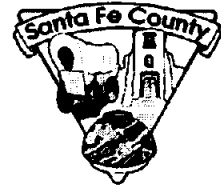




Agenda



Santa Fe City and County, Advisory Council on Food Policy
September 26, 2019, 9AM-11AM
Kitchen Angels Conference Room, 1222 Siler Road, Santa Fe, NM, 87507

- A. CALL TO ORDER
- B. ROLL CALL
- C. APPROVAL OF AGENDA-September 26, 2019
Prioritization and Agenda Order *5 minutes*
- D. APPROVAL OF MINUTES –August 22, 2019
- E. COMMUNICATIONS FROM THE FLOOR *5 minutes*
- F. ITEMS FROM THE COUNCIL *5 minutes*
- G. PRESENTATION: Liz Comacho, COSF Economic Development and Communications Administrator: *20 minutes*
“Entrepreneurial Ecosystem Builder –Food and Agriculture Northern New Mexico”. Eric Renz-Whitmore:
“Forward Cities”
- H. STAFF COMMUNICATIONS: *10 minutes*
- J INITIATIVES AND ACTIONS
 - 1. Executive Committee *10 minutes*
New Membership update
 - 2. Policy Committees *60 minutes*
 - a. Education and Outreach
 - i. Infographic update
 - ii. Council Commitment for monthly topics and communications – 2019
 - b. Joint Food Plan and Food Production and Land Use Committee
 - i. Joint Committee Report: Update on “The Story of the Apple” NM Agriculture and Economic Development Power point presentation.
 - ii. Mayor’s Food Forum update
 - c. State & National Issues
 - i. State: Report on NM Food and Ag Policy Council updates (Sherry Hooper and Kiersten Pickens)
 - ii. National Issues
 - 3. Items from the Chair *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.

RECEIVED AT THE CITY CLERK’S OFFICE
DATE: September 18, 2019
TIME: 11:51 AM

**SUMMARY OF ACTION
SANTA FE CITY AND COUNTY ADVISORY COUNCIL ON FOOD POLICY
KITCHEN ANGELS CONFERENCE ROOM
1222 SILER ROAD
THURSDAY, SEPTEMBER 26, 2019, 9:00 AM**

<u>ITEM</u>	<u>ACTION</u>	<u>PAGE</u>
CALL TO ORDER		1
ROLL CALL	QUORUM	1
APPROVAL OF AGENDA	APPROVED	1
APPROVAL OF MINUTES	APPROVED	2
COMMUNICATIONS FROM THE FLOOR	INFORMATION/DISCUSSION	2
ITEMS FROM THE COUNCIL	INFORMATION/DISCUSSION	2
 <u>PRESENTATION</u>		
LIZ COMANCHO, ENTREPRENEURIAL ECOSYSTEM BUILDER - FOOD AND AGRICULTURE NORTHERN NEW MEXICO	INFORMATION/DISCUSSION	2-5
STAFF COMMUNICATIONS	INFORMATION/DISCUSSION	5
 <u>INITIATIVES AND ACTIONS</u>		
EXECUTIVE COMMITTEE	INFORMATION/DISCUSSION	5
EDUCATION AND OUTREACH	INFORMATION/DISCUSSION	5
JOINT FOOD PLAN AND FOOD PRODUCTION AND LAND USE COMMITTEE	INFORMATION/DISCUSSION	6-10
STATE AND NATIONAL ISSUES	NONE	10

ITEMS FROM THE CHAIR

NONE

10

ADJOURNMENT

ADJOURNED

10

**SANTA FE CITY AND COUNTY ADVISORY COUNCIL ON FOOD POLICY
KITCHEN ANGELS CONFERENCE ROOM
1222 SILER ROAD
THURSDAY, SEPTEMBER 26, 2019, 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 David Sundberg, Co-Chair, at 9:00 am on Thursday, September 26, 2019, at the Kitchen Angels Conference Room, 1222 Siler Road, Santa Fe, New Mexico.

B. ROLL CALL

MEMBERS PRESENT

David Sundberg, Chair
Tony McCarty
Kirsten Pickens
Rebecca Baran-Rees
Gino Rinaldi
Patricia Boies
Sherry Hooper
Tijender Ciano
Emigdio Ballon
(2 vacancies)

MEMBERS ABSENT

Erin Ortigoza, Excused
Tracey Enright, Excused

OTHERS PRESENT

Helen Henry, Farm To Table
Sue Perry
John Bulaska
Liz Camacho, Economic Development Department, City of Santa Fe
Julia Young, Creative Start Ups

C. APPROVAL OF AGENDA

MOTION A motion was made by Ms. Boies, seconded by Ms. Hooper, to approve the agenda as presented.

VOTE The motion passed unanimously by voice vote.

D. APPROVAL OF MINUTES

MOTION A motion was made by Ms. Hooper, seconded by Ms. Pickens, to approve the minutes as presented.

VOTE The motion passed unanimously by voice vote.

E. COMMUNICATIONS FROM THE FLOOR

The Council members and guests introduced themselves.

Ms. Perry reported that she reached out to Presbyterian regarding members for the Council, but that is not going to work out. She will follow up with the Wellness Coordinator with the City. Gino spoke with them as well. We will need to get that going.

Chair Sundberg asked that everyone brainstorm about one more member for the Council.

There was discussion about possible candidates.

F. ITEMS FROM THE COUNCIL

Ms. Pickens announced that their big fundraiser, the Fall Fiesta, is next Friday, October 4th at 5:30 pm. Tickets are for sale on our website. We are honoring our all-stars and Senator Tom Udall who will be in attendance.

G. PRESENTATION

LIZ COMANCHO, ENTREPRENEURIAL ECOSYSTEM BUILDER - FOOD AND AGRICULTURE NORTHERN NEW MEXICO CREATIVE START UPS

Ms. Comancho introduced herself and passed out a handout with information. She reviewed the information regarding what the Economic Development Department is doing currently in relationship to food and agriculture.

The handout is herewith attached to these minutes as Exhibit "1".

Ms. Comancho said the Forward Cities program we have for northern New Mexico includes Los Alamos, Albuquerque, Santa Fe and Espanola. They are doing interviews today to hire a Director for that group. This is the program that is funded in part as a pilot by the Kauffman Foundation.

Chair Sundberg asked what are the desired outcomes and timeline.

Ms. Comancho said when the Director comes on we want them to decide who will be on their council. They will get the council together and will do benchmarking research to see results and will set metrics for evaluations. They will create a narrative of the food industry here. After that they will be working on community outreach.

Ms. Boies asked is there a set amount of money given for this.

Ms. Comancho said the process is that they funded \$65,000 for the director first and we will go from there. We are funded for a three year relationship.

Ms. Young gave an overview of Creative Startups.

Ms. Young said we support entrepreneurship in creative industries from art to technology. We very much include the food and culinary industry as part of our programs. We have run our accelerators here in New Mexico for years. Meow Wolf is an alumni of our program. We have a pre-accelerator program and run labs for beginning entrepreneurs who have an idea or a product and need to take it to the next level and that is what we are partnering with the City of Santa Fe on. We are very excited to be part of the grant to build our pre-accelerator program focusing on the food industry. Looking ahead, the pre-accelerator program will consist of roughly three weeks of an online program and one week in person. It will be happening in March and April of 2020. We will be taking applications for the program beginning on November first and ending on January 31st. With your help and other community help we have a clear methodical outline of community outreach.

Mr. Rinaldi asked is this a one time shot.

Mr. Young said no, we don't believe in one and one type programs. We are trying to build a pipeline for people. We have run our accelerator in Albuquerque for five years now and have a commitment to New Mexico. This is our first foundation in the food industry with the pre-accelerator. We definitely encourage the participants to apply for an accelerator program if it is the right fit for them. We will focus on what is the best for the entrepreneur.

Ms. Comancho said the City is committed to four years with Creative Startups.

Ms. Boies asked what is the geographic area for applicants.

Ms. Young said for this we are focusing on Santa Fe. We would also love to support entrepreneurs in other communities nearby.

Ms. Boies asked are you serving the City of Santa Fe only.

Ms. Young said primarily.

Chair Sundberg asked what will the City and you be able to do when they get past the pre-accelerator.

Ms. Comancho said first we would not discourage people from other areas, but are focused on the City. We also include Santa Fe County. Please spread the word. As far as follow up, one of the things we need is an ecosystem. Creative Startups has other resources and they know the resources out there such as funding. It could be housing at the Incubator or getting financing from other organizations. SCORE can help people as well. They working with the immigrant community to do business plans for instance. We may recommend that some participants work with the Farmers Market Institute. We will learn as we go along of more resources.

Ms. Young said we have translated our curriculum into Spanish and are working on other languages so we do have the opportunity to offer multilingual support for entrepreneurs.

Ms. Boies asked could you send out to this group a brief description and the application.

Ms. Young said yes we will as soon as we complete the application.

Mr. Ballon asked how will you be approaching food security issues.

Ms. Young said our curriculum is developed with our main faculty. It covers foundational business concepts. That is one area, in terms of food, that we need to add in. We will be adding more food specific topics.

Ms. Ballon said when we are talking food security we have to be able to see if this community or family have the ability to get what they need. It is very important. Usually we are thinking how we can make money, but the more important thing is how we get food to people.

Ms. Young said she appreciated that he brought that up. It is a critically important point. We try to focus all our work within the context of how people are living and operating. We want to be very mindful of those critical needs and in the unique cultural part of the food industry. Maybe what matters the most is how you are effecting your community in a positive way.

Ms. Boies said the value of culture is an important part of the fuller picture.

Mr. Ballon said money is not going to be the answer to food security. Food and producing food and what we are going to eat is what is important.

Ms. Comancho said we are definitely open to suggestions.

Mr. Ciano asked can you describe your program in Kuwait.

Ms. Young said that program is a bit more unique. We don't take a percentage of the entrepreneurs company in terms of funding. It is run differently in Kuwait with venture funds. They do take equity in the companies they fund. They are focused on the food industry. The companies we work with there come from all around the middle east. We have worked with juice companies, taco companies and a variety of other companies and they have mentors from around the world. It is about connecting people globally. If you are in our program in Santa Fe you could have a mentor in Kuwait.

Ms. Comancho said she would like to get everyone's cards so she can send out information to everyone. Thank you for having us. We appreciate your feedback. Please feel free to reach out.

H. STAFF COMMUNICATIONS

Ms. Henry said she just sent out an announcement regarding nominations for the local food awards. There are five categories this year.

I. INITIATIVES AND ACTIONS

1. EXECUTIVE COMMITTEE

Ms. Perry suggested that the members think about next steps as far as a City member. Alvin Valdez is the new person who has been hired for Wellness.

Mr. Rinaldi said he spoke to Alvin and explained that it is part of his job to be the liaison to the Food Policy Council and he outlined the responsibilities. Alvin was going to get with the HR Director, Bernadette Salazar, to discuss that with her. He will follow up with him.

Chair Sundberg said if anyone has suggestions for our final open seat let him know.

2. POLICY COMMITTEES

A. EDUCATION AND OUTREACH

This Committee will meet next month.

B. JOINT FOOD PLAN AND FOOD PRODUCTION AND LAND USE COMMITTEE

Chair Sundberg said he, Sue and Rebecca have been working on a presentation.

Ms. Baran-Rees said she is hoping that in October at the Mayor's forum we can make a the presentation and will also use it to sit down with Councilors and Commissioners to demonstrate the public procurement program as a tool to do many things. That includes laying out the argument regarding growing the crops that do well in our area and how funding from the City and County can help us leverage Federal funding and other funds and talking to them about restructuring their budgets. We want to lay out a rationale that we hope to continue to come back to and that they then will understand what the food system means. Help them get the whole picture.

Mr. Rinaldi said 81% of the total funding that we have in City programs is local governments and State, 15% is Federal. We tend to let the tail wag the dog. We need to look at how to get the structure in place.

Ms. Baran-Rees said this is coming from building off the work of the Power of Public Procurement report in 2014 that laid out the data on the State and how many meals are served and the impact there could be with local procurement.

Chair Sundberg said the policy ideas to use the budget in different ways is important. The second part is the positive impact of taxes and City funding. Not only transferring dollars but generating them as well. The presentation from Creative Startups fits right into our discussion on this. We could have a start up that slices apples for instance. The numbers are staggering as to the food numbers. Why can't we feed people and why is that not a given that we feed everyone.

Mr. Ciano said we are hearing a lot about food entrepreneurship in a business sense. He is not sure that this issue of creating businesses creates access. They may create jobs, but he is not sure what this is actually doing to help people get food and for food security. We pat ourselves on the back with the entrepreneurship, but he is not sure we should. He is concerned about that. It is frustrating to him.

Chair Sundberg said having this discussion is good. We don't want to forget about these connections. We need to build policies. If government is going to support certain policies in entrepreneurship we feel they need to build in that a certain percent of the food or dollars generated has to go back into ensuring low income folks are getting fed and that we are socially responsible. Also it is not just jobs, but good paying jobs. Think about it in terms of dollars and food.

Ms. Baran-Rees said there is no guarantee that any of the business strategies

will do anything except make a couple of people more well off. She does rely on us and pressuring public institutions and our advocacy. We could say if you want a food business that the City supports, a percentage of the funds you make should go into a healthy eating fund.

Chair Sundberg said food is such a basic thing. He is very happy with what we are focusing on with this.

Mr. Ciano said we need to also look at adding climate justice in all our conversations.

Ms. Hooper said she admits we are one of the organizations that has to ship food in from outside of the State. There is not enough food locally to feed all the folks we need to feed. We are looking at every opportunity we can to access food for hungry New Mexicans. We are working to eliminate food waste and struggle to access enough food in New Mexico to feed 60,000 people in the five counties that we feed. We are looking at two opportunities in the State to eliminate food waste. One is we are educating Legislators about school food waste. It looks like there will be legislation to set up a working group for a year working with schools to see how we can handle left over food as a food bank. We have a hard time finding a home for prepared food because shelters and others have worked out relationships with churches and others to bring in food. We are looking at other opportunities to use that food like food trucks. Another opportunity is we are looking at produce left in the fields. Seeing anything plowed under is heart breaking to her. That has been not as well received by the Legislators we have met with. These are two opportunities within the State that would prevent us from having to go out of the State, but it is still not that much. Honestly we have also not been able to afford local produce. She knows we need to support our local farmers, but she can pay freight and still save money. Those are some of our challenges. How do we relate to what Liz is doing is something she was thinking about.

Ms. Perry said we could do an amazing video to communicate the fields of food we have. This goes back to people not understanding how people can bring things to the food bank. Policies and partnerships are a huge piece of this. When she talks to people she knows the education about that is not there. If we had a system for it that would be great.

Mr. Rinaldi said the tax structure is also part of this. There are huge homes that are growing things on their property so that they can get a break in property taxes.

Ms. Hooper said we talked to the Legislators about incentivizing farmers to pick the food and not plow it under. The response to that is no, there are not more tax incentives or breaks that will be given out by the State. The greatest challenge is that the Legislators feel it should be easy to just send volunteers out to pick up the food in the fields. That is not as easy to do as they think. It is back breaking work. She talked to Bill McCamley, Director of Workforce Connections, and he said there is no room for a

jobs program to pick up the food in the fields in his department. They are not willing to think outside the box.

Mr. Ciano asked who is leaving food in their fields.

Ms. Hooper said that needs to be looked at. She would like to see another working group that looks at that. It is happening all over the country. We don't have a state number for the amount of food left in the fields.

There was discussion around produce that farmers are unable to sell.

Chair Sundberg said we are asking poor people to donate to poor people. Our job is to educate people with resources to help the farmers and the people who are hungry. We need the data for the Legislators and to start at a ground level locally. We need to show them how powerful these kinds of programs could be. Why can't we pay farmers or others good wages to go and glean that food. Create a system that brings more dollars into our system. We need to start slow and educate and move forward slowly and step by step. It is going to take some time to build a better system. That is our job.

There was discussion about needing more farmers and food production within the State. That is a piece of this as well.

Chair Sundberg said that is an important piece. There are several parts to that. How can we help farmers to be able to afford to grow food, feed themselves and feed other people. Sustainability.

Ms. Hooper said she worries that we continue to create more markets for our food, but do we have enough food to fill those markets. We don't have any processing in the State. This group is concentrating on agriculture. The group convened by a State Representative has turned into more of an agriculture group. She is someone who is not sleeping nights because she is worried we won't have enough food to feed the people we need to feed. It is great we are supporting our local farmers, but how does that feed these people. She gets frustrated when she comes to the Food Policy Council and we are talking about agriculture. How does that translate to the people we are working with who are very low income.

Ms. Baran-Rees said using the public procurement perspective we feed the most vulnerable people with State programs. If we can purchase that food from local farmers that helps everyone. She sees the public procurement through meals programs the government runs as one of those steps to how to use local foods. She knows it is not sufficient.

Ms. Hooper asked where do we get the amount of food we need in food banks in the State. We cannot come even close to that. We are tasked with making the food as

healthy as possible and that is with produce. The produce piece is the biggest challenge we have. Help her understand how this helps feed people now. There is just not enough food in the State to help the people who need it.

Mr. Ballon said we can talk and talk about this. One of the things he is not going to do is use the farmers markets anymore. There is a huge percentage of food that is not sold. Use some of the money we have to cover the work of the people. We are losing money. How are we going to feed people. We have talked for a number of years here about this subject. How we can change things rather than just looking at how we can make money.

There was discussion about State programs who fund food programs and the requirements to show results in order to make it recurring funding. The lack of knowledge about farming in our government and the time it takes for farmers to be able to apply for grants to the State.

Ms. Baran-Rees said she would like us to have an opportunity to continue this conversation.

Chair Sundberg said the reason why we are doing all this procurement work is that it ties into all of this. We need to convince people who are saying no to policies to say yes to policies. If we, as a Council, don't do the work on the questions who will. We are the experts. If we don't put them out there they are not going to get answered. He hears a lot of emotion in the room. That is incredible. However, if we do not pass this energy outside this room it does not work. This is really important in his life. To make the connections with people and effect change. This is a small beginning. We need to start somewhere. Without the policy and infrastructure in place, food issues will go nowhere. He is enthusiastic about this. The energy is there. This is a perfect time to do this. Patience is key and finding the right map, time and people to do things.

Ms. Baran-Rees said perhaps we can plan our next community day to raise the questions that are not getting answered and the things we want to focus on. What are the three things we think we need to lend our voice to. We could also focus on creating more economic support for local farmers like paying for them to farm or giving them access to land. We need to have a large group meeting about these issues to put this into a concrete three year plan for our Council.

Chair Sundberg said send us all the questions you have and keep bringing them up. We need to capture these points. He does not have the answers. Who is the person who has the answers. We need to come back to meetings with suggestions for who or where we get the answers.

Mr. Ciano said when he donates the food we grow how does he pay the farmers to do the work. How can we pay farmers to donate food. If we can answer that question we can start to get a lot more food grown.

Mr. Ballon said the system is broken. We have talked so many times about education. That is key. How can we pay workers to grow the food enough to take care of themselves and their families rather than how can we make more money.

Ms. Ortigoza asked why can't we put the food system infrastructure into the mix for funding like utility infrastructure and building subdivisions are in the mix. How can we get that and training into workforce development for growing food. We could start there.

There was discussion about the funds available at the Legislature and support for recurring fund projects and that capital outlay will most likely be where any excess money goes.

Ms. Ortigoza reported that ArgiGate is going online next week. She discussed the process and gave out promotional items for the project. Please help us with getting your profiles into the system.

Chair Sundberg talked about the Mayor's forum and the presentation.

C. STATE AND NATIONAL ISSUES

Ms. Ray was not present to give the report.

3. ITEMS FROM THE CHAIR

None.

J. ADJOURNMENT

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



David Sundberg, Chair



Elizabeth Martin, Stenographer

Food Council September 25th

Updates from the City of Santa

1. Mayor's Food Convening: Sparking Entrepreneurship in the Food Industry on October 24th 7:30am – 12:00pm

2. New Mexico e-ship program via Forward Cities

The Kauffman Foundation is piloting a project to develop “model entrepreneurial ecosystems.” Baltimore, Long Beach and New Mexico have been selected for the program. Of note, New Mexico was intentionally selected with a priority of developing a regional effort—the North Central New Mexico region which is currently represented by ABQ, Santa Fe, Los Alamos and Espanola.

Demographic disparities that create traditional systemic barriers for certain people groups are amplified for entrepreneurs in these groups. Among other, women, people of color, immigrants individuals from lower income neighborhoods and the formerly incarcerated are more likely to feel and experience disconnection from the local entrepreneurial ecosystem.

The Eship communities program will develop and implement strategies which address the needs and gaps that exist for those that are most disconnected from the ecosystem, while valuing their unique assets and strengths. It will encourage connection, expanded development/ investment, resource sharing, and the cross-pollination of financial and human capital.

The NM Team has met semi-regularly over the course of 2018 -2019 to begin building relationships, decide on an area of focus and initiate the work to develop a model ecosystem. During this period, the NM Team decided to focus on an industry sector in order to focus and coordinate our efforts. We decided on an integration of three areas, traditional farming, agriculture technology (“ag-tech”) and consumer packaged goods (sometimes called value-added food or CPG). For short, we call this the Food Sector. Note that this does not exclude other areas of the food economy— farmer’s markets, restaurants, retail, etc. An additional benefit of the Food Sector is that it also builds the NM ecosystem for agriculture and other technologies more broadly, as many ag-tech businesses serve industries beyond food, such as bio-fuels and AI.

3. New Food Accelerator Program from Creative Start Ups

Exhibit "1"