary. She handed out a brochure on fruits and vegetables in school meals.

Mr. Ballon arrived at 10:03.

Ms. Roy said in past, the Council has approved the food plan for schools. The brochure provides the current status with our program. We have gone to the legislature for the last four years for $1.4 million appropriation for school food from New Mexico. The 2015 session provided $354,000 and last year, it was cut to $250,000. APS has already spent their funds. Because of budget shortfall, there will be further cuts and we hope to maintain the funding. $85,000 goes to the Department of Agriculture and $250,000 to food. These are the two programs. Double Up Food Bucks, in the first year at the Farmer's Market Association, got a state appropriation for SNAP benefits at the Farmer's Market. During the last session, it was taken out of the budget and people fought for reinsertion. They got $196,000 for this year and matched it with a federal grant. We hope to maintain the $400,000 this coming year. We will be there this afternoon to LFC and will present on both issues on November 9th at 3:45 to 5:15 at the State Capitol to the Economic Interim Committee.

She asked for this body to approve that effort for the City and County to put it on their priority lists.

She did not know if the New Mexico Certification of Organic Program would go to the legislature this year. The outreach position is underfunded and not in an important position. We will meet with the Agriculture Committee on it. There is also talk of the food tax coming back.

Ms. Roy asked that the Council provide a letter to City and County in support of the appropriations as priorities - legislative priorities - and that we work closely with city and county - on other food and agriculture related issues that may arise during legislation session.

Ms. Roy moved to provide the letter in support of fruit and vegetables in schools and support for double up bucks. Ms. Odiseos seconded he motion.

Chair Perry asked if she could you produce a draft.

Ms. Hay noted that cities and counties have started to oppose food tax. She asked if there is a conflict between city and county for keeping it as status quo.

Ms. Roy suggested not taking a proposal on that and clarified it is not part of her motion. **She asked that the letter also go to the LFC as part of her motion.**

The motion passed by unanimous acclamation.

Mr. Sundbert wondered how much of the double up bucks were used last year. At Southside about 80% of buyers used SNAP.

Ms. Roy moved to state that the Food Policy Council supports continuation of the NM Organic Certification Program to be fully funded for staff and programmatic efforts. Chair Perry seconded the motion and it passed by unanimous voice vote.

2. Executive Committee

a. Meeting Updates

Meeting Updates were discussed above.

Chair Perry said the final edited version of the Sugar Resolution is in the packet. It is the Mayor's effort. The entire resolution was broad and not clear and got published and came to meet for editing and she attended. She told them that the Food Policy Council might address it. So this is the stripped down version. There was talk about a sugar tax. It is a resolution and not an ordinance. The Mayor would then direct the City Manager to do research on reducing sugar intake and come back within three months for recommendations.

She and Chris Sanchez have been assigned to it. He is in charge of Department of Children, Youth and Families and said sugar was not her area of expertise. So they will work closely with the Food Policy Council. Jesse Guillen didn't know about it and is the liaison. She was sure she would go to all the committees with it. They have been assigned to do the research for recommendations on how the City should address it. She, Ms. Roy and Mr. Winne have talked about it quite a bit. Maybe a subcommittee could be formed and she would take the lead on it.

Ms. Martin saw a lot of problems on it.

Chair Perry agreed. A lot of not so happy phone calls were coming through and she expected there will be more. We might recommend regarding the value vs. making a good case, which is impossible.

The Council discussed what to do with it. They agreed that education is key and imposing additional taxes would be the worst thing they could do.

b. Coordinator Agreement (MOU)

Ms. Roy handed out a Santa Fe New Mexican article and a handout on her work on the agreement which she and Ms. Henry prepared. She explained that the Presbyterian Foundation asked Farm to Table to put a proposal together on the community issues and how Presbyterian Foundation can support that work. It is because they are building a hospital here in Santa Fe. So they put the proposal together and were in final negotiation with their Board. They even asked us last week if Presbyterian Hospital could host the Southside farmers market. The good news is they want to invest in the kind of work that we do. So we came up with creating a coalition for it and it fits in with City's health plan. This looks at where we are for the future and how we get a little deeper in the programmatic efforts and where the policy meets it. Public relations was not in the job description so we put it in. It takes time for it.

Ms. Henry said the website is listed too. And hopefully we can incorporate all of these ideas. She posted the documents for this meeting and for World Food Day so it is up to date and she wanted to take

photo of the Council members.

Ms. Roy said what was on the website was last year's work so it had not been updated for a while. She put in the different committees and other updates.

She referred to the handout and explained, in moving to the right, there were various salary ranges to the year in order to try to show what would happen for the future. She met with Mr. Alejandro and shared it with him, and then talked with the City about the contract and they proposed no changes.

The Council noted that Mr. Alejandro has missed a lot of meetings.

Ms. Roy said Commissioner Holian discussed with him finding a position at the County but we still have staff to do the work.

Chair Perry agreed. The Council has always contracted for this work anyway. There are concerns about having it under either the City or the County.

Ms. Roy said when the Council decides which way to go, she could circle back with Mr. Alejandro and Commissioner Holian.

Ms. Henry said this is just for the position and not for administrative overhead.

Ms. Roy had got copies of the budget that were updated with this idea and shifting the funding around.

Mr. Sundbert said this is fabulous. He appreciated that she broke it down into committee work and a good amount of hours for Council and community. He was wondering in the MOU if there might be concerns about conflict of interest or duplication of enterprise by Farm to Table with the State. He asked if there will be reporting hours just for the Council.

Ms. Roy agreed. That's why it is broken down by hours. The MOU will likely read a lot like these categories and it will be shared with the Council. And if Farm to Table is asked to take on this work, she would step down from the Council to avoid conflict. There will be a plan for local and one for State to federal. They track the hours for Council in QuickBooks separately because Farm to Table has very specific contracts and she wanted to make sure it is clear.

Ms. Hay said an issue for her is conflict of interest because Farm to Table has its own recognition in the community. Based on conversations with Commissioner Holian, the Food Policy Council needs to keep its own identity. This is a good time to talk about that. She didn't know that the Council voted on a contract. But with Ms. Roy working as Director of Farm to Table, there is no way we could ask Ms. Roy to do that. So we are working to a strategic planning meeting.

She pointed out that the Council work has been policy all along and now it is being asked to also be programmatic. She didn't know what the City and the County think about that.

c. Strategic Planning Meeting in December

Chair Perry said this is pursuing what it would look like. We are at a point in which this is not a redo of last year's strategic plan meeting but, based on conversations with Mayor Gonzales and Commissioner Holian. She asked how this aligns with what the Council is doing. We need to have the meeting in December. We really need to do it to clarify the coordinator position and clarify what we are doing with regular focused meetings every quarter with the Mayor. This is really important to make things clearer and more efficient. There are 3 potential dates in December of at least 3-4 hours.

Ms. Roy said if we are now on strategic planning, we will need to come back to the MOU. She said she has talked with Rosemary Romero about facilitation and also called McCune Foundation for possible space for the meeting. She said they have space on December 5-9. She pointed out that she is not paid for any of that work. But if the Council wants her to talk with Ms. Romero, she would follow up on it. She was not sure 3-4 hours is enough. Commissioner Holian should also be invited to be part of it.

Ms. Roy had handouts for Council and Commission on the presentation.

b. Coordinator Agreement (MOU)

Ms. Hay said she had to leave soon. She felt Ms. Roy should be paid for the time she put into this.

Ms. Hay moved to pay Ms. Roy for her work on the strategic planning preparations. Chair Perry seconded the motion.

Chair Perry announced she was not in town on December 7-9.

Mr. Sundbert said December13 and 14 would be best for him.

The Council decided to have strategic planning on Wednesday, December 14, and come up with hours later with December 15th as a backup date. December 15th is likely to be the Council meeting.

Mr. McCarty said the payments should follow this work plan.

Mr. Sundbert said they could use the money that would have been paid to Morgan.

Mr. Sundbert made a substitute motion to pay Farm to Table for coordinator duties through December. Ms. Odiseos seconded the motion.

Ms. Roy asked for a review of that, noting that, if it gets dropped at the end of December it would affect the work their board has been doing on a strategic planning process and they are meeting on Friday with a work plan and a transition point to do that.

The motion passed by unanimous voice vote except Ms. Roy abstained.

I. ITEMS FROM STAFF

There were no items from Staff.

J. ITEMS FROM THE COUNCIL

There were no items from the Council.

K. ADJOURNMENT

The meeting was adjourned at 11:12 a.m.

Approved by:

Mark Winne, Chair

Submitted by:

Carl Boaz for Charmaine Clair, Stenographer