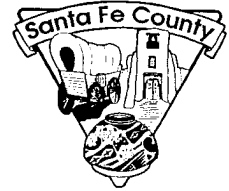




Agenda



Santa Fe City and County
Advisory Council on Food Policy
Thursday, January 27, 2011
8:30 to 11:00 a.m.
Angel Depot Conference Room
1222 Siler Road, Santa Fe, NM

CITY CLERK'S OFFICE

DATE 1-19-11 TIME 11:43am

SERVED BY Katherine McFarland

RECEIVED BY [Signature]

- A. CALL TO ORDER
- B. ROLL CALL
- C. APPROVAL OF AGENDA
- D. APPROVAL OF MINUTES – December 16, 2010
- E. COMMUNICATIONS FROM THE FLOOR
- F. STAFF COMMUNICATIONS
- G. PRESENTATION
- G. BUSINESS
 - 1. Americorps: Projects update
 - 2. Status of State Bill on Procurement and next steps
 - 3. Report of Accomplishments 2010
 - 4. Strategy for 2011
 - 5. Food Policy From Neighborhood to Nation Conference
- H. SUBCOMMITTEE REPORTS
 - 1. Food Production and Land Use Subcommittee (S. Noss, chair; S. Warshawer; S. Hooper; T. McCarty; R. Villarreal)
 - 2. Assessment Subcommittee (B. Sopoci-Belknap, chair; P. Roy' M. Winne; K. Mortimer; C. Rose; T. Rodriguez; R. Villarreal; J. London, advisory member)
 - 3. Education and Outreach (R. Villarreal, chair; T. McCarty; D. Lynch; B. Sopoci-Belknap)
 - 4. Resource and Development (T. Rodriguez, chair; S. Hooper, P. Roy)
 - 5. Procurement (P. Roy, chair; T. Rodriguez; S. Shepherd; R. Villarreal)
 - 6. Food Conference Ad Hoc Committee (T. McCarty, chair; M. Winne; S. Noss; C. Rose; S. Hooper)
 - 7. Nominating Committee (S. Hooper, chair; R. Villarreal; P. Roy; K. Mortimer)
- I. ITEMS FROM THE CHAIR
- J. ITEMS FROM THE COUNCIL
- K. ADJOURNMENT

Next Meeting: February 24, 2011

NOTE: All meetings of the council are open to the public. Persons with disabilities in need of accommodations, contact the City Clerk's office at 955-6520, five (5) working days prior to meeting day.

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SANTA FE CITY AND COUNTY
ADVISORY COUNCIL ON FOOD POLICY
THURSDAY, JANUARY 27, 2011**

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K. ADJOURNMENT & Next Meeting	Adjourned 10:24 a.m. February 24, 2011	10

**SANTA FE CITY AND COUNTY
ADVISORY COUNCIL ON FOOD POLICY
1222 SILER ROAD, SANTA FE, NM 87501**

THURSDAY JANUARY 27, 2011

A. CALL TO ORDER

A regular meeting of the Santa Fe City and County Advisory Council on Food Policy was called to order by Chair Katherine Mortimer, on this date at approximately 8:30 a.m. at the Angel Depot, Conference Room, 1222 Siler Road, Santa Fe, New Mexico.

B. ROLL CALL

Roll call indicated a lack of quorum but was established later as follows:

Members Present

Katherine Mortimer, Chair
Sarah Noss, Vice Chair (arrived later)
Terrie Rodriguez (arrived later)
Steve Shepherd
Denise Lynch
Pamela Roy (arrived later)
Tony McCarty
Sherry Hooper
Carol Rose (arrived later)
Renee Villarreal
Bianca Sopoci-Belknap

Members Absent

Steve Warshawer (excused)
Mark Winne (excused)

Staff Present

Rubina Cohen

Others Present

Gary Clauss
Matthew Young, Santa Fe Youth Food Cadre
Charmaine Clair, Stenographer

Chair Mortimer started with non action items while waiting for a quorum.

E. COMMUNICATIONS FROM THE FLOOR (Revised Agenda Order)

Gary Clauss said he had attended before and hoped when the legislative items were discussed he could learn how to help.

Ms. Noss and Ms. Sopoci-Belknap entered the meeting at this time. Quorum was established.

C. APPROVAL OF AGENDA

Ms. Hooper moved to approve the Agenda as presented. Ms. Villarreal seconded the motion and it passed by unanimous voice vote.

D. APPROVAL OF MINUTES –December 16, 2010

Ms. Rose said she wasn't at the last meeting but was indicated as present.

Page 4, under Project Discussion, 4th paragraph, "Mr. Young said program *develop* was being done... and should be program *development*...was being done.

Ms. Hooper moved to approve the minutes of December 16, 2010 as amended. Ms. Rose seconded the motion and it passed by unanimous voice vote.

F. STAFF COMMUNICATIONS

Ms. Cohen said she met with Chair Mortimer and Ms. Roy to discuss what she wanted to accomplish this year. She said last year work was done to move the committees forward and organize the Food Council.

She said this year focus was on a strategic communication plan and she worked on a draft. The plan would guide her efforts and help keep the Food Council organized and everyone could use it as a guide of what needs to be done.

Ms. Cohen said the target audience and who to communicate with would be looked at and included the general community, partners and key people to keep informed. The document would include a list of Food Council accomplishments and have a resource and contact list in the back with State and Federal and City and County. She said the idea was that any of them could see what should be done and have the contacts needed.

Ms. Cohen said the quarterly report to the City for October-December was completed and she worked on Procurement items and Assessment.

G. PRESENTATION

Ms. Cohen said she hadn't heard from Jenny Ramo about the presentation.

Ms. Hooper suggested a presentation by the coordinator for the No Kid Hungry. She said she had a visit from New Mexico PIRG (Public Interest Research Group) who worked on a hunger initiative at the national level. She thought their organization would also be good to talk to.

Ms. Cohen agreed to follow up on the two suggestions.

H. BUSINESS

1. AmeriCorps: Projects update

Ms. Jennie London was introduced as the new AmeriCorps person assigned to work with the Food Policy Council working with Assessment.

Ms. London said she wanted a sense of the bigger picture in New Mexico and on a national scale, the larger food system and how to return to farming, be a better citizen and educator and have a better understanding of policies and what was going on.

Ms. Roy entered the meeting at this time.

Ms. London said the Movie and Dinner project was a way to get the community together to share a meal and learn more about food and how to bring the community together with the thought if there were a lot of people the survey could be introduced. She said a lot was learned from the process and from that they would focus more on what the work of the focus group and assessment was.

Mr. Young added that the previous day was an AmeriCorps Day at the Round House. He said he visited Senator Lujan's office and left a note that said he appreciated the Senator's support in the past and would be grateful for continued support of in-state procurement and healthy school lunches and other food and community friendly policies.

He said the head of the Rocky Mountain Youth Conservation Corps delivered a solid message on the past, present and future public service and why state funding was needed.

2. Status of State Bill on Procurement and Next Steps

Ms. Roy said the procurement bill would be heard next Tuesday, February 1 at 2:30 p.m. in the House/Senate Public Affairs Committee and Senator Keller would be there. The next day the Healthy Kids Healthy Economy Bill would be heard at 8:00 a.m. in Senate Education.

Ms. Roy said the bill might not get through the session this year but definitely had a lot of support from groups.

Ms. Rodriguez entered the meeting at this time.

Mr. Shepherd asked if Senate Bill 63 required a minimum percentage.

Ms. Roy said it was 2% by 2012, 5% by 2014 and 10% by 2016 but was for more than fresh produce; it was also meat, milk and processed.

Ms. Roy said this bill was linked to Senate Bill 19 that had a 10% preference for New Mexico products and services and was the overarching bill for procurement in the state. She said out-of-state industry; Intel, Coca-Cola and Pepsi would definitely be at the table.

Chair Mortimer said it would be easier to increase local if locals were given a 10% preference.

3. Report of Accomplishments 2010

Chair Mortimer said a Report of Accomplishments was done in 2009 and would be done again and would be the basis for a presentation to the BCC (Board of County Commissioners) and City Council.

Ms. Cohen said she made a list of accomplishments. She reviewed her list with the Committee:

- Regular meetings were held for all committees.
- The Ad Hoc Committee was added and a new Nominating Committee.
- Assessment was in the second of three phases and had moved to collecting data within the community on food access/behavior.
- Procurement involved key Staff at the City and County levels to discuss incentives for purchasing locally and had helped to guide Senator Keller's bill.
- Resolutions were passed unanimously within the City and County to support local incentives for purchases.
- The Food Production and Land Use Committee engaged the Planning Staff in the County in writing the code for the Santa Fe Growth Management Plan (SFGMP.)
- Food Policy Council had helped to develop the agriculture section of the SFGMP and worked with Commissioner Holien for support; it was passed unanimously.
- The FPC took a farm tour and did outreach to farmers.
- Ms. Villarreal talked to UNM Master Students on the work of the Food Policy Council.
- Conferences were attended and key resources in New Orleans were developed; information was gathered and on a panel of experts they discussed the work of the Food Policy Council and their status.
- Ms. Villarreal and Ms. Cohen presented to the Food Cadre at Earth Care.
- The Santa Fe New Mexican and the Reporter printed articles on the Food Policy Council.
- Meetings of the New Mexico Food and Agriculture Policy Council were attended; information was presented on FPC and what they worked on at the local level.
- Relationships were developed with several organizations; a list of alliances was read.
- The Resource and Development Committee raised \$10,000 for the Food Policy Council.

Chair Mortimer asked Ms. Cohen to send her notes to everyone. She said the feedback from everyone could be flushed out for a report to the City and County.

Ms. Cohen said the list was specific to what had been done by FPC but they could add how those things affected everyone; what it meant for Santa Fe County and the City to have data collected for assessment; to get resolutions passed for local buying and the benefit to the community, etc.

Mr. Shepherd said the County's first budget meeting was Tuesday and decisions would be made to guide the rest of the budget. He said the Food Council should do a presentation to the County in March.

Chair Mortimer suggested the presentation to the City be in the same time period. She asked that a couple of people work on the process. Mr. Shepherd and Ms. Cohen agreed to work on the presentation.

4. Strategy for 2011

Chair Mortimer said each subcommittee was asked to discuss what they wanted to accomplish in 2011 and the Food Council could discuss how those things could work together. She said they could form their strategy for 2011 in a workshop in the February meeting.

Ms. Cohen said she would send the document developed with Rosemary Romero to everyone, as a good place to start.

Ms. Roy said she wanted to discuss a name change to the Procurement Subcommittee and asked that it be called the Policy Committee. She said procurement was the policy now being worked on. Chair Mortimer said it could be discussed later.

Chair Mortimer said a lot of time was spent going over detail. She said it was discussed that the Subcommittees would bring only the decisions they made and things in need of discussion to the whole group. The Subcommittee reports would be compressed under a general heading and members could raise questions when needed, after reading the reports.

Ms. Cohen said the reports had a specific area for *actions needed from the council* and those actions could be pulled and put on the agenda.

Ms. Roy said for her, when people summarized what happened in their committees verbally it was helpful. She asked if that meant there wouldn't be a verbal report.

Chair Mortimer said something in the middle of an action; like the legislature, could be discussed. She gave an example of what wasn't needed for discussion. She said the intent was to focus on things that were current and critical and that might be a concern. She said they could try the process and rethink it if it didn't work.

Ms. Hooper said this would require preparation and time to read through the reports before the meetings. She asked that everyone try to get their reports out early and not the day before the meeting.

Chair Mortimer said a couple of people would be reappointed and everyone would be asked if they wanted to be. She said all of the members should reflect on the commitment because it was more than a 2 hour meeting once a month.

She said the legislation that created FPC stated that members should participate on subcommittees and subcommittees should meet every month between the FPC meetings each month.

Chair Mortimer said the Nominating Committee would develop a questionnaire for new members but all of the members should consider the questions and ask what they wanted out of the Food Council; what they wanted to contribute and whether they were able to contribute what was needed.

Chair Mortimer said some appointments were two years and some were three; renewals were for three years. The members to be reappointed were the City and County representatives; Chair Mortimer, Ms. Rodriguez, Mr. Warshawer, Mr. Shepherd and Ms. Villarreal.

Ms. Cohen addressed those who wanted to make a verbal report; she said it was important Chair Mortimer know before the agenda was prepared.

Chair Mortimer added that anyone could ask to add an item to the agenda at any time and things could be added if no action was required. The agenda was sent the Wednesday before their monthly meeting.

Ms. Villarreal said it was a tendency to have a last-minute subcommittee meeting the day before the FPC meeting. She thought when that happens the subcommittee should (verbally) report to the entire group.

Chair Mortimer said the subcommittees were being asked to make an effort to meet in between the monthly meeting and possible that a subcommittee could end up meeting more than once. She said if it was only possible for the subcommittee to meet at the end and they had something important to report, it could be added to the agenda at the beginning of the meeting.

5. Food Policy from Neighborhood to Nation Conference

Chair Mortimer said the conference would be in Portland May 19-21 and was the first of its kind. She said the budget included two people to attend the Community Food Security Coalition Conference each year and it should be discussed whether someone should be sent to this conference. She said there was also an opportunity to present but the application was due the next day.

Chair Mortimer said Ms. Roy and Mr. Winne would go from their organization.

Ms. Noss said there were funding questions with the Food Policy Council and she had never seen a budget. She thought it hard to make a decision when she doesn't know the financial situation or how it would be reimbursed.

Ms. Roy passed out a sheet with the accounting and history for the Food Policy Council. She said \$19,000 was in the bank.

Ms. Cohen said it was discussed to send the information out regularly; she suggested quarterly.

Ms. Roy said Ms. Noss's point was well taken. She explained \$20,000 was committed for Ms. Cohen's position. She said there was a budget and she suggested the Food Council decide what adjustments should be made. She said the conferences were about \$1,000 a person.

Ms. Villarreal said from a government perspective this conference was more appropriate for the Food Policy Council work and would give a perspective of what other Food Policy Council's were doing.

Chair Mortimer agreed this conference was more relevant. She said they could discuss sending one person to each of the two conferences this year. She asked if a funder might send a couple of people.

Ms. Roy said she was contacted by Andy Fisher with the Coalition and thought he planned to do a direct request. She said she would follow up with him.

Ms. Noss said she didn't have enough information to make the call on whether the Food Council should pay for the conference because she hadn't seen a budget. She asked that the item be tabled until the next meeting for time to look at the annual budget and income.

Ms. Sopoci-Belknap said before the discussion, members should think about the specific questions representatives could take with them. She suggested since Ms. Roy and Mr. Winne would be going they could represent the Food Policy Council.

Chair Mortimer said they were so busy with their own business it was a lot to ask for them to split their focus.

Ms. Sopoci-Belknap said after the Food Security Coalition Conference she wasn't clear how the Food Policy Council could benefit by having representatives. She thought a better job should be done when people were sent and the Food Council should be specific about what they asked.

Ms. Hooper requested the Nominating Committee Report be moved to the top of the reports.

H. SUBCOMMITTEE REPORTS

7. Nominating Committee (S. Ms. Hooper, chair, R. Villarreal, P. Roy, K. Mortimer (Revised Agenda Order)

Ms. Hooper said the Committee wanted to fill in gaps in experience and skills. She passed out a sheet with the member's names and asked that they check off the corresponding boxes that applied and give back or email the sheet to her. She said they would match member's skills that were on the Food Council and what to look for with new members recruited.

Ms. Hooper said she would provide the final job description for members at the next meeting.

1. Food Production and Land Use Subcommittee (S. Noss, chair; S. Warshawer; S. Hooper; T. McCarty; R. Villarreal)

Ms. Noss said reported at the last meeting was that it had been a good meeting with the County planners. She said the FPC was urged by the planners to do a presentation about agriculture to the BCC in February or early March to refocus them on the SGMP because code was being written.

Ms. Noss said the next step was to put a presentation together. She said the presentation would be an opportunity to keep the BCC focused on the sections of the plan important to the FPC and to suggest areas BCC could be effective.

Ms. Villarreal suggested the FPC accomplishments of what they want to work on next be one of the items in the presentation. She said the following day was a retreat and she needs to know if that would be a priority.

Ms. Noss said the number of assessments the County planners wanted as part of the presentation about agriculture in Santa Fe County was unrealistic. She said it would make sense to link that to the accomplishments

and what the next steps would be for the BCC. This would be an opportunity to possibly impact the code that would be written.

2. Assessment Subcommittee (P. Roy, chair; M. Winne; K. Mortimer; C. Rose; T. Rodriguez; R. Villarreal; B. Sopoci-Belknap)

Ms. Sopoci-Belknap said she had nothing to add to what Ms. London mentioned.

Ms. London asked for tips on community outreach or focus group information. She said she was open to suggestions on how to go about the process.

Ms. Cohen said at another meeting the lessons learned would be discussed. She said there was an in-depth survey they wanted to simplify.

Ms. Sopoci-Belknap said the survey would be sent to everyone for feedback but would go to the subcommittee first. She said the subcommittee would also draft the section of the assessment of the survey on the focus groups and would like FPC feedback on that also.

3. Education and Outreach (R. Villarreal, chair; T. McCarty; D. Lynch; B. Sopoci-Belknap)

Chair Mortimer said the Subcommittee finalized the messaging statements and wanted to be clear because people don't know what a Food Policy Council does.

She said she wanted to be sure everyone was comfortable with the statements and understood them so when in the community the message would be consistent and clear. She said if a situation came up that a member doesn't have the answer to that could be discussed.

Chair Mortimer said the Food Council could help Ms. Cohen as she developed marketing strategy and bounce ideas off of her. She said strategy for 2011 had to be developed and opportunities to speak to different classes at high schools and the Community College should be sought to be more proactive.

She said it would be good to get in front of potential funders and be seen and that could make the funding strategy easier.

Ms. Roy said the New Mexican would do a story the following week on the local procurement bill and wanted to do a series of more in-depth food policy related articles.

Ms. Rose passed around an article the New Mexican ran that had a picture of Mr. Warshawer.

4. Resource and Development (T. Rodriguez, chair; S. Hooper, P. Roy).

Ms. Rodriguez said the Food Council should discuss a visit with the Cunama Foundation. She said they came to her attention at a quarterly meeting and had received a \$100,000 planning grant and would apply for federal money.

She said she would meet to discuss where the Food Policy Council and the Foundation's mission fit and they could work together to support one another. She said funding could be approached at a later point.

Ms. Roy said \$5,000 was received from McCune. She sent the required paperwork back and would send a note to them from the Food Policy Council. She said McCune also committed an additional \$5,000 through their fund at the New Mexico Community Foundation.

Ms. Cohen said the Resource and Development Committee brainstormed about funders that could be contacted and national organizations or foundations that could lend money toward FPC work. She said they would strategize how to collaborate with State partners to raise money.

Ms. Roy said she worked with half a dozen communities in New Mexico on local food policy development. She said she met with Ricardo Salvador and he was interested in the work of the Food Policy Council.

Chair Mortimer asked about the status of Ben & Jerry's. Ms. Cohen replied that the Education and Outreach issues to develop the priorities for 2011 would be worked on first.

Ms. Noss said Commissioner Holien suggested the RPA (Regional Planning Authority) has funding and should be approached. She said she would bring up again that she found it problematic the County had not put money in for the past year and asked them to put effort into food policy but doesn't want to want to support the work. She said FPC was asked to raise the money which took them away from the work.

Ms. Noss asked that it be on record she found that problematic as far as her participation and where she should put her efforts. She said if RPA was to be a funding source for Food Policy Council it should be high on their priority list. She asked if it became a funding source, would it be a joint City/County source of funding and could the Food Council get \$20,000 from them.

Ms. Villarreal agreed and said FPC had to present to the City and County to justify having a council and members. She said she was unsure of the process to be reappointed and might have to go through another process.

Ms. Noss offered to make initial inquiries into the RPA and said she thought it was important.

Chair Mortimer thought since it was Commissioner Holien's suggestion she should bring that forward. She said the City money could be in addition to what the RPA would give because the funds received from the City and County were from a County GRT tax and not City money.

Ms. Rodriguez thought the RPA might find \$10,000 more easily than \$20,000.

Ms. Cohen asked if she should make initial contact with Commissioner Holien. Chair Mortimer said it would make sense to have a group of people.

Ms. Villarreal said those in the meeting with Commissioner Holien could follow up and she would inform Robert.

Ms. Noss asked that a budget be pulled together and said that would help.

Ms. Sopoci-Belknap said added to the budget should be that a full time Staff member was supplied to help with the assessment.

Ms. Roy said that was included often when the budget was given to a foundation; the Food Depot supplied the meeting location, the resources of the organization, etc. She said that should be updated and members could add their contributions in time and actual costs.

5. Procurement (P. Roy, chair; T. Rodriguez; S. Shepherd; R. Villarreal)

The Food Council brainstormed and discussed with one another the re-naming of the Procurement Committee. The Committee consensus was to change the name to the Policy Initiatives Committee.

Ms. Roy said the hope was to do a Farm Bill Listening Session February 10 in the afternoon from 1:30 to 3:30 in partnership with the Community Food Security Coalition and the New Mexico Food and Agriculture Policy Council. She said the New Mexico Food and Agriculture Policy Council would do another session in the summer.

Ms. Roy explained a listening session. She said groups worked on the next farm bill of 2012 and many of the programs FPC was interested in were part of the farm bill; agriculture, water, food issues, food stamp program, etc. She said Congressman and Senators would look at the budget as to what should be cut and groups across the country developed platforms to defend the programs approved in the last farm bill.

The location for the listening session was discussed.

Ms. London asked about the GMO bills. Ms. Roy explained the Farmer Liability Act was to protect all farmers from seed that could blow into another's field. She said she would add information and more would be heard on that in the next couple of weeks.

6. Food Conference Ad Hoc Committee (T. McCarty, chair; M. Winne; S. Noss; C. Rose; S. Hooper)

Ms. Cohen said they met once and was discussed in the November meeting. She said the next meeting would be about strategy and they would return with a better picture.

I. ITEMS FROM THE CHAIR

There were none.

J. ITEMS FROM THE COUNCIL

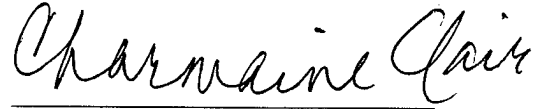
Ms. Rose passed out Prescription Trail Booklets. She said the booklet was a collaborative project by the State and private healthcare groups.

K. ADJOURNMENT & NEXT MEETING: February 24, 2011

Having no further business to discuss the meeting was adjourned at 10:24 a.m.

Katherine Mortimer, Chair

Submitted by:

A handwritten signature in cursive script that reads "Charmaine Clair". The signature is written in black ink and is positioned above a horizontal line.

Charmaine Clair, Stenographer