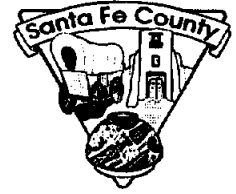




Agenda



Santa Fe City and County, Advisory Council on Food Policy
Strategic Planning Session
December 14, 2016
9:00 am – 3:30 pm

McCune Charitable Trust Conference Room, 345 East Alameda, Santa Fe, NM
(Parking curbside available on East Alameda and Delgado)

CITY CLERK'S OFFICE

DATE 12/8/16 TIME 10:55

SERVED BY Sue Perry

RECEIVED BY [Signature]

- A. CALL TO ORDER
- B. ROLL CALL
- C. APPROVAL OF AGENDA – December 14, 2016
- D. APPROVAL OF MINUTES-November 17, 2016
- E. COMMITTEE UPDATES:
 - 1. Food Plan committee
 - 2. Food Production and Land Use Committee
 - 3. Education and Outreach Committee
 - 4. Governance Committee
- F. STRATEGIC PLANNING MEETING
 - 1. STRATEGIC PLANNING: ACTION PLANNING
 - 2. STAFFING AND BUDGET RECOMMENDATIONS
 - 3. CONCLUDING THOUGHTS & NEXT STEPS
 - 4. ADJOURNMENT

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**

STRATEGIC PLANNING SESSION

WEDNESDAY, DECEMBER 14, 2016

| 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 –November, 2016 | Approved | 2 |
| E. COMMITTEE UPDATES | Discussed | |
| 1. Food Plan committee | | 2 |
| 2. Food Production and Land Use Committee | | 2-3 |
| 3. Education and Outreach Committee | | 3 |
| 4. Governance Committee | | 3-4 |
| F. STRATEGIC PLANNING SESSION | | |
| 1. Strategic Planning: Action Planning | | 4-8 |
| 2. Staffing And Budget Recommendations | | 8-9 |
| 3. Concluding Thoughts & Next Steps | | 9-10 |
| 4. Adjournment | 3:17 p.m. | |

SANTA FE CITY AND COUNTY
ADVISORY COUNCIL ON FOOD POLICY
STRATEGIC PLANNING SESSION
WEDNESDAY, DECEMBER 14, 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, chair on this date at approximately 9:00 a.m. at the McCune Charitable Trust Conference Room, 345 East Alameda, Santa Fe, New Mexico.

B. ROLL CALL

Roll call indicated a quorum as follows:

Members Present

Mark Winne, chair
Susan Perry, co chair
John Alejandro
Emigdio Ballon (arrived later)
Patricia Boies
Tony McCarty
Susan Odiseos
Erin Ortigoza
Pamela Roy
David Sundberg

One vacancy

Staff Present

Others Present

Rosemary Romero, Facilitator
Helen Henry, Farm to Table and the New Mexico Alliance of Health Councils
Commissioner Kathy Holian
Charmaine Clair, Stenographer

Members Excused

Cydney Martin (excused)
Maria De Anda Hay (excused)

Members Absent

C. APPROVAL OF AGENDA/Prioritization

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

C. APPROVAL OF MINUTES – November 17, 2016

Ms. Boies moved to approve the minutes of November 17, 2016 as presented. Ms. Odiseos seconded the motion which passed by unanimous voice vote.

D. COMMITTEE UPDATES

1. Food Plan Committee

Mr. Sundberg said he and Ms. Perry pulled actionable items from previous meetings and Ms. Roy and Ms. Henry will put them in a consolidated format by 27 December. He asked members to review the document and send any corrections. He said he hoped to get a final draft to everyone by the end of January.

He said an idea for keeping information updated was to fill in the flow chart throughout the year. That will make it easier to pull information for the year end update and provides bullet points as a reference that can be used on the website or in conversations or when tracking the council's activities.

Mr. Sundberg said the matrix would inform the council members, but the flowchart would be used to inform those who need to know the council's activities. Although less detailed, the bullet points are simpler to view on the website and will allow informative questions and make access to the document easier.

2. Food Production and Land Use Committee

The packet included the minutes for the FPLU meeting. Ms. Roy thanked everyone for their valuable conversations and professional work.

Ms. Roy said Mr. Alejandro offered good ideas for approaching outreach and the committee will prepare a review in the next year. She said Mr. Alejandro and Ms. Ortigoza will communicate with each other on the Urban Agriculture Ordinance and the Agriculture and Ranchland Implementation Plan and the outreach by Robert and Ms. Ortigoza is thoughtful, deliberate and honest.

The committee also discussed legislative actions, communication, use of the website and possible educational events.

Mr. Ballon entered the meeting at this time.

Ms. Ortigoza proposed FPC's website for housing the Ag' Resource Inventory. She said with city and county overlap in the food shed and their support of the SFFPC, it is logical and proper for outreach to be done by the FPC. Funding is available at the county to create a platform that will help to educate people about the ordinance and the production in the county and will draw end user groups not normally accessed by the county.

The county passed the Resolution for a TDR bank. The next step will be to set up procedures, administration and interdepartmental support. They are working with leaders nationwide and the model is based on an active partnership with King County in Seattle.

Mr. Alejandro congratulated Ms. Ortigoza. He asked that the record reflect his envy of Ms. Ortigoza's job and the leadership.

He said he and Senator Heinrich's staff discussed agriculture. He said staff suggested they pass any ag' related priorities such as technical assistance, funding, etc. on to them, because they are not sure how long Terry Bruner will be with them. He said the council should identify if there are opportunities to get the USDA involved.

Ms. Roy said the committee made a presentation to the county and they unanimously passed the request for legislative priorities for the New Mexico Grown and Double-up Food Bucks. The committee also discussed outreach education around Earth Day with the Santa Fe Community College in April and Mr. Alejandro suggested a Food Summit possibly in October for World Food Month.

Chair Winne thought the change in administration and having a Democratic majority could provide opportunities.

3. Education and Outreach Committee

Mr. McCarty said the committee started work on their first goal: *to increase people's knowledge of existing food and food related programs*, which was timely. The CYFD just announced a new website: *pulltogether.org* for everything related to food and food services for kids and families. Someone put a lot of work, attention and time into the website and there was an extensive listing. He said the website was not populated with information and was not user friendly and does not translate to the sister website *foodpantries.org* that has more information. He said *SFFPC.org* has the most important and better listing for resources and is more extensive. He said that would be perfect as the resource for the Agricultural Clearing House.

Ms. Odiseos suggested having a link from the CYFD's website to FPC's website. She said the council should take action. Mr. Sundberg added he had seen full page ads and heard radio ads, but did not understand what the website was about.

Mr. McCarty said he has a staff person who knows the person in charge of the CYFD website.

Mr. McCarty said regarding the Food Summit, ARP gave a lot of money the last two years for a Hunger Summit and there might be an opportunity to tie into an organization with a funded event.

4. Governance Committee

Ms. Perry said they were unable to meet, but their number one goal was to address the membership matrix length of service and determine how to approach the problem and fix the process. There will be several openings with Ms. Roy and Ms. De Anda Hay leaving and the committee plans to meet Monday and invite Commissioner Holian.

Chair Winne said he feels some urgency with the membership attrition and lack of success bringing new people on and getting appointments approved.

Chair Winne said the Food Council had a planning process and updated their Food Plan and the committees have been doing great work. The council chose short and long-term actions at the March Strategic Planning Session and today's Planning Session is part of the evolving process.

Chair Winne thanked Commissioner Holian and Mr. Alejandro and others at the city for inspiring the council to think about what they could do and how with partners they could do more together than individually.

He said part of that is how they can do that operationally and organizationally and move forward in their structure, committees, leadership and staffing, etc., as a food policy council.

He thanked Rosemary Romero for being willing to facilitate the session and guide them through the process. He turned the floor over to Ms. Romero.

F. STRATEGIC PLANNING MEETING

1. Strategic Planning: Action Planning

Facilitator Romero explained the process for the session: Ms. Roy would "live" scribe comments on screen during the discussion and member's comments would be captured by the stenographer. The committees had done a lot of the work and most of the session would be used to talk through issues.

Facilitator Romero said she has 30 years working in the community and statewide. She recently worked with regional water plans with the State Engineer's Office and has worked with the Kellogg Foundation to evaluate the training of growing farmers and with Quonoma on their Healthy People Healthy Places project.

Facilitator Romero suggested removing items from the matrix that have momentum with other agencies. The matrix should include doable ideas; short and long-term goals; the person/entity responsible for the task(s) and the ideas from the committees. There should be a column clarifying when there is a partner and showing when the city/county or other organization takes the lead.

1. Strategic Planning: Action Planning

During the discussion members made suggestions and discussed important points. Some of the suggestions are summarized as follows:

- Goals should be specific and the lead and FPC's role should be clarified.
- Tiers should be ignored and planning should be set up in categories of goals. The goals can be rearranged and categorized at a later time. The goals developed with the matrix can be changed. Goals should show what tasks the council should monitor and maintain momentum on.
- Titles would be helpful. There should be a column for deadlines.
- The audience should be considered: decision-makers, farmers, those involved in food advocacy. The document should be for multiple use and multiple audiences.
- Potential Deliverables should capture numbers and pertinent data and include measureables.
- Goal one should tie back to the Food Plan. Indicators can be added such as the number of people who ride the bus, the bus routes, food outlets they connect with, etc.

-A deliverable would be to create a document of what the council wants from the city/county with regard to transportation and why. The Transit Report will help identify existing routes. A measurable would be an education campaign created for buses once routes are identified, or a focus on education to raise the level of awareness and achieve a broader goal.

- The county SGMP needs clarity and information, specifically planning for the clearing house. The goal was rephrased.
- Goal #5 to increase viability and presence of local gardens, farms and ranches was complete by the development of the Agriculture and Resource Inventory. The clearing house will be the link between people who need to get food and those who produce food.
- The TDR program includes land preservation for agricultural values and should be included. The FPC could support the county plans to target an outreach campaign through their partnerships.
- The first goal in the Food Plan is to improve resident's ability to access fresh, nutritious food and the county priority Senior Services Program works to ensure more fresh and local food to seniors. The Food Policy Council's role needs clarification. The greatest potential for systemic change to policy for access to nutritious foods is the schools, senior centers, etc., the institutions.
- A suggestion was that actions, activities, goals and strategies be put in one place.
- CYFD is looking at wellness through a children's cabinet and FPC's role could be to focus on the existing school wellness policies. First priority - to meet with the schools on the status of their policies and secondly the Mayor's emphasis around sugar.
 - FPC can work with the school districts and CYFD city/county to set up pilot programs
 - FPC should support legislation brought forward by Commissioner Stefanics to address senior centers. A state statute does not allow the centers to use what is in their garden in the cafeteria.
 - Examples are available; the Navajos who put high taxes on sodas, etc.; California, etc.
 - The council should review school wellness policies/recommendations and negotiations.
- Some goals were completed: an implementation plan for agriculture and ranching SGMP; an urban agricultural ordinance.
 - Mr. Alejandro and Adam at SFCC have discussed land on the south side for a Community College demonstration green house where the food would be made available locally. The county is also working with the community college.
- Goals should be separate to be clearer as to what goal is being worked on.
 - Ms. Roy and Ms. Ortigoza will ensure the goal adopted in the Plan is clear and enables clear communication and that the measurements, etc. are reflected. The steps are to 1) to meet with Senator-Elect Stefanics, 2) draft legislation, 3) strategize advocacy and 4) introduce a bill
- Commissioner Holian suggested improving food at the jail.
 - Research has identified procurement requirements for state correction facilities, senior centers, schools and public hospitals. Ms. Roy will send the report to members.
 - Increase access to nutritional foods for state correction facilities, senior centers, schools and public hospitals will be added to the matrix.
 - The first step would be to change county policy; there is no guideline beyond calories.
 - A related issue is to improve nutritional foods in institutional settings in the city/county and the issues of sugar and preservative laden foods.
 - a. Action steps are to 1) meet with county officials to review and develop policies, 2) advocate with a county commissioner to introduce a resolution and 3) recommend / define the guidelines.

The Facilitator clarified the action would be to develop a strategy and that the county, public schools, senior centers, etc. will each be a different policy change.

-Possibly pursuing areas in the country that have instituted healthy food bank/pantry policies that could be broadened to healthy food policies in all areas from food delivery, at-risk vulnerable groups, seniors, schools, low-income, prisons, etc. and if a stronger statement or action could be instituted.

- Tucson and other communities could be researched that have defined healthy eating guidelines for the city. FPC should bring issues to the Mayor and the county so they recognize FPC is a resource and take advantage of the advisory policy council and their research.
- The national association has guidelines, but Feeding America has made changes in every aspect of food banking and food pantries in the last five years and this could happen on their websites.
 - Foster champion elected city/county officials: the council could develop a champion by having regular communications with the Mayor so he comes to the council first.
 - The FPC should engage with the Food Depot on their existing policies with regard to the receipt or rejection of healthy food.

Facilitator Romero suggested the FPC build on what other cities have done.

- The sugar resolution was removed from the city website, but the Mayor has moved ahead with the soda resolution.
 - An action step would be to develop a summary report to bring to the Mayor. Ms. Perry offered to take the lead. A suggestion was to include Chris Sanchez in the briefing.
- The Tribal community food distribution program was included in the area of increasing access to schools, senior centers and correction facilities.
- With new leadership in the schools, looking at community gardens should be considered again.
 - The Water Conservation Office expansion of their educational programs to include energy and wastewater could provide an opportunity to discuss food and food security and the council might be able to leverage existing conversations.

The Facilitator said there is a movement to get case studies with neighborhoods and educate the neighbors and youth about fresh food.

- Discussions with the procurement director could open a bigger conversation around procurement. Other cities are also going into areas such as the labor conditions among food vendors, etc. in what is called a Good Food Purchasing Program.
- Looking at Albuquerque's joint use agreements was discussed as a way to draw information from the local community instead of another state.

Facilitator Romero said joint use agreements have been used around equity where children have no place to play or a health related activity as a link where a school will open their gates. They have to find a connection or an issue that pushes the button to get them into a joint use agreement.

- The Education Outreach Report should build on FPC being the best resource of information, but how to get the word out is a challenge.
 - The link for this site could be embedded to make it easier for people to access.
 - They should develop the information on the flyer in the recycling bin education.
- Partnering with those with connections to other groups like the County Extension Service, can help provide information.

- Ms. Boies resources can be capitalized on in the senior centers and with the county health van. FPC's role would be to ensure people are aware of the programs. The goal includes access to federal food programs like SNAP and whether the programs can contact food insecure people, distribute food, provide information/education, or enroll people in programs like SNAP, etc. FPC's role is to find a way with their contacts to support or provide that information.

- The council could partner with other organizations and research the federal nutrition programs in the city/county.

-The Food Policy Council should suggest policy; it is their job to show the gap between the need and outreach. Connecting the need and outreach is the role of the government.

- Providing the resources to the online clearinghouse would be easiest and they could direct the city/county to do a public education campaign. A public education campaign of everything available on the clearinghouse could be done when applying for grants with Mr. Sanchez.

-First the council should know what is happening in Santa Fe on food and food assistance programs. Second, they should know what an outreach campaign would look like, to avoid 10 different organizations doing 10 different things.

- A challenge could be that different pieces of assistance have nothing to do with federal government and there is inconsistent assistance; service one Thursday but not the next, or only around holidays, etc. A policy suggestion could be that the city/county collaborate and assign a staff person.

-State advocacy organizations like the Poverty and Law Center should be met with as an existing channel for outreach that ensures those who are food stamp eligible, etc. get the information.

The Facilitator said the concept of the clearing house was good, but to connect all of the programs is a huge gap and requires someone with larger resources than the FPC.

- Santa Fe Community Foundation provides grants for Health Impact Assessments and the resources and connections for potential interviews. The Mexico Healthy Community Partnership assists with the assessment.

The Facilitator clarified that Farm to Table would go after the grant and FPC would support the work.

- Farm to Table has a partnership with the Presbyterian Foundation with the goal to bring the existing programs together and create a coalition of programs and opportunities that support those programs.
- A suggestion is to revisit community gardens. The city passed a new set of policies and guidelines (under the Parks Department) to create community gardens on city land.

The Facilitator noted that the Parks Department is creating a master plan which might include ideas for community gardens in passive parks, but the plan will not be completed until the end of 2017.

- A suggestion was to invite Rob Carter, the Division Director for Parks and Recreation to a meeting. He is interested in wellness in relation to the FPC and has read the Food Plan.

The Facilitator noted as part of the consultant team involved in the master plan, there are a lot of moving parts. The goal is to determine the impact of community gardens, and that isn't known yet.

- The Food Summit was discussed and whether there is value in doing that. The idea came from the need for an anchor event where everyone could discuss the issues in a forum type event. Adam Cohen with SFCC suggested hosting a Food Summit in April or doing something in September/ October.
 - The summit would provide a chance to highlight the gaps and the need for better communication around food and food assistance programs. The council could build the capacity of the community to undertake specific ideas. Funding and staffing would have to be ensured, but partnerships like the Community College, the city, or a big foundation like Presbyterian or St. Vincent would help.
 - An audience in April might be different than the larger food summit in terms of who attends.

They should have something hands-on like food production, gardening, farming, etc. if the event is done around Earth Day.

-They need to grasp what information farmers would need and how that would be received and if they would attend a summit. The Farmers Market Institute should be involved in the discussion.

- The council should take a position on how some of the issues provided by Chris Sanchez should be expanded; there were not a lot of food related items. FPC would want more specificity so the city sees the value of their work and the value in their deliverables.

The Facilitator said Ms. Roy offered to work on the indicators and bring those back to the group.

- The momentum developed in the outreach done for World Food Day last year should be continued.
 - They need to ensure the council is communicating clearly to the public and that the public understands.
 - Eli Young Lee with SWELL was suggested. SWELL creates campaigns around all different kinds of issues. Some council members were uncomfortable with FPC producing a campaign or asking the city/county for money to do a campaign. It would be fine if a foundation funded a campaign or to encourage the city as a policy recommendation. It was noted that the county has budget line items and it could be possible with clarity about the issue and a proposal.

Ms. Roy offered to revise the planning goals that had been discussed and get them back to the members.

2. Staffing and Budget Recommendations

Chair Winne noted that overall administrative time and work wasn't included and time for administration and normal communication etc. needed to be included.

Ms. Roy said there were valuable items mentioned at the last two meetings and in conversations with Ms. De Anda Hay, like who is FPC to the community. She said she feels comfortable in the community when doing the FPC work to say she is with the Santa Fe Food Policy Council.

Ms. Perry said council members have to step up when there is an event and one or two should attend.

Ms. Henry offered to do business cards for FPC members.

The Facilitator confirmed that the time document for staff was a draft and there will be additional time shown on the document.

Chair Winne said there is more work outside of committee meetings and he wasn't clear how much time was allowed for staff to research, write reports; or if they will provide information to the committees so the committees could make recommendations to the full council.

Ms. Roy said the contract is for 32 hours a week. She said what isn't on the description is doing policy work. Creating and helping with strategy and leadership should come from the group.

Mr. McCarty said specific hours are allocated. He asked if committees could use the hours as needed, like for two hours of research, etc. He thought a great use of staff time would be if he could ask Ms. Roy if someone was available to make calls to the newspapers, etc. and leave how to use staff hours up to the committee.

Ms. Roy asked them to consider that Helen is not contract. She said she likes to do deliverables and as a salaried person would get the job done. She suggested they work less hour by hour. She said work ebbs and flows and she will do double duty in January/February in the legislative session.

Ms. Perry said she needs to know how much staff time there is available to take advantage of Ms. Roy and Ms. Henry. She agreed staff should continue to do the committee notes.

Chair Winne thought it Ms. Roy's role to coordinate. He said it would be helpful for all of the committees to know what the others are doing and with the inevitable overlap he wants to know who is coordinating all of it.

Mr. Sundberg suggested the committees each have a spreadsheet specific to their attainable goals like the one he created for World Food Day. The spreadsheet could show the project and timeline and could be read by members and if needed, they could ask questions. The spreadsheet could be updated and be part of the committee report and would reduce the massive communication. The committee chairperson could be responsible for filling out the spreadsheet.

Ms. Henry said Google Docs is shareable and there could be tabs for each project. The document is in real time and automatically updates.

The Facilitator suggested confirming the use of Google documents; the state cannot use that or drop box.

Ms. Roy said Farm to Table signed an MOU when Morgan came on and she would send that to members.

Mr. Sundberg asked Ms. Henry to convert the World Food Day planning document into Google Docs and include all of the email addresses. He said he will test it.

3. Concluding Thoughts & Next Steps

Ms. Perry said the council was further along with the action steps and she was comfortable. She thought it was helpful that everyone had provided input.

Chair Winne said Mr. Alejandro was happy that everyone was clear on the deliverables because that was what he wanted to see in the ongoing relationship with the city.

Ms. Roy confirmed agreement that she could continue to work with the Mayor and on the contracts and budget adjustments, etc. and would not have to provide a list of who she would be meeting that week.

Chair Winne thanked everyone and acknowledged that members gave up a full day for the session. He said he appreciated that.

4. Adjournment

Having no further business to discuss the meeting adjourned at 3:17 p.m.

Approved by:


Mark Winne, Chair

Submitted by:


Charmaine Clair, Stenographer