



Agenda



Santa Fe City and County, Advisory Council on Food Policy
February 23, 2017, 9AM-11AM
Genoveva Chavez Community Center, Classroom #1
3221 Rodeo Road, Santa Fe, NM 87507

A. CALL TO ORDER

B. ROLL CALL

C. APPROVAL OF AGENDA – February 23, 2017
Prioritization and Agenda Order

D. APPROVAL OF MINUTES – January 26, 2016

E. COMMUNICATIONS FROM THE FLOOR

F. PRESENTATIONS/TRAINING:

Marcos Martinez, Assistant City Attorney, COSF and Chris Sanchez, Director, Children Youth and Family Division, COSF.

Carmen Gonzales, Pre-K for Santa Fe, Treasurer and Carla Lopez, Pre-K for Santa Fe, President, Presentation on the proposed Soda tax in Santa Fe. Jennie Oakes, Advisor to the Pre-K for Santa Fe.

G. PUBLIC COMMENT

H. Items from the Chair

Soda tax discussion: **Action item:** The SFFPC will consider what recommendations to make concerning the request to endorse the proposal for a Sugar Sweetened Beverage Tax for the City of Santa Fe.

I INITIATIVES AND ACTIONS

2. Policy Committees

- a. State & National Issues
 - i. State Legislature updates
 - ii. Action Items: Vote on any action to support food system initiatives and endangered budget items.
- b. Food Plan Committee
 - i. Meeting updates-meeting with Presbyterian et.al.
- c. Food Production and Land Use Committee
 - i. Meeting updates.
- d. Education and Outreach
 - i. Meeting updates.
- e. Governance Committee
 - i. Meeting Updates.

3. Executive Committee

I. ITEMS FROM THE CHAIR

J. ITEMS FROM THE COUNCIL

K. ADJOURNMENT

CITY CLERK'S OFFICE

DATE 2/15/17 TIME 11:30 AM

SERVED BY Sue Perry

RECEIVED BY Melanie Rogers
5 minutes

2 minutes/person

15 minutes

30 minutes

20 minutes

30 minutes

5 minutes

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

THURSDAY, FEBRUARY 23, 2017

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 26, 2017	Approved	2
E. COMMUNICATIONS FROM THE FLOOR	Discussed	2
F. PRESENTATIONS:		
• Marcos Martinez, Assistant City Attorney, COSF and Chris Sanchez, Director, CYFD	Presentation	2-3
• Carmen Gonzales, Treasurer, Carla Lopez President, J. Oakes, Advisor for Pre-K for Santa Fe re the proposed Soda tax	Presentation	3-6
G. PUBLIC COMMENT		6-8
H. ITEMS FROM THE CHAIR	Approved	8-10
<i>Action item: Discussion / recommendations / endorsement of the Sugar Sweetened Beverage Tax proposal.</i>		
I. INITIATIVES AND ACTIONS	Not Discussed	10
1. Policy Committee		
a. Food Plan Committee		
i. Meeting Updates-		
b. Food Production and Land Use Committee		
i. Meeting Updates		
c. Education and Outreach Committee		
i. Meeting Updates		
d. Governance Committee		
i. Meeting Updates		
e. State & National Issues		
i. Updates/ 2017 Legislative Session		
ii. Action Item: letters for: FRAC /Santa Fe Food Tax New Mexico Grown		
2. Executive Committee		
a. Meeting updates		
J. ITEMS FROM CHAIR	Previously discussed	10
K. ITEMS FROM THE COUNCIL	Previously discussed	10
L. ADJOURNMENT	Adjourned at 11:35 a.m.	10

SANTA FE CITY AND COUNTY
ADVISORY COUNCIL ON FOOD POLICY
THURSDAY, FEBRUARY 23, 2017

A. CALL TO ORDER

A regular 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 Genoveva Chavez Community Center, Classroom #1 3221 Rodeo Road, Santa Fe, NM 87507.

B. ROLL CALL

Roll call indicated a quorum as follows:

Members Present

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

Members Excused

Members Absent

Two vacancies

Staff Present

Others Present

Marcos Martinez, City Attorney's Office
Chris Sanchez, Director, Children, Youth and Family Division
Carolina Cuellar, La Familia Medical Center
Carol Oppenheimer/Jennie Oakes/Carla Lopez
Lynn Walters, retired founder of Cooking with Kids
Others noted under Public Comment
Charmaine Clair, Stenographer

C. APPROVAL OF AGENDA/Prioritization

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

D. APPROVAL OF MINUTES – January 26, 2017

Ms. Roy moved to approve the minutes of January 26, 2017 as presented. Ms. Odiseos seconded the motion, which passed by unanimous voice vote.

E. COMMUNICATIONS FROM THE FLOOR

Chair Winne recognized those who would do presentations: Chris Sanchez and Marcos Martinez and Carmen Gonzales, Carla Lopez, and Jennie Oakes.

Ms. Ortigoza and Mr. Ballon joined the meeting.

F. PRESENTATIONS AND TRAINING

- Marcos Martinez, Assistant City Attorney, COSF and Chris Sanchez, Director, Children Youth and Family Division, COSF

Mr. Martinez, Assistant City Attorney, provided a selection of legislative findings and recommendations from the American Heart Association: Men should consume no more than 9 teaspoons of sugar per day; women no more than 6 teaspoons. The average 20 ounce soda contains 16 teaspoons; nearly half of all sugar consumed is through sugary beverages with no nutritional value. Consuming one sugary beverage a day increases the risk of childhood obesity by 55%; developing Type II diabetes by 25%; the likelihood of death from cardiovascular disease by 30%. The average New Mexican in 2016 consumed 34 gallons of soda; New Mexico ranks 32nd in the nation at 29%, for adult obesity which has increased every year except one.

The two-fold purpose behind the tax is to move people off of sugary drinks and to use the revenue generated to fund an ambitious Early Childhood Program.

Ms. Martin joined the meeting at this time.

Ms. Odiseos asked to clarify if artificially sweetened beverages would be included.

Mr. Martinez said they were not included under the current amendments proposed, but it was not too late to add them prior to City Council approval of the Ordinance.

Mr. Martinez addressed the tax. He said in other cities the distributors chose either to absorb the cost or pass along some or all of the tax to consumers.

Mr. Sundberg asked how the tax would be imposed on the various methods of distribution of beverages; i.e., a 12 ounce can of soda versus a pre-mixed drink, a fountain drink sold by weight and drinks that are diluted with soda or water, etc. He asked if the tax would be levied by the end quantity of beverage.

Mr. Alejandro read on page 4, line 10 addressing concentrates: *'the largest volume of sugar sweetened beverage that would typically be produced by the amount concentrated based on the manufacturer'*.

Mr. Martinez said the city would look at the implementation in other cities with the tax; Boulder has a similar tax effective the first of July. He said if approved, the tax would not become effective for six months.

Mr. Ballon said they know that artificial sweeteners and those chemicals affect people's health. He asked if possible to tax companies on the amount of artificial sweeteners used in their drinks. Mr. Martinez replied that could be a recommendation from the Food Council.

Ms. Roy asked about businesses selling nutritious beverages that use honey.

Mr. Martinez said honey is included in the definition of sugar. An amendment is being considered to include sweeteners in excess of 5 g (grams), but there is no exception for honey or other natural sweeteners.

Mr. Sanchez said the Mayor developed a Children's Cabinet with key stakeholders; three secretaries from the State, local policy makers and funders. Subcommittees have been assigned to specific areas and one is early childhood with experts from 42 organizations. The Thornburg Foundation would assist with the key outcomes and measures for progress. The Thornburg, Brindle and Santa Fe Community Foundations funded an evaluation to look at what has been done in the community and what is needed.

Mr. Sanchez said his job is to design a commission of subject matter experts in early childhood to evaluate proposals and ensure funds are focused on early childhood development. The commission would look at the full continuum of 3rd grade reading and math levels to determine if kids are ready for kindergarten, seventh and eighth grade proficiencies, and how to ensure kids graduate high school on time.

- *Carmen Gonzales, Treasurer and Carla Lopez, President for Pre-K for Santa Fe Presentation on the proposed Soda tax in Santa Fe- Jennie Oakes, Advisor to the Pre-K for Santa Fe.*

Carla Lopez said she started with health education in the 80s with pregnant teens and learned from that about low birth weight babies, toxemia etc. She also volunteered at the food co op and saw that answers for those problems were in the food. She focused healthy food in her classes and had no low birth weight babies, toxemia, or premature babies in her class. She met Lynn Walters on the school board and they got lettuce, apples and local food into the school cafeterias. They also worked with high schools, especially Santa Fe High, to get water into the vending machines, because their water fountains did not work. She saw kids come to school that did not have the needed experiences who were never able to catch up.

Carmen Gonzales said she has been a teacher/educator for 40 years and it was obvious which students had the skills needed in math and reading, etc. She said evidence shows quality early childhood education helped achieve more kids who are successful academically and higher graduation rates and more kids who went on to college. She stressed the importance of not losing the thousand or so kids who do not receive services.

Ms. Oakes said she has been in Santa Fe three years and had been the Director of Education at the Ford Foundation and had oversight of grants in education. She ensured low income/marginalized populations had access to high quality education. She was also a professor at UCLA with the title of Presidential Professor in Education Equity's and is interested in education, policy and equity for kids of color or living in poverty.

She was asked by the Mayor to lead and coordinate a plan for Santa Fe that utilized the work being done by the City of Santa Fe and the State, which has a Federal grant to work on pre-K.

Ms. Oakes said the State has developed good infrastructure but reaches only one third of kids. The Mayor wants every child in Santa Fe to have the option of high quality. He wants to build on State and Federal programs in early childhood and fill in the gaps with city funds.

She said the State rates programs by stars-two stars is the basic level that meets health/safety requirements, up to five stars which is an outstanding center with high quality teachers, excellent ratio of child to adult, outdoor space for physical activity and intellectual/social development. The Santa Fe Community College Early Childhood Center is a 5-star model.

Ms. Oakes said a working group of 40 representatives from different organizations developed a five part plan that is high-quality, sustainable and cost-effective. The plan calls for: 1) contracts to be awarded by competitive bids to those who can provide high quality, full day pre-K. 2) Public and parent education programs on the value of early learning and healthy nutrition. 3) A navigation system to help families find the right services and support. Home Visitors might play a role. 4) Workforce development for early childhood workers with a career ladder and training and 5) infrastructure to ensure coordination with the State and Federal government to avoid duplication of funds and use programs currently available. A commission would be formed. Randy Grissom with the Santa Fe Community College has agreed to serve as the administrator/implementer/and oversight manager and provide training and technical assistance.

Chair Winne thanked everyone for their presentations. He said soda/sugar would be taxed in the same manner as alcohol, but there was no link of the revenue and the health problems they are trying to address. He said obesity, diabetes, etc. are at chronic levels and impact lower income communities and people of color.

Ms. Oakes said the public education campaign would focus on health and early childhood development. The implementation plan would have a preference for early childhood centers that focus on health and nutrition, and where possible, use local food sources.

Mr. Sanchez said the city has allocated funding for specific areas. The Children Youth Commission, the Human Services, Santa Fe County and Christus St. Vincent's partnered in the overall health of families in the community.

Ms. Martin said she is with the Santa Fe County Extension Office and oversees the I Can Program with three nutritionists. She said she was frustrated because this is what they do. The Extension Office has for 40 years educated children and parents and has oversight of the SNAP benefits, yet no one has contacted them. The extension is funded through NMSU and is the designated educators for health in public schools. She asked that they not reinvent the wheel.

Ms. Perry said she is familiar with the barriers. She said she assumes there would be a form of accountability to assess groups would do what they say they would. She said as the master trainer for the State in pre-diabetes and diabetes for the intervention based programs, she is thrilled to see the soda tax, but was concerned about the message that everyone should drink a lot of sugary sodas in order for the city to fund the program. She said the double message and the dollar amount is a problem and is like saying the city hopes everyone will drink a certain amount of soda to meet the amount of funds needed.

Ms. Oakes said economist Kelly O'Donnell projected expected revenues based on declining consumption and used a mid range of decline over 10 years, and the amount remained about \$7.5 million a year.

Mr. Sundberg said he appreciated the effort, research and time to develop the two legislative summaries; the sweetened beverage tax and the early childhood education policy, but there is a disconnect. He said everyone supports early childhood, but nutrition is the FPC's focus. Research shows the need to support the child/family unit as a whole. There is nothing written about nutrition education. He said he would be more comfortable if a designated amount was specified for education about good health. The city should not only educate the public about the tax, but why they were taxing soda. He asked if possible to include that before the tax went to committees and a vote and show the community that the city wants to provide education and support the health of the community.

Ms. Odiseos said Feeding Santa Fe partnered with Head Start that has a home visitation program. She said many of the families do not have a clue; they are young and resistant to ask for help. The counselors use the food bank to get into their homes. She asked Ms. Oakes her definition of home visitation.

Ms. Oakes said the navigation system would have three parts: a central hub for information; hands on hot line and smart phone information, etc. and people that families trust such as neighbors, or other relationships. She said they would help families fill out forms for childcare subsidies or handle housing problems, etc. and would play an important role. They are strong connections in the early childhood world between the home visitation programs, the hospitals during labor/delivery, the early childhood centers and the public schools pre-K. Currently there is a diverse array of home visitation programs with many in the community who have been trained and employed by the United Way.

Stacie Quinn with the United Way of Santa Fe County said they partnered with Christus St. Vincent's to offer three home visits to every newborn. They also have a First Born Program that offers home visitation at the end of the initial three visits to each newborn.

Ms. Perry said she is familiar with ProMatura and it made sense because the visitors are part of the community and culture and speak the language. She said ProMatura has been very successful in New Mexico. She suggested that be used as a model and that they should talk with others such as La Familia.

Ms. Roy said there were things in place in policy that could be engaged, like the nutrition rules. New Mexico is one of the first states to change nutrition rules to minimize competitive foods in schools. She said this is an opportunity to build pre-K through K-12 and focus on Santa Fe as a champion city Through policy they could develop programmatic ways to work with students, teachers, school board and school food service directors.

She said she liked that the program was paired with Federal and State funding because there were Federal funds left behind that could benefit schools in Santa Fe and the State and there were broader opportunities.

Carol Oppenheimer said she is active in the Pre-K Campaign for Santa Fe and there is a tough opponent in Coca-Cola. The first community meeting at the Boys and Girls Club was packed with families from the south side and a banner for Coca-Cola hung in the meeting place. The second community meeting at Aspen School there were Coca-Cola employees present in fear of losing their jobs; and the back of Coca-Cola trucks have an explanation why there is an increase in costs. Also Councilor Trujillo who opposed the initiative, talked about the wonderful things Coca-Cola does for schools at a committee meeting.

She said there is an opportunity to leverage the existing resources such as the County Extension Program and Federal funds to make the campaign not only about pre-K, but about healthy eating.

G. PUBLIC COMMENT

Ms. Rivera said she is the Government Relations Director for the American Heart Association (AHA). She spoke to the piece about the artificial sweeteners. A scientific AHA study on non nutrition sweeteners recommended they not be included in the soda tax. The consumption of sugar sweetened beverages is associated with diabetes, heart, liver and dental diseases and obesity. However research is uncertain about the health effects of artificially sweetened beverages, like diet drinks. She said in addition to insufficient research, AHA does not support the inclusion of diet items in the tax, because they give consumers a healthier alternative.

Ms. Martin said she teaches diabetic cooking schools and if she could get people to cut out sugar, eat healthier and watch their glycemic index, she has done her job. She said she could not get into the quagmire of nutrition, but has to pick a point and go with that.

Ms. Boies said as the Health Services Director for the county that funds many of the providers, she agreed with the link between sugar and poor health and disease. She remained concerned however, about the regressive nature of the sales taxes generally and that this tax would hit the lower income residents the hardest.

She said she asked in an informal survey of people she knows with diabetes in their families, if artificial sweeteners should be added to the tax. Several people told her that was the only way their family members could avoid sugared beverages and things that adversely affect their blood sugar. She said people also ask her why chocolate milk was in schools and teachers used candy as a reward.

Lynn Walters, the retired founder of Cooking with Kids, said working in the schools for 20 plus years it was interesting to see the changes of children who came to kindergarten without pre-K experience. She said that is a disadvantage for the kids.

Ms. Walters said she and Cooking with Kids applauds the effort. It is a great start and accomplishes several purposes. She hoped additional funds could be leveraged to continue to grow the programs. She said she was in favor of including artificially sweetened beverages, but thought Coca-Cola was powerful.

Chair Winne said recently PepsiCo's 4th quarter earnings beat industry expectations with a net revenue jump of 5% to \$19 billion in earnings.

Kaitlin Jennings said she has interacted with many of them in her work with Earth Care and the NM Farmers Marketing Association and her business. She agreed about excessive sugary beverages, but said a category of beverage had been lost - the living fermented probiotic beverage. She said the 5 grams [of sugar] limit is arbitrary. She thought many of the findings were not applicable to the fermented beverages, which have proven benefits and a lot less sugar than traditional drinks. The high amounts of acidic acids have been shown to increase weight loss and the probiotic streams were proven beneficial. She said a necessary part of the drink is the 6-12 g of sugar that is part of the fermentation process.

Ms. Jennings asked the council to consider amending the definition of sugared beverages and excluding probiotic fermented beverages. She thought that would be better than the tax having a sugar limit, which as currently proposed benefited one probiotic company over others. She would have to pass the tax on, which doubled retailer costs. She offered studies that show the benefits of her product for the council's consideration.

Danila Crespin-Zidovsky said she was advocating for her three year old daughter. She assists with

Pre-K for Santa Fe and is an early childhood education analyst. She said statistics show that 85% of a child's brain develops before age five and a thirty million word gap exists between the wealthiest and the poorest families. When talking about third-grade reading levels, kindergarten readiness is the best indicator and the best indicator for kindergarten readiness is the number of words a child hears before they enter kindergarten.

Ericka Davos said she works for the American Federation of Teachers and Early Educators United. They have a coalition of parents, educators and owners that take their children to Early Ed in addition to working and owning small businesses that provide early childhood education from birth to 5 years of age.

She said the federal recommendation is not to spend more than 7% of income on early education, but in New Mexico it is 23%-25% of income. Parents have to be at or below 150% of the federal poverty line to qualify for a subsidy contract and because of that, centers have to limit the amount of children they take. The center's average teacher's wage is \$9.10 an hour and teachers are asked to increase their level of education. They return to school and receive their degree, but often leave to teach in a public school to earn a higher salary and more benefits. The turnover rate in centers in New Mexico is 32 percent.

Ms. Davos said the Federation is working to unite the small businesses providing early education and ensure funding for the additional education of teachers and higher wages. That would support and keep quality educators in the childcare centers and more parents could qualify.

Stacie Quinn said she is the board chair of United Way of Santa Fe County. She said at the Public Works meeting Mayor Gonzales was clear that Santa Fe could not increase the gross receipts tax and there were few ways to acquire the funds needed. She said implementation would take four years if the State government passed the legislation and they are talking about 6000 kids. She said the State has capacity issues in rural communities that Santa Fe does not have. Santa Fe has a huge capacity of unfilled seats that parents are not able to access and this could create a generation of kids who are ready for kindergarten.

Mr. Sanchez read a note he received from Mayor Gonzales. The mayor asked that he thank everyone for their work and he read: "*the AHA strongly encourages excluding artificially sweetened beverages. The evidence is clear that sugar links to heart disease, diabetes and obesity, but much less clear is a disagreement on the link between artificial sweeteners and disease*". In addition there needs to be an alternative offered on sugary beverages as good public health. Artificial sweeteners could be addressed through other means. The Mayor asked the council not to make that part of the measure as the issue is still being considered.

Ms. Perry said part of the education is to promote beverages like water, ice tea, carbonated water, etc. and suggest alternatives people could have.

Carol Oppenheimer said Councilor Joe Maestes with the agreement of Ron Trujillo, introduced an amendment for the election to be March 6, 2018 and she was opposed to the delay. She said the issue needs to go forward quickly and to wait another year would be a loss to the community. She proposed May 2, 2017 for the election.

Martin Lipton said he works with the pre-K people and has a strong commitment about separating grounded, peer reviewed medical science. He agreed with the recommendation of the AHA. He said sometimes what is presented as proven and parsed out benefits about nutrients/chemicals, turned out not to have nutritional benefits. He said grounded science demonstrated that about the product asked to be made an exception.

Mr. Lipton said an additional risk for a public group is to state they will make an exception based on “proven benefits” because that means they stand behind that as a healthy option. He encouraged the council not to equate the health food industry matters with what is supported by medical science.

Chair Winne thanked everyone for their comments and said the council would now discuss the matter.

H. ITEMS FROM THE CHAIR – Soda tax discussion Action item: The SFFPC will consider what recommendations to make concerning the request to endorse the proposal for a Sugar Sweetened Beverage Tax for the City of Santa Fe.

Ms. Carolina Cuellar said as a diabetes educator she thought the tax is a good idea, but a big consideration is the amount of sugar in liquid form because of how the body processes that. She said she was not comfortable excluding fermented beverages from the tax for those with diabetes.

Ms. Martin added that even though the fermented drink has nutrition, the glycemic index is the same.

Mr. Sundberg said the council should specifically address the legislation regarding the sugar free beverages tax. He said taxing sugar sweetened beverages and not artificially sweetened sends a message that artificial is therefore healthy. He said AHA recommended going forward with the sugar tax because of the evidence, but evidence shows artificially sweetened beverages could affect heart health and nutrition.

Mr. Sundberg said it is important to include artificial sweeteners. The Food Policy Council recommendation was to set aside 10% of income generated by the tax to be specifically allocated to a healthy education fund. The tax is designed to make the community better. He said part of the council’s recommendation is that they also want a healthy community, because a child with good nutrition learns better.

He reviewed the three FPC recommendations:

- to include artificial sweeteners in the tax to avoid the misconception they are healthier;
- allocate 10% of proceeds to an Eat-Smart fund for education related to healthy diets and habits; and
- designate the FPC to assist in the design of the RFP and provide input on nutritional and educational goals for early childhood education.

Mr. Alejandro clarified that as an advisory council they could amend the ordinance/resolution by making recommendations and if adopted, could be moved forward by a member of the governing body. He suggested they recommend staff look at naturally sweetened beverages with honey, probiotics, etc. to reassess where those would fall within the sugar sweetened beverages. He said the Mayor’s top priority is to get the legislation right and there is room to make improvements once legislation is passed.

Ms. Ortigoza remained concerned that the tax might eliminate a new business. She said the fermented beverage niche is burgeoning and she would not want that undermined. She suggested finding language and a definition to consider that and move it forward. Mr. Alejandro responded that he could have Legal look at the definition.

Mr. Ballon said making room to study fermented drinks might help make the decisions about that.

Ms. Boies said she would be more comfortable if the council stated support for the tax, and asked the Mayor to consider probiotic /fermented beverages and taxation on artificial sweeteners.

Mr. Alejandro noted the definition of natural sugar in the ordinance on page six. He said there is room for improvement and he thought the Mayor would agree that staff should look at that.

Ms. Ortigoza said naturally sweetened is different than probiotic fermented where the probiotics eat the sugar and grows the health benefit of the drink. She said that should be mentioned.

Ms. Oppenheimer said they have the same impact in the manner it is digested in the body as sugar. Ms. Martin added she would not recommend that to diabetic clients, because of the affect on their body.

Mr. Sundberg said lactose is sugar but the body cannot absorb it. He said it would be difficult to define sugars and sweeteners; Stevia has no glycemic impact. He said the legislation is clear if sugar, it is unhealthy and would be taxed. He said if there was an exemption they could increase the amount of grams [of sugar] allowed.

Ms. Oppenheimer said this is legislation and the simpler and clearer for those to whom the tax applies the better. She urged them not to tie the hands of City Councilors and the Mayor. She noted that other cities researched with the tax had a 5 g limit. She said Ms. Oakes had to leave, but asked that the council not put a specific percentage for early nutrition education because that could take away from the goal to serve children and new employees in the field and other groups might also request a percentage.

Ms. Roy suggested the letter ask staff to consider their recommendations and add the consideration of the naturally sweetened and fermented beverages to the recommendation. She said rather than recommend 10% of proceeds for education say: *"allocate the equivalent of 10% of the amount raised from proceeds through city and other resources for education"*.

Mr. Sanchez suggested that not be included in the recommendations. He said instead have Mr. Winne as board chair, meet with the Childhood Commission and Human Services to discuss that.

Chair Winne said he was concerned because nothing explicit was included about nutrition/food education, etc., other than the tax on soda. He said the question of obesity had not been addressed and there was nothing about what they hope to do - to reduce consumption of unhealthy food and increase consumption of healthy food.

Ms. Oppenheimer thought amendments would be introduced at the Finance Committee and the grants language would include the purpose of healthy eating policies and practices for all early childhood education funding. She suggested a recommendation that all RFP responses be rated on their proposals for healthy eating for pre-K.

Mr. McCarty said he was fine with the language. He said the portion of the proceeds could be worked out later. Ms. Lopez added a reference to Cooking with Kids should be included.

Mr. Alejandro explained the difference between the ordinance and resolution; the ordinance was the law and the resolution is the vehicle that carries out the law.

Chair Winne summarized the motion to be approved, as discussed by the council:

- 1- staff consider the taxation of artificially sweetened beverages in the Ordinance;
- 2- staff be directed to consider the exclusion of probiotic fermented beverages in the Ordinance;

- 3- the Resolution include allocation of a portion of the tax proceeds raised to support outreach and education efforts around healthy eating, and also to leverage funds of existing public and private resources for the same purpose; and
- 4- the Santa Fe Food Policy Council be included as a member of the advisory council, in the design of the Request For Proposal (RFP) and development of criteria to provide input regarding nutritional education for early childhood education.

Mr. Sundberg moved to approve the adoption of the Santa Fe Food Policy Council letter to be forwarded to the Mayor and City Council with the stated recommendations. Ms. Ortigoza seconded the motion.

Mr. Alejandro recused himself because he is working on the ordinance.

The motion passed by majority (9-1) voice vote. Ms. Martin voted against.

I. INITIATIVES AND ACTIONS – Not discussed

J. ITEMS FROM THE CHAIR – Previously discussed

K. ITEMS FROM THE COUNCIL – Previously Discussed

L. ADJOURNMENT

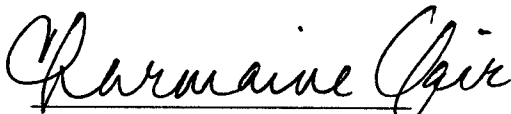
Having no further business to discuss the meeting adjourned at 11:35 a.m.

Approved by:



Mark Winne, Chair

Submitted by:



Charmaine Clair, Stenographer