



Agenda



Santa Fe City and County, Advisory Council on Food Policy
February 22, 2018, 9AM-11AM CITY CLERK'S OFFICE
GCCC Conference Room, 3221 Rodeo Road, Santa Fe, NM, 87507/19

DATE 2/22/18 TIME 9:23 AM
SERVED BY Susan Perry
RECEIVED BY [Signature]

A. CALL TO ORDER

B. ROLL CALL

C. APPROVAL OF AGENDA February 22, 2018
Prioritization and Agenda Order

5 minutes

D. APPROVAL OF MINUTES – January 25, 2018

F. PRESENTATIONS: Discussion led by David Sundberg: SFFPC Focus and brainstorm about "think tank" subcommittee.

30 minutes

G. Staff Communications

5 minutes

H. INITIATIVES AND ACTIONS

55 minutes

2. Policy Committees

- a. Food Plan Committee
 - i. Food Plan Update for 2017: Presentation and discussion of dissemination
- b. Food Production and Land Use Committee
 - i. Meeting updates.
- c. Education and Outreach
 - i. Meeting updates.
 - ii. Council Commitment for monthly topics and communications (media, radio etc.)
- d. Governance Committee
 - i. Update-Council Seats (Mark Winne)
- e. State & National Issues
 - i. State Legislature updates (Tracey Enright)
 - ii. Farm Bill update-effects on state and Federal level
 - iii. National Issues

3. Executive Committee

5 minutes

4. 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.

**SUMMARY OF ACTION
 SANTA FE CITY AND COUNTY ADVISORY COUNCIL ON FOOD POLICY
 GCCC CONFERENCE ROOM, 3221 RODEO ROAD
 THURSDAY, FEBRUARY 22, 2018, 9:00 AM**

<u>ITEM</u>	<u>ACTION</u>	<u>PAGE</u>
CALL TO ORDER		1
ROLL CALL	NO QUORUM	1
APPROVAL OF AGENDA	NO ACTION	1
APPROVAL OF MINUTES JANUARY 25, 2018	NO ACTION	1
PRESENTATION: DISCUSSION LED BY DAVID SUNDBERG: SFFPC FOCUS AND BRAINSTORM ABOUT "THINK TANK" SUBCOMMITTEE	INFORMATION/DISCUSSION	2-6
STAFF COMMUNICATIONS	NONE	6
 <u>POLICY COMMITTEES</u>		
FOOD PLAN COMMITTEE	INFORMATION/DISCUSSION	6-8
FOOD PRODUCTION AND LAND USE COMMITTEE	INFORMATION/DISCUSSION	8-9
EDUCATION AND OUTREACH	INFORMATION/DISCUSSION	9-11
GOVERNANCE COMMITTEE	INFORMATION/DISCUSSION	11
STATE AND NATIONAL ISSUES	INFORMATION/DISCUSSION	11
EXECUTIVE COMMITTEE	NONE	11

ITEMS FROM THE CHAIR	INFORMATION/DISCUSSION	12-13
ITEMS FROM THE COUNCIL	NONE	13
ADJOURNMENT	ADJOURNED	13

**SANTA FE CITY AND COUNTY ADVISORY COUNCIL ON FOOD POLICY
GCCC CONFERENCE ROOM, 3221 RODEO ROAD
THURSDAY, FEBRUARY 22, 2018, 9:00 AM**

1. CALL TO ORDER

The meeting of the Santa Fe City and County Advisory Council on Food Policy was called to order by David Sundberg, Chair, at 9:00 am on Thursday, February 22, 2018, at the GCCC Conference Room, 3221 Rodeo Road, Santa Fe, New Mexico.

2. ROLL CALL

MEMBERS PRESENT

David Sundberg, Co-Chair
Kierstan Pickens
Mark Winne
Patricia Boies
Erin Ortigoza
Rebecca Baran-Rees
(2 Vacancies)

MEMBERS ABSENT

Susan Perry, Co-Chair, Excused
Pamela Roy, Excused
Carolina Flores, Excused
Gino Rinaldi
Emigdio Ballon
Tony McCarthy

OTHERS PRESENT

Helen Henry
Sherry Cooper, Food Bank
Tracy Enright, Feeding Santa Fe
Elizabeth Martin, Stenographer

There was not a quorum present.

3. APPROVAL OF AGENDA

**4. APPROVAL OF MINUTES
JANUARY 25, 2018**

5. PRESENTATION: DISCUSSION LED BY DAVID SUNDBERG: SFFPC FOCUS AND BRAINSTORM ABOUT "THINK TANK" SUBCOMMITTEE

Chair Sundberg said for some time we have talked about increasing participation through committees. He sent an email out asking people to come up with a few names of people who might be interested in joining one or more of our committees. He would love it if everyone could brainstorm and come up with a few names and reasons why that person would want to help. Also what are the things we want to focus on and where to put our energies and interest in the community to work on certain things such as liaisons to community groups. The liaisons could then report back to the Policy Council. An example is our Land Use Committee which has really taken off. Some incredible work has been done on that. It is a good example of how we could create ad hoc committees to work on issues. If someone on this Council is passionate about something and someone in the community is as well we could form a committee around that. What are your thoughts.

Ms. Baran-Rees said she thinks the Policy Council could focus by pulling themes that came out of the Food Forum like institutional procurement. We could look at where the no cost wins would be to demonstrate the impact of this. We could build a better case around what changes are needed in the contracting system and procurement. She loves the idea of working more with Kendall. She is amazing.

Mr. Winne said in the Executive Committee part of the discussion was that we are more likely to build participation if we have more concrete, on the ground engagement rather than just working on policy. We were trying to think a bit bigger to give people more of a sense that people can come here to share their ideas and see where they might fit in.

Chair Sundberg said yes, brainstorming and community engagement. One concern brought up was regarding efforts that get started, but are never completed. An example is the group that started up to draw in a grocery store at the end of Jaguar Drive, but it fell apart. People wanted things done, but did not want to do them. We want to make sure we are bringing people in with ideas for execution.

Ms. Baran-Rees said we could look at the amazing work Tomas is doing and what role the Policy Council could play in the broad picture of land use policy and transportation. We should not be the doers, but say to organizations let us be a platform to add a voice for support of their policy recommendations.

Chair Sundberg said that is a great example. In the Food Plan itself the City and County said they are going to follow it for their creation of policy. Transportation is a good one. We have a piece in the plan about transportation as well.

Ms. Boies said she wanted to stress that our first look should be at the Food Plan and the actions in the Food Plan before adding something new. There is a lot in there. We don't want to lose sight of the Food Plan being our guiding document. If there are new things we should have a discussion about that and add them if we want to.

Ms. Cooper asked is there a list of committees and a charter for the committees so if we think of people we can see where to plug them in.

Ms. Henry handed out a hand book to the 2 potential board members and Ms. Baran-Rees which includes the committees and purposes.

Chair Sundberg said if there is something that does not fit neatly into one of these we can form a new ad hoc committee. We did have a strategic planning session. It may be good for us to review the Food Plan as individuals. Great work has been done on it already. We may want to do an update to the Food Plan as well. We could add work in the community that is being done that is not specifically adopted by the City or County that we support.

Ms. Ortigoza said if we do revisit it we should think about ways within the plan to indicate things we have done already. Add what is in progress and then add new things up front and highlighted.

Mr. Winne said the first idea about develop a list of people that might be interested and compiling them, the governance committee could pick up on that and start reaching out to them.

Ms. Boies asked are you talking about people to serve on the Council.

Mr. Winne said to be on a committee. If it works and we have a critical mass of names maybe bring them all together for a late afternoon meet and greet with the Food Policy Council event to let everyone know what the Food Policy Council is about.

Ms. Boies asked how are Food Policy meetings publicized. Are agendas and blasts sent out to other people for meetings. At the County for the committee she staffs, she sends out an agenda to an email distribution list. People come and listen. That lets people see how the Commission works. We hardly ever have members of the public come to meetings. It might be good to get community information.

Chair Sundberg asked would it be beneficial to have people come to this meeting or do outreach and have a public information day.

Ms. Baran-Rees said she likes Patricia's format more. It would be more of a give and take. People could get engaged in committees.

Mr. Winne said we should make it interactive.

Chair Sundberg said we don't necessarily have the time for public interaction. It is not a bad thing to advertise it more.

Ms. Ortigoza said she can put it on her calendar of events.

Ms. Baran-Rees said she can put it on the Community Foundation calendar.

Chair Sundberg said we could include more than the agenda. We could let the public know about presentations and events. He would love some input from people about presentations.

Ms. Boies said what she usually does when she sends out the emails she attaches the agenda for her committee that she staffs and adds that it is a public meeting.

Chair Sundberg asked if we do it at your place Sherry for March would that work.

Ms. Cooper said her conference room is big.

Chair Sundberg said we will do that in April.

Mr. Winne said we could pick a different time if we are trying to reach out to the community.

Chair Sundberg said we can reach out to the public and let them know when we do the meetings, but not make it as dry. Maybe do a tour at the beginning.

Ms. Baran-Rees said just encouraging the public to attend working meetings would be valuable. It is important for people who are interested to see what we do.

Mr. Ortigoza said keep it simple and just advertise our meetings. Sometimes maybe we could do tours. Just get the word out.

Ms. Cooper said if we do this in April it would be nice for us to invite our partner agencies in Santa Fe and have them meet the Food Policy Council and find out more about what the Food Policy Council does.

Mr. Winne said that is a great idea.

Chair Sundberg said lets think about that and put that at a time that makes the most sense.

Ms. Martin advised that the Food Policy Council is an open public meeting and should have "public comments" on their agenda for each meeting, allowing the public to speak.

Chair Sundberg said our homework is to try to come up with at least 3 names each for the Governance Committee to engage.

Ms. Pickens asked do you want us to reach out to these folks.

Chair Sundberg said sure.

Mr. Winne said if you think they are an obvious choice. If you want us to reach out as the Governance Committee we can.

Ms. Pickens said she listed some names on the comment card from the Food Forum. Did you follow through on that.

Chair Sundberg said no we didn't.

Ms. Cooper asked have you ever reached out to former Councilors and Commissioners.

Chair Sundberg said that is a good idea.

Ms. Baran-Rees said that would be very useful.

Mr. Winne asked who do we send the names to.

Chair Sundberg said him, Sue or Pam.

Chair Sundberg said if you want to contact them to see if they are interest first that is fine. He will send an email out to the members who are not here today.

Ms. Enright asked does it make sense to circle back in case 3 of us are thinking of the same person.

Chair Sundberg said we will make a list of the names recommended and who they were recommended by.

Ms. Pickens said all the names should come to Governance first so you can compile a list then we can divide them up and contact them or the Governance Committee can contact them.

Chair Sundberg said make a note if you want to contact them yourself.

Ms. Cooper asked is it possible to put our mission statement and purpose on our agenda.

Mr. Winne said we had it on our cards.

Chair Sundberg said we will check on that.

6. STAFF COMMUNICATIONS

None.

7. INITIATIVES AND ACTIONS

A. POLICY COMMITTEES

1. FOOD PLAN COMMITTEE

Chair Sundberg said we have been working on the distribution of the Food Plan update. It has gone out to a lot of different organizations at this point. Take them and distribute them if you like.

Ms. Baran-Rees said Sue does not have her email address correctly.

Chair Sundberg said we will be reviewing the contact sheet later in the meeting.

Chair Sundberg said Pam went to the Santa Fe Community Foundation Grant Workshop for grant applications. She is looking at the category of health and wellness.

Ms. Baran-Rees said we have \$30,000 for the spring with a target on education, sustainable agriculture and stewardship of natural resources. Fall is the food access piece.

Chair Sundberg said in the fall the amount will be \$120,000.

Chair Sundberg said through our fiscal sponsor we can apply for a \$10,000 grant. After talking about it we felt we would be far too hurried to apply for spring. We would like to pull together our target purpose and what would we use the money for in the fall.

Ms. Baran-Rees said a system change approach is important. The focus is on food access, but also the policy work in particular. The Santa Fe Community Foundation wants to encourage that. Having a broader approach for collaboration and systemic change is what we are striving for.

Ms. Boies said that might be very important for the Council. The City funding for this Council may be in jeopardy. The Human Services Committee only wants to fund direct services. She doesn't know if the \$10,000 funded previously will happen next year.

Mr. Winne asked so we are ruling out the spring session.

Chair Sundberg said yes.

Mr. Winne said we have had this conversation several times. Changes in zoning Ordinances with respect to agriculture was finally accomplished. We talk then about the need for programmatic support in addition to that. If we had thought of how we could do that we could be more proactive in urban agriculture in Santa Fe.

Chair Sundberg said if we had the idea of that more in place we could apply, but there is not enough time for this one.

Mr. Winne said there is more that has to be done other than zoning.

Chair Sundberg asked will there be the same grants next year.

Ms. Baran-Rees said there will be. The Foundation has started to make changes in the spring and fall cycles and they will have additional clarity, but more or less the same. Results Based Accountability will be a factor.

Chair Sundberg said Mark's idea is to support urban agriculture with informational sessions may be something for the Land Use Committee to think about.

Ms. Ortigoza asked are we limited to \$10,000 because of our sponsor.

Chair Sundberg said yes.

Ms. Baran-Rees said the funding is programmatic. Flexibility was asked for by nonprofits.

Chair Sundberg said we need to come up with what the idea will be for applying for a grant. What specifically should we be targeting.

Ms. Baran-Rees said she would have to recuse herself from that. She can provide advise to anyone, but cannot participate in creating an idea.

Ms. Ortigoza said she and Pam spoke about potential follow up outreach efforts and that the money could be used for that. We have had a lot of successes with the documentary creation. We could do a specialized documentary highlighting agriculture. Maybe short videos that are topic based such as why we care about local agriculture. We are still working on the first one at this time. There is a lot of anticipation about doing others such as the acequia culture. For the current one our budget is \$20,000.

Ms. Baran-Rees said the equity focus is being put into the application questions. They will look at strategy, decision making and community partners for an end goal for policy advocacy.

Ms. Ortigoza said we contracted with the Acequia Association to develop an Acequia Revitalization project. The idea came about through the AMERIT water rights case. It will focus on using the water in a beneficial use so you don't have to worry about losing your water rights. We want to demo some parcels to show how the private land owner can navigate that process.

Ms. Cooper asked has this Council identified several projects in the Food Plan that they want to fundraise for.

Chair Sundberg said there has not been any fundraising follow up to the Food Forum. Not for anything specific.

Ms. Cooper said if the plan is to keep us focused we should pick particular projects if that is what this Council wants to do.

Ms. Baran-Rees said the Food Policy Council itself needs some operational money just to run. This update of the Food Plan is amazing, but it does not say what the Council put toward making this happen. It should show how the Food Policy Council engages itself to drive things.

Ms. Cooper said she agrees.

Mr. Winne said he can imagine a series of short videos on food production in various places and building on zoning and how to do this. That could be a good tool that is potentially fundable.

Ms. Cooper asked have you talked to Thornberg.

Ms. Pickens said the Council would be perfect for that.

Chair Sundberg said this could go through the Governance Committee to start.

Ms. Boies said it can start there.

2. FOOD PRODUCTION AND LAND USE COMMITTEE

Ms. Ortigoza showed the Council the new logo for her ArgiGate program. There is a lot of sincerity going on around this project and a lot of interest. There is a local food distribution mixer today. Buyers and growers/producers are brought together to talk together. The idea is to encourage conversations. We are trying, through this, to have a clearing house of information for ArgiGate. It will also include story telling and profiles of producers and buyers. We will populate with that information on the web. There will also be a map showing producers and what they produce. The calendar we are working on includes buyers and growers and all other resources we can. We are

working together to better structure a schedule. That is still where we are headed. We will generate an email list from ArgiGate as well as to use to notify and engage.

Everyone said congratulations.

Ms. Boies said the logo is beautiful.

Ms. Pickens said she is super excited to hear about the calendar so that we can coordinate efforts and not duplicate.

Chair Sundberg asked how do you make sure of what everyone is putting in there.

Ms. Ortigoza said we are talking to people and building the relationships. She will filter everything that goes on to the ArgiGate and will be getting a read on the responses. She is open to suggestions. We are working on the food community and awareness.

Ms. Ortigoza said the Council is listed as being at the mixer and having a table.

Chair Sundberg said he will be there. He will take updates on the Food Plan to the mixer.

Ms. Henry said we can put something together.

Ms. Ortigoza asked do we have money to print more Food Plans.

Chair Sundberg said yes we do.

3. EDUCATION AND OUTREACH

Ms. Henry reported that she and Tony met and have identified themes for each month. The idea is to identify someone who can take a topic and speak to that for interviews and programs. If there are any changes to the list in the packet let her know.

Ms. Pickens said she will reach out to Tony to see what he would like.

Ms. Henry said he is open to what works with your agenda.

Chair Sundberg said this list is to help us to work harder on getting out what we are doing into the community for outreach and broader communication. Last month Mark did a radio program. Last World Food Day we did push to get articles out and accomplished communications with the Food Forum. If there are topics you have suggestions on let us know.

Ms. Cooper asked has anyone done Simon Brackley's show. He does business, but could include agriculture. We have a good media list. She will get that to the Council.

Chair Sundberg said Rebecca and John Alejandro did a report on the National American Industrial Code System showing how much money is spent in Santa Fe on specific industries. Food was a massive amount of money.

Ms. Cooper said there is also Cheryl Jamison's radio show.

Ms. Baran-Rees said we should come up with what would be a reliable, well vetted data source to see how much food is consumed in the state. She is working on that for the Foundation. We have nothing that tells us how well we are doing to provide food for our communities. The Foundation wants to add that as an indicator. There is no good place to get that data right now.

Chair Sundberg said it would be a good encourager to push out to growers or potential growers or producers.

Mr. Winne said there is a potential opportunity with Richard Eads. He was on his show. He is interested in doing a regular food segment. He will hear back from him in a few days. If the Council wants to be a broker for potential shows once a month is that something we would be interested in doing.

Ms. Cooper said we should take this opportunity.

Mr. Winne said we would develop the list and provide some thematic control.

Ms. Baran-Rees said tie it to what the Council does and link to the Food Plan and how it is used.

Chair Sundberg said pull the optics from the Food Plan.

Ms. Baran-Rees said yes, what is salient now.

Ms. Cooper said we could schedule everything for Richard Eads for this.

Ms. Cooper said we are also getting ready to start a podcast with KSVE. He will run it on their website and Hutton on their website and on ours.

Ms. Pickens said there is the KSFR broadcast from the Farmers Market as well.

Mr. Winne said he will follow though with Richard Eads.

Chair Sundberg said there are gardening radio programs too.

Ms. Henry said last year when Farm to Table won the Local Hero Award they wanted to do a policy issue. That is on our calendar for Edible Santa Fe. That is an opportunity for us.

4. GOVERNANCE COMMITTEE

Chair Sundberg said Gino was approved. Hopefully at the next City Council meeting Sherry and Tracy will be approved.

Chair Sundberg said we talked about getting more recruitment and names from everyone. We also talked about one of the requirements of being on this Council is that everyone is on at least one committee. That is where most of our work gets done. When we are a full Council again we will send out a list of committees so everyone can say what they are interested in being on.

Ms. Boies said she would like to walk through the matrix of the Policy contact information. The matrix was reviewed for contact information and term end dates. It was agreed that with the addition of the 3 new members, the only way to add any more new members would be if either Tony or Mark decide not to renew their membership.

5. STATE AND NATIONAL ISSUES

Ms. Enright said Pam's notes are in the packet. We got \$425,000 in the New Mexico Grown Fresh Fruits and Vegetables for School Meals Bill. We asked for \$400,000. We have a strong foundation for even more forward momentum next year. Pam has ideas.

Ms. Henry said Pam is working to put a pilot beef project to bring locally grown beef into school programs.

Ms. Cooper said a Memorial passed setting up the Food Bank Associations working on eliminating any barriers for schools to be able to package up left overs and send the food home with kids. She heard that Carlos Navarro got something passed to set up a Hunger Task Force statewide. She is going to call him to see what his plan is for this. She will report back.

Chair Sundberg asked what happened with the Bill to support local food for senior centers.

Ms. Enright said it did not pass.

B. EXECUTIVE COMMITTEE

No additional report.

8. ITEMS FROM THE CHAIR

Chair Sundberg said we don't have any presentations for next month. Are there and suggestions.

Ms. Baran-Rees said she loves thinking about how this group could take a policy position for Chainbreakers and organizations like that. Think about how we do that.

Ms. Pickens said at the last meeting we talked about bringing Tomas back. Maybe he could inform us how we can help them.

Ms. Baran-Rees said what other policy work might we want to support. She would love to see activated policy. It would be exciting to have a policy agenda for the next 2 years that fits into our Food Plan.

Chair Sundberg said there are some things that keep popping up. Transportation is a big one. Procurement is a huge one. We can jump on how the School Board writes its procurement policy and dovetail back to producers. That could be the topic for the next one. A report on where things are with procurement.

Ms. Pickens said she is happy to do that. She and Erin.

Ms. Enright said she felt like in the end what we are getting to is what specifically does this group do in that area.

Ms. Baran-Rees said some of us can say to Tomas what can the Council do.

Mr. Winne said we are at loose ends lately. All these policy opportunities are floating out there. We have not done the analysis we need to do to say this is where we need to go. We have been gathering a lot of information. It could be a half dozen things. He would love to have a conversation around doing the best analysis possible with what we have now and bring that to the next meeting and try to light on a couple of things. What additional research do we need to move forward. If we have our act together we could come in with clear asks. He recommends we ask Pam and Helen to look at everything we have put on the table over the last several months and do an analysis, not in depth, and have that discussion ourselves. Include prioritization and what we need.

Ms. Baran-Rees said she will bring a policy she is developing as to how to evaluate.

Ms. Pickens said we got all that feedback from the Food Forum. There are clues there for us if we can aggregate that information.

Chair Sundberg said we can assign the Executive Committee to create a framework for the next meeting in light of that.

Mr. Winne said he would like to ask Pam and Helen to do the analysis starting now.

Ms. Baran-Rees said we also can include what Pam has been pushing on at the City and State.

Ms. Cooper asked has this Council ever talked to the Emergency Mangers about food access in an emergency.

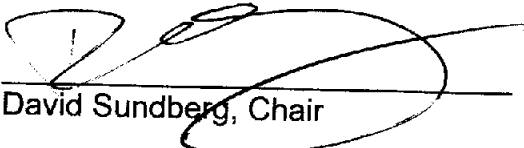
Ms. Boies said that would be a good idea for a presentation.

9. ITEMS FROM THE COUNCIL


None.

10. ADJOURNMENT

There being no further business before the Council the meeting ended at 10:50 am.



David Sundberg, Chair



Elizabeth Martin, Stenographer