

Agenda



Santa Fe City and County, Advisory Council on Food Policy September 28, 2017, 9AM-11AM Genoveva Chavez Community Center, 3221 Rodeo Road, Santa Fe 87507

- CALL TO ORDER
- ROLL CALL В.
- APPROVAL OF AGENDA -September 28, 2017 Prioritization and Agenda Order

5 minutes

- D. APPROVAL OF MINUTES -August 24, 2017
- E. COMMUNICATIONS FROM THE FLOOR

2 minutes/person

- F. PRESENTATIONS:none
- Items from the Chair:

10 minutes

H. Staff Communications

5 minutes

- I. INITIATIVES AND ACTIONS
 - 2. Policy Committees

80 minutes

- Food Plan Committee
 - i. Meeting updates-
- b. Food Production and Land Use Committee
 - i. Meeting updates.
 - ii. Food Forum update-additional time to discuss tasks moving forward.
- c. Education and Outreach
 - i. Meeting updates.
- d. Governance Committee
 - i. Meeting Updates-County Progress on applications for Council seats
 - ii. Follow up or comments on updated SFFPC manual.
- State & National Issues
 - i. State Legislature updates
 - ii. Farm Bill update-effects on state and Federal level
 - iii. National Issues
- 3. Executive Committee

I ITEMS FROM THE CHAIR

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 955-6520, five (5) working days prior to meeting day.

CITY CLERK'S OFFICE

TIMF 12:03~

SUMMARY OF ACTION SANTA FE CITY AND COUNTY, ADVISORY COUNCIL ON FOOD POLICY GENOVEVA CHAVEZ COMMUNITY CENTER 3221 RODEO RD.

SEPTEMBER 28, 2017, 9:00 AM

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SANTA FE CITY AND COUNTY ADVISORY COUNCIL ON FOOD POLICY GENOVEVA CHAVEZ COMMUNITY CENTER 3221 RODEO RD. SEPTEMBER 28, 2017, 9:00 AM

A. CALL TO ORDER

The meeting of the Santa Fe City and County Advisory Council on Food Policy was called to order by Mark Winne, Co-Chair, at 9:00 am, on Thursday, September 28, 2017, at the Genoveva Chavez Community Center, 3221 Rodeo Rd., Santa Fe, New Mexico.

B. ROLL CALL

MEMBERS PRESENT

Mark Winne, Co-Chair Susan Perry, Co-Chair David Sundberg Kierstan Pickens Susan Odiseos Cydney Martin Pamela Roy

MEMBERS ABSENT

Erin Ortigoza, Excused Patricia Boies, Excused Carolina Flores, Excused Tony McCarty, Excused Emigdio Ballon, Excused John Alejandro

OTHERS PRESENT

Helen Henry Rebecca Baren-Rees David Nezzie, Field Rep for US Senator Martin Heinrich Elizabeth Martin, Stenographer

C. APPROVAL OF AGENDA

MOTION A motion was made by Mr. Sundberg, seconded by Ms. Perry, to approve the agenda as presented.

VOTE The motion passed unanimously by voice vote.

D. APPROVAL OF MINUTES AUGUST 24, 2017

Ms. Roy said Patricia Boies last name is misspelled in the body of the minutes.

MOTION A motion was made by Ms. Odiseos, seconded by Ms. Perry, to approve the minutes as amended.

VOTE The motion passed unanimously by voice vote.

E. COMMUNICATIONS FROM THE FLOOR

Ms. Perry said she wanted to acknowledge that the recipe boxes from MoGro are awesome. People are very excited about the materials that go with it as well. Doing a locally sources program like that is really appreciated by working folks. High five.

Ms. Odiseos passed around flyers for 2 events. Guns to Gardens, presented by New Mexicans to Prevent Gun Violence on October 7th and a benefit for Feeding Santa Fe at Holy Faith, Palen Hall, on October 8th. Guns to Gardens is where guns that are donated are melted down and turned into garden tools.

F. PRESENTATIONS

Chair Winne asked do we have anything in the works for the future.

Ms. Roy said she asked Tomas at Chainbreakers for November. For October we have Teseque Pueblo and we will meet there.

Chair Winne asked if there are any ideas or thoughts for others please submit them.

Mr. Sundberg said when Kierstan can take a breath it would be great to have Presbyterian Health Services here.

Chair Winne said lets get Presbyterian in the loop as a December possibility.

Ms. Roy said our December meeting is between Christmas and New Years.

Chair Winne said we can move it up.

Mr. Sundberg said we should do a year in review at the December meeting and

look toward next year instead of having a presentation.

- Ms. Perry said yes we should do that. The date we have for November is the 16th. We can change them, but they are established dates for now.
 - Ms. Roy said December is the question.
- Ms. Perry said we can do the 14th for December and for October the 26th. There was consensus agreement to both.
 - Mr. Winne asked where will we be meeting.
- Ms. Perry said we will be back at Kitchen Angels in November. She has this room reserved for October.
- Ms. Odiseos said maybe we should schedule this room for November as well in case there is a delay at Kitchen Angels.
 - Ms. Perry said she will check on that.
 - Ms. Pickens said her conference room is available.

G. ITEMS FROM THE CHAIR

Chair Winne said with respect to our upcoming forum he hopes everyone has it on their calendar and that we will all individually help out. He hopes everyone attends.

Ms. Roy said please RSVP to the notice that went out and come to the reception.

Ms. Pickens said on the same day at the Farmers Market Pavillion at 5:30 pm the Northern New Mexico Young Farmers Alliance is doing a fundraiser for their tool library which is housed at the market. A film about them will also be showing that night at Velvet Crown.

H. STAFF COMMUNICATIONS

1. INITIATIVES AND ACTIONS

Ms. Roy said our City contract requires us to create a framework around the quantity and quality of what we do. They hired 2 ladies from Aspen Solutions to help everyone set their baseline so that we can measure our impact. She met with them. They are going to be helpful and they will help others to understand what we are. We set simple baselines and that will help us with our reports. They said we are over achievers. We did not get full funding from the City, but we did accomplish all of our

doables.

Ms. Martin asked when they collect the numbers do they include all the outreach we as individuals do having to do with food.

Ms. Roy said it has to do with our City proposal. We are supposed to focus specifically on adults so that would be great to incorporate that. We focused mostly on seniors.

Ms. Martin said she knows her numbers. Ask them what we can include.

Chair Winne said it would be interesting to see the numbers.

Ms. Baren-Rees said you could figure out what part of this work is being made up by the Council.

Chair Winne said there is a collective impact of what we do. If they would allow that as a side bar or footnote that would be great. We are more of a collective organization.

Ms. Odiseos said Rebecca's point is a very important one. So many funders value collaborations. Feeding Santa Fe is a perfect example of that.

Ms. Martin said it shows we are not in silos and are working together.

Ms. Roy said we put in a proposal to the Santa Fe Foundation regarding a collaborative effort. We have a plan now.

Chair Winne said we need to capture what we individually have done. David can we do that with Food Plan report.

Mr. Sundberg said yes, we could capture that. Ms. Martin sent the numbers of what her program did that were directly impactful with food.

Ms. Baron-Rees asked for the areas of work that are being done through relationships and to what extent are policy recommendations coming out of that. Informing policy recommendations. There is specific policy focus work going on.

Chair Winne said you can say that some of that has been going on the Southside recently due to some of the work we have done. Organic relationships are the way these things evolve.

Ms. Pickens said she has all the data and can get additional volunteer hours as well.

Chair Winne said it would be great to capture that.

Ms. Odiseos said Jeanette and Rene from the County Extension Office volunteer every week at Feeding Santa Fe.

Ms. Roy said she can send out the simple framework we have for the City of Santa Fe contract. We can build it out for the report to the City beyond what they require. When we think about innovation and systemic change the County Housing Authority Director is hoping to bring on a full time navigator who will be meeting with every family in their family units to figure out the appropriate way for the navigator to help with things like transportation and access to food.

Mr. Sundberg said the navigator is supposed to be a wraparound councilor. How many people will they need to work with.

Ms. Roy said 400 plus people. It will take time. He is looking at his budget to see if he can move that along. It is an idea of innovation. In the work of trying to get local produce into Senior Centers, when she spoke with County Senior Services they were getting their monthly boxes and they do 46 deliveries to people who do not have transportation in the County. We need to build out those connections. She asked if those 46 people are getting the senior coupons from Food and Nutrition. They were unaware of the program. They said they could organize next year to take those people without transportation to the Farmers Market to use the coupons.

2. POLICY COMMITTEES

A. FOOD PLAN COMMITTEE

Mr. Sundberg said we had discussion on the work on the 2017 Food Plan update. Thank you Kierstan for all the information.

Ms. Pickens passed our her survey summary which is incorporated therefore into these minutes as Exhibit "1".

Mr. Sundberg said we had discussion about our collaboration with the Presbyterian Foundation on the RX program at the Southside market. We can talk about follow up and feedback on this. We changed our meeting for next month to the 2nd so we can help out for the Food Summit.

Ms. Pickens reviewed her survey summary.

Mr. Sundberg said the program had an amazing turn around and impact on the community. It also was very welcoming.

Ms. Pickens said this market felt totally different than the one at the Railyard. We had community partners. There was a lot of excitement. The County health van was there, music and yoga classes. She would love to pull others into the planning of it in advance. She hopes to have a graphic for the Council at the next meeting.

Chair Winne asked what do you make of the low to none bus usage.

- Mr. Sundberg said there are 3 buses that get there, but over 50% of the ridership comes from Cerrillos Road. We were out in the community there.
- Mr. Sundberg said we should contact Eric Aune about the Food bus we talked about before.
- Ms. Odiseos asked have you gotten feedback from vendors. Do they want to come back. Do they think it was worth their while.
- Ms. Pickens said Lanni is pulling that meeting together. Based on her observations we had more and consistent attendance here than at the Railyard or the Mall.
- Ms. Roy said when we talk about transportation we speak about public buses. One of the values we could bring to this is the County van service for seniors and other transportation opportunities. It is a bit easier for them to make those shifts. We should explore that.
 - Ms. Pickens said she is connecting with both.
- Ms. Baron-Rees said one of the things that did not happen this summer that may help incentivize more farmers coming is MoGro purchasing unsold product from the farmers. We are going to try to do a campaign for a truck to take the produce purchased after the market at a discount. All the vendors were interested. There was a lot of demand from them. It is a bonus for them that would otherwise be a loss.
- Ms. Roy said regarding the idea of the infrastructure piece, we met last night with the Farmers Market Association about the idea of food hubs and transportation. We don't so much need a refrigerator truck for that.
- Ms. Baron-Rees said we will need a refrigerator unit and a truck. We don't need it every day and can share.

Chair Winne said it sounds like good results, good lessons learned and good ideas for the future.

Ms. Perry said in terms of the Food Plan and tying together how these things effect policy, there is a direct tie to diabetes and looking at the cross benefits and how

one thing connects to the other. It would be great to integrate diabetes and obesity.

B. FOOD PRODUCTION AND LAND USE COMMITTEE

- Ms. Roy said we have a report in the packet and the latest agenda for the Summit. Thank you to everyone for thinking through a structure for this and a way to approach how we articulate the work of the Food Council. Thank you Rebecca for trying to figure out the food economy with John Alejandro.
- Ms. Baron-Rees said we are hoping to have a year and a half of data. We want to point out our value. She is working on the County numbers and John is working on the City numbers. Sales related to the food economy.
 - Mr. Sundberg asked how do you figure retail food.
- Ms. Baron-Rees said the gross receipts tax on food. It should show income for the City and County and we can look at the top 5 economies and focus on them.
- Ms. Roy said that will be a strong pairing with Tim Keller, State Auditor on the state of procurement and food in public institutions.

Chair Winne said it is interesting and he is curious if these statistics have been done elsewhere. It might be really interesting to put together into a stand alone report.

Ms. Baron-Rees said she and John are going to write that.

Chair Winne said it could be used Nationally as a case study.

- Ms. Baron-Rees said the Economic Development Department thought it would be valuable.
- Mr. Sundberg said there was information on the purchasing side of things, but the impact of retail is important to be able to know much is going into the coffers. Wholesale is also important for the processing side.
 - Ms. Baron-Rees said assuming farmers have to report their sales.
- Mr. Sundberg said it would be interesting to know how much grocery stores are purchasing locally for resale.
- Ms. Baron-Rees said we will be looking at that and Pam has the information to do the impact on the local economy. The indirect on jobs and dollars spent in the local economy.

Ms. Baron-Rees said there is a lot of stuff happening that will not be documented such as cash basis transactions.

Ms. Roy asked what do we want out of this forum. They have the baseline on economic numbers. We could ask the City and County to help continue to develop that report. We could suggest a Memorial to do a study at the State level requesting that this be a statewide initiative with Economic Development and the Department of Agriculture. The Secretary of Agriculture asked for the potential in student nutrition programs. She did a State records request for those numbers. Over \$170 million goes to student nutrition programs in food purchasing and staffing statewide. The question is what is the potential from that for New Mexico agriculture.

Ms. Perry said that is the important push for this meeting. The economic impact and what that means. Have we invited the candidates for Mayor.

Ms. Baron-Rees said John is reaching out to them.

Chair Winne said we should ask the City to use the data and collect it from now forward.

Ms. Roy said Councilor Lindell sent her a note saying that the required meeting for all candidates is on that afternoon. She told them when they can show up please do.

Chair Winne said we could hold a candidates forum separately.

Ms. Roy said she likes the Chair's idea to do a candidates forum separately.

Ms. Martin said she encourages everyone to, as the Summit goes, have an evaluation at each part about changing peoples thoughts or behavior.

Ms. Roy said that is a good point.

Ms. Martin said you can even do it by a show of hands.

Ms. Roy reviewed the Summit agenda. We have sponsorships and have had conversations with the foundations in trying to get staff there. McCune said their staff will be out of state, but they wanted to follow up.

Ms. Hunt said she is sending out another blast. We have 15 for the reception and 30 for the forum itself at this point.

Ms. Roy said our max is 120.

Ms. Martin said she will put it in her newsletter.

Ms. Pickens said she will include it in her eblast that is going out.

Ms. Roy said she would like to get an approval on the agenda as it is now.

Chair Winne asked are we inviting the press.

Ms. Roy said yes and she will follow up.

Chair Winne said it would be good to have a press release as well.

Ms. Baron-Rees said he and John are going to write an op-ed on food data for the New Mexican and the Reporter mentioning the event.

Ms. Roy asked that as everyone is looking at the agenda please make sure all the titles are right. We shortened the titles of some of the sections of the Summit per a suggestion from Patricia.

Chair Winne said he still feels this agenda is too much talking heads and not enough interaction.

Ms. Roy said we have a Q and A after each session.

Chair Winne asked do you have enough time for that. He is also concerned about shared discussions, next steps and the time allocated for that. He strongly recommends that you look at time allocations and design a carve out for audience participation so they can contribute to the outcomes. The idea was to focus on the outcomes.

Ms. Roy said she will look at that and make it clear.

Chair Winne said he recommends breaking it up some for shared discussions. After Tim's presentation have more time for shared discussion and after local success stories as well.

Ms. Roy said she likes that.

Ms. Henry said also maybe we should follow up with a survey for written comments the day after so people can think about it. It could be on line.

Ms. Odiseos said that is a good idea.

Ms. Martins said we need to do that while they are captive.

Ms. Perry said she loves the idea of on line, but you won't get many back.

- Mr. Sundberg said the evaluation is very important. His hope is that at the end of this by saying stop and filling out that piece of paper it will now stop the flow of conversation.
- Ms. Baron-Rees asked on the local success story section are we asking these 4 folks to target their comments about a particular shared goal. If not does question 3 make sense. If they are not focused on a similar topic that thread is not there.
- Ms. Ray said we do have the goals there. She talked to them about what they are covering.
- Ms. Baron-Rees said she suggests we remind ourselves of the goals when we start that section.

Chair Winne said he will be doing that. It would be helpful if in real time someone can keep track of some of the main points that are brought up. Make sure we capture the main points.

- Ms. Odiseos said she agrees we need to capture as much as we can at the time. Also connect afterwards. Give them the opportunity.
- Ms. Roy said this is a part of a series. We will build on this. We need more folks from the County. She would love everyones thoughts about who to invite.

Chair Winne said Erin has a big list.

Ms. Martin said she has a list as well.

- Ms. Perry said we need to put the number of minutes for each speaker on the information we give out. Tell each speaker so we don't run over.
- Ms. Roy said we need to have one more committee meeting. It was decided that the meeting will be on Tuesday at 3:00 pm at Ms. Pickens conference room.

C. EDUCATION AND OUTREACH

- Ms. Henry said thank you for everyones contributions to articles for the Green Fire Times October issue. Everyone be sure to pick up one.
- Ms. Martin said she did an article on bread makers and bread winners and stories about public housing educators.
- Ms. Roy said we got flooded with wonderful things. All of them may not be included.

Ms. Pickens said she apologizes that they did not get anything in. They have been trying to help promote the Food Summit. She has not seen anything about the event on Facebook or the website. That is the way her organization pushes things out. The use of social media is encouraged.

Ms. Henry said it was originally by invitation. We will have to figure that out.

Chair Winne said we should get something up on the web.

Mr. Roy said she suggests we think about how we want to communicate about the work we are doing. That can be an agenda item for the committee.

D. GOVERNANCE COMMITTEE

Ms. Perry said she and Ms. Odiseos met. An ad went out for the County position and applications have been received. We have asked for anyone who has applied so we can vet the list for Board members and committee members to work on a project they are interested in and do not want the commitment of the Board. Thank you everyone for doing the manual.

- Ms. Pickens asked what committees are you needing members for.
- Mr. Sundberg said Food Plan and Food Production primarily.
- Ms. Odiseos asked if 3 people are interested and only 2 get it how will you handle that.
 - Ms. Perry said we will offer them to be part of the team on committees.
 - Ms. Odiseos said she doesn't want them to be let down.

Chair Winne said it is more about the process of how we decide. He thinks the Governance committee and the Executive committee should take a look at this. Pam the Governance committee should be included in your meeting with Pamela.

- Ms. Perry said they need to come to one or two of our meetings so we can see their commitment.
 - Ms. Odiseos asked if the process is a County thing where do we fit.

Chair Winne said we give a recommendation to the County. At the next Executive committee meeting we need to put in a specific recommendation.

Ms. Pickens asked is there a set of criteria you are trying to meet.

Ms. Perry said we have designated categories of seats.

Mr. Roy said the Board of County Commissioners makes the ultimate decision. It is important for us as a Council to make the recommendations. The paperwork for the County is extensive. It might take a bit of time.

E. STATE AND NATIONAL UPDATES

Ms. Roy said we are delighted to have David today. We are asking for support of the Farm to School Act. We would love to have Senator Heinrich. She made a request to Congresswoman Lujan Grisholm's staff in person. It is in process.

Ms. Roy said she met with the Governor's staff on Monday around the New Mexico Grown Program and asked them to put in their budget their recommendation to the Legislature to put the \$364,000 back in the budget for New Mexico Grown fresh fruits and vegetables in the schools. It was zeroed out last year. They agreed to proclaim the month of October New Mexico Farm to School and School Nutrition month.

Chair Winne said we can share that at the Summit.

Ms. Roy said we are working on a mark up bill for our delegation for the National Sustainable Act.

Ms. Pickens asked was there anything in there about forgiveness for farmer student loans.

Ms. Roy said no requests for that came in, but it can filter up.

3. EXECUTIVE COMMITTEE

No report of anything in addition to what was already said.

I. ITEMS FROM THE CHAIR

Chair Winne asked that this item be taken off the agenda. It is included twice.

J. ITEMS FROM THE COUNCIL

None.

K. ADJOURNMENT

Chair Winne thanked everyone for their time. See you at the Summit.

There being no further business before the Council, the meeting adjourned at 11:00 am.

Mark Winne, Chair

Elizabeth Martin, Stenographer

						Would you be interested in using this		What was your favorite part of the	What could be improved/would you like	e de la completa del completa del completa de la completa del completa del la completa del completa de la completa del	
Date	Ist this your first time at the Market?		How Did you Get Here?			program again?		Market?	to see?	Spanish Speaking	
	YES NO SURVEYS	NO management	CAR	BUS	WALK	YES	<u>NO</u>	1 - 5 1 to 1 - 5 - 5 - 5 - 5 - 5 - 5 - 5 - 5 - 5 -		YES	<u>NO</u>
9/26/2017	TURNED IN ON 9/26/17										
9/19/2017	1		1			1		Variety of vegetables and great people.	All is good		1
9/19/2017	1		1			1		The food	More stands with different choices		1
9/19/2017	1		1			1		All very good!			
9/19/2017	1		1			1		Fresh food, music, vendors	I'll be back!		1
9/12/2017	1		1			1		I liked everything. I didn't know this market was here.	More fruit	1	
9/12/2017		1	1			1		I liked the atmosphere of the people and that the vegetables are organic	A little more fruit	1	
9/12/2017		1	1			1		The vegetables are healthy	More promotion, many people do not know about it	1	
9/12/2017	1		1			1		The last part, the watermelons	it's all good	1	
9/12/2017	1		1			1		That everything is fresh and very good		1	
9/12/2017		1	1			1		it is very interesting to be able to consume all the local products	A little more fruit than the one they already have	1	
9/12/2017	1		1		 	1		That everything is fresh	nothing		1
9/12/2017	1		1	 		1		Buying natural vegetables	A little more products	1	
9/12/2017	1		1			1		All the different fruits and vegetables			1
9/12/2017		1	1			1		The fruit and vegetables		1	
9/12/2017	1		1	 		1		All the purchases I made	I would like more fruit	1	
9/12/2017	1		1			1		The fresh vegetables	Lemons and try for more variety	1	
9/12/2017	1		1			1		Fresh veggies and fruit. Music was pleasant! Everyone friendly and helpful.	More selection of fruits.		1
9/5/2017	1		1			1		It's all beautiful	It's all good	1	
9/5/2017	1		1			1		The variety and the music	Nothing, it was great! Maybe water to drink?		1
9/5/2017	1		1			1		Friendly vendors, music	They're more expensive than grocery store		1
9/5/2017	1		1			1		All the fruits and vegetables	it's all good	1	
9/5/2017	1		1		1	1		Everything I tried was good and fresh	Plantain and strawberries	1	<u> </u>
9/5/2017	1		1			1	1	The fresh fruit and music	More vendors		1
9/5/2017		1		1		1		All	More variety	1	
9/5/2017	1				1	1		I liked everything	More bread	1	i
9/5/2017	1		1	1		1		All is very good	No comment	1	L

	47	22	67			68		from the grocery store.	vegetables.	49	19
7/25/2017								Everyone is really nice. The products are really fresh. Different experience	Put morewith more variety of		
7/25/2017	1		11		 	1		Peaches, squash blossoms	Cheese, cream, milk	1	
7/25/2017	1		1			11	<u> </u>	Accessible, good people (?)	Milk	1	
7/25/2017		1	1		L	11	<u> </u>	People/vendors	Water bottles		1
8/1/2017		1	1			1	<u> </u>	Everything is very fresh	More tomatoes		1
8/1/2017	1		1			1		The fruits and vegetables	Shade	1	
8/8/2017	1		1			1	L	The fruits	more fruits		1
8/8/2017		1	11			1		Everything, food, vegetables, fruit	It's good now, good to have the Market here, better than downtown.		1
8/8/2017	1		11			1		Looking at all the different products	Nothing right now		1
8/15/2017	1		1			1		produce.	I like everything.		1
							1	Walking and seeing people buying			1
8/15/2017	ī		1			1		All fresh	All good	1	
8/15/2017		1	1			1		All. And the food tasting.	Having more variety of fruit		Ĺ
8/15/2017		1	1			1		The friendliness of the vendors and the food tasting with Jackie (Munro?)	Variety of fruits and vegetable	1	
8/15/2017		1	1		}	1		The local bread artisan	I would like a little more variety of fruits	1	