



Agenda



Santa Fe City and County
Advisory Council on Food Policy
Thursday February 24, 2011
8:30 to 10:00 a.m.
Angel Depot Conference Room
1222 Siler Road, Santa Fe, NM

CITY CLERK'S OFFICE

DATE 2-16-11 TIME 1:09 pm

SERVED BY Katherine Mortimer

RECEIVED BY [Signature]

- A. CALL TO ORDER
- B. ROLL CALL
- C. APPROVAL OF AGENDA
- D. APPROVAL OF MINUTES – January 27, 2010
- E. COMMUNICATIONS FROM THE FLOOR
- F. STAFF COMMUNICATIONS
- G. PRESENTATION
- H. BUSINESS
 - 1. Americorps: Projects update
 - 2. State Bill on Procurement Legislative Update
 - 3. Report of Accomplishments 2010 Update
 - 4. Strategy for 2011
 - 5. 2011 Budget
 - 6. City and County Resolutions to Support a Strong Farm Bill
 - 5. Food Policy From Neighborhood to Nation Conference
- I. 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 (K. Mortimer, chair; R. Villarreal; 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)
- J. ITEMS FROM THE CHAIR
- K. ITEMS FROM THE COUNCIL
- L. ADJOURNMENT

Next Meeting: March 24, 2011

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ADVISORY COUNCIL ON FOOD POLICY
THURSDAY, FEBRUARY 24, 2011**

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

THURSDAY FEBRUARY 24, 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 quorum as follows:

Members Present

Katherine Mortimer, Chair
Steve Warshawer (arrived later)
Sarah Noss, Vice Chair
Mark Winne
Steve Shepherd
Pamela Roy (arrived later)
Tony McCarty
Sherry Hooper
Renee Villarreal
Bianca Sopoci-Belknap

Members Absent

Terrie Rodriguez (excused)

Staff Present

Rubina Cohen

Others Present

Martin Vigil, Emergency Preparedness
Jenny London, AmeriCorps
Charmaine Clair, Stenographer

C. APPROVAL OF AGENDA

The minutes of January 27, 2011 were postponed until the next meeting.

Ms. Sopoci-Belknap moved to approve the Agenda as amended. Ms. Villarreal seconded the motion and it passed by unanimous voice vote.

D. APPROVAL OF MINUTES –January 27, 2011-Postponed

E. COMMUNICATIONS FROM THE FLOOR

Mr. Martin Vigil said he was there to share comments from the last meeting of Common Cause and to provide a snapshot of how partnerships came together during the last emergency.

He said Common Cause participated in a National Weather Service briefing on the record low temperatures coming into the area and before the conference call ended El Paso reported rolling black outs in Texas and black outs starting in El Paso and Dona Ana County.

Mr. Vigil said the group started thinking about mass care issues and the loss of fuel capacity in Santa Fe and how to maintain emergency vehicles; the inability to access ATMs and grocery store transactions; critical need for medications, etc. and the domino effect around that scenario. The next morning the reports about gas outages triggered their emergency management response.

Mr. Warshawer entered the meeting at this time.

Mr. Vigil said shelters were identified and they quickly ruled out what was available because most were on natural gas. The community college was the prime location if hundreds of people had to be in a shelter.

Mr. Vigil said Common Cause has been working with the community college in emergency planning and just finished the campus emergency response team training in December with 30 FEMA trained people. The college kitchen staff would be available and supported by culinary arts. Ms. Hooper was asked for the support of the Food Depot and calls were made to Red Cross, who had set up shop tours and bringing in out-of-state resources.

Mr. Vigil said the Governor's press conference was the trigger for all critical department heads to be brought together. Four things were discussed: how to release County nonessential Staff; the temperature that should be maintained in those facilities; Emergency Operations Center staffing and when to transfer calls. He said luckily the triggers never occurred to have to do any of that.

Mr. Vigil said the emergency managers were tasked to develop an annex to the Emergency Operations Plan to address agricultural and food security issues. New Mexico State University was becoming a leader in that arena nationwide and had received a lot of Home Land Security Grants.

Mr. Vigil said he would have a meeting Friday, March 4 at 8:30 a.m. at the County Public Safety Complex. He wanted to get together half an hour before a webinar conference on food security that morning to get action items out on how the annex could be put together.

Ms. Hooper said some people met the previous week and discussed how to support Mr. Vigil's work and to address the planning around disaster response. She discussed with Mr. Vigil working together in September, Disaster Preparedness Month, to continue education about being prepared.

Mr. Winne said the emergency response part was important but a bigger context was the rising food prices and instability around the world and energy shortages, etc. He wanted emergency response to be in a longer term context about the food system and the long term capacity to meet food security needs. He said people would be more receptive now than when things settled.

Ms. Roy passed around an article from Time magazine. She said looking at the world and the food crisis, the United States was at a 7% increase and Mexico at 24% increase (in food prices.) She said Assessment should have as much information as possible; where every farm was, who produced what and where storage was and who had cold storage. She said people at the federal level said more infrastructure was needed. She said that could be mapped out and food assessment built out in things other communities hadn't thought about.

Mr. Vigil said in many counties in New Mexico agriculture is the number one industry and was second in the State. He said emergency preparedness issues were tied to the bigger issues and vulnerabilities.

Ms. Roy said the Food Council focused on the local and systemic changes through their work and policy. She said New Mexico exports 98% of their grown, raised and processed agricultural product.

Ms. Hooper said she found information on line that said people in poverty in the United States making \$15,000 annually, spent almost 50% of their money on food and fuel.

Chair Mortimer said the Food Council would continue the dialogue and plans would be discussed for next year. She said emergency response was a top priority. She thought the Policy Initiative Subcommittee could form a working group to focus on that.

Ms. Cohen said she wanted to prepare recommendations from the Food Council for the City and County and Mr. Vigil's input would be helpful.

G. PRESENTATION

There was none.

H. BUSINESS

1. AmeriCorps: Projects Update

Ms. London said people were getting their gardens ready at the schools. A green house was put up to start seedlings for backyard gardens.

Ms. Sopoci-Belknap said Earth Care was involved full time in seven school gardens and has projects in five. She said they would mentor between 5 and 10 garden installations in the production, food preservation and how to dry, store and save seed. She said Earth Care would teach at the community garden and pilot a garden in the neighborhood and grow crops that took more space than could be done in a home garden.

Ms. London said the co-op idea was to start a Buyers Cooperative that could purchase from La Montanita Co-Op or a CSA or local farmers, etc. and make that EBT friendly.

Ms. London talked about other purchase options discussed. Mr. Warshawer offered his help.

Ms. Sopoci-Belknap said support work would also be looked at and how to get CSA shares for low income people by providing money up front, buying in bulk or trade. She said the financial piece, the distribution and

cost implication and the impact environmentally and socially when sourced regionally versus locally, would have to be determined.

Ms. Roy said she and Mr. Warshawer were a part of the Southwest Cooperative Development Center (a grant from USDA.) She said they could learn some of the things Earth Care would encounter and provide resources.

Ms. Hooper said she talked with the marketing manager for Whole Foods and their new push was support for community gardens.

Ms. Sopoci-Belknap said the Rail Yard Park Stewards with the Farmer's Market Institute would pilot a grain garden in community gardens and look at experimenting with seed, building their knowledge and seed banking. Grain producers were being identified that could offer workshops at the community garden this spring. She said in regard to community food security they have to look at the kinds of foods produced that people could sustain themselves.

Ms. Sopoci-Belknap said another thing with the City was the idea of a Sustainability Demonstration Center. The Center would include green building elements, water catchment and energy. She said Earth Care was interested in food production and a larger scale experiment at the GCC (Genoveva Chávez Community Center.) Her hope was to build up the soil and determine water catchment to feed the agriculture work below.

She said Earth Care would share a placement part time with Carolyn Stephenson at the Community Farms to work specifically to grow food and provide a farm stand for low income people.

Ms. Roy asked how much time there was.

Ms. Sopoci-Belknap said the House voted to cut the AmeriCorps programs. She said she had been funded again and selected to move to the national competition. She wouldn't know until June if funding was full or partial. The current cadre members would remain until the end of July.

2. State Bill on Procurement Legislative Update

Ms. Roy said Senate Bill 63 had no resistance. She said the homework was to continue working with agencies such as the senior centers and schools and expand that. She said that Senators were having great discussions and beginning to combine issues and asked for a more comprehensive approach around local food systems.

She said Senate Bill 19; the overarching procurement had some amendments and was on its way to the House. She mentioned that Rudy Garcia gave a great statement from the County and Mayor Coss sent a letter to the Public Affairs Committee.

Ms. Villarreal reminded Ms. Roy that Cindy Barela was a resource.

3. Report of Accomplishments 2010 Update

Chair Mortimer passed out some materials given to City Councilors the previous night. She said the sheet outlined Food Policy Council accomplishments the previous year and the last page of the White Paper, the 2011 Strategy, was what the Food Policy Council would work on.

She said Disaster Response was at the top of the list. She said the Committee would continue to work with the County on the Land Use Code, local food procurement from state to local level and on Assessment and policy recommendations.

Chair Mortimer thanked Ms. Cohen for a great presentation.

Ms. Cohen thanked Ms. Noss for writing the speech. She said the County pushed the presentation to April. She called Commissioner Holian to see about the presentation being moved up and hasn't heard back.

Ms. Cohen said the packet included the Food Policy Council's summary of accomplishments, the resolution that created them, the resolutions for procurement passed at the City and County level and a copy of the logic module for Assessment. Chair Mortimer added the packet also had the County's resolution on farmland and Ms. Hooper's fact sheet.

Ms. Cohen said the Food Policy Council presentation was helped by SWAT's presentation on the Airport Road area, before them.

Chair Mortimer said also on the Consent Agenda was funding for a study in the Airport Road area about healthy, safe, sustainable community planning and all of it was approved together. She talked with Councilor Dominguez about FPC helping to define what healthy food was and wasn't and how to develop legislation.

The Committee discussed presentations in the future from SWAT and Cooking with Kids. Mr. McCarty mentioned that a youth group was awarded \$400,000.

Chair Mortimer said the SWAT presentation focused on the number of establishments with liquor licenses; how many schools and students were in the area; the one grocery store and the number of convenience stores and what they primarily sold and the fast food.

Mr. Winne suggested it would be good to gather the information and make a story. Ms. Roy added that mapping could be part of the assessment. Ms. Villarreal said it could be a target area for the City and help to move forward more quickly.

The Committee discussed the presentation by SWAT at the City Council meeting.

Mr. Warshawer said it was easy to say what they want and don't want but what was different was to say what they wanted their food access universe to look like; what would support, help and create a positive alternative.

Ms. Sopoci-Belknap said FPC could include SWAT as a focus group through assessment and facilitate their thinking.

Mr. Warshawer said if it was an important target area, why not feature it.

Chair Mortimer said that was what the study would do. She said she asked the Food Policy Council's help with the aspects of food. She said the study went beyond food to parks and recreation and other aspects of health and focused on the Airport Road area.

Ms. Roy agreed with Mr. Warshawer. She said SWAT talked about the opportunities and open space and their interest in more parks and priorities around food.

Ms. Villarreal said the Reporter had an article the previous week that said Councilor Dominguez's point wasn't to say no alcohol or tobacco but about providing better options.

Chair Mortimer said she would ask Food Policy Council to help find what was included in a healthy food zone and what was and was not allowed.

Mr. Warshawer asked how the Food Policy Council could participate in a stakeholder approach to define a successful and healthy food universe.

Chair Mortimer said by going through the planning process with her.

4. Strategy for 2011

Ms. Cohen said the process was to use the minutes from the strategy planning with Rosemary Romero and see if the Committee was still aligned with that. A summary of the Committee's brainstorming for each Subcommittee's priorities follow:

Education and Outreach

- Develop a series of fact sheets like Did You Know, community gardens, food distribution centers, etc.
- Revamp the website.
- Videos and small PSAs; Denise Lynch would continue to participate on the Subcommittee and help to produce things for YouTube, etc.
- Calendar of Events- all members should send food related events for the calendar.
- Concept of getting the word out; information available through assessment or committee work that could be folded into the system.

Ms. Hooper said on the fact sheets, she was waiting for information on a study about missing meals done for New Mexico that tried to capture County information. She said that could be on a fact sheet.

Mr. Winne suggested a *rapid reaction* piece so people could weigh in as events occur. He used the current gas shortage and the child nutrition bill passing- what that means in Santa Fe.

Mr. McCarty suggested that could fit into Did You Know. He said the first (priority) would be emergency planning.

Mr. Winne said he met a website developer, Frank Pierson, who wants to do pro-bono work. Ms. Cohen said she would follow up with him. Ms. Roy added that Farm to Table discussed how to link things and to create more web links and that could be another discussion with Mr. Pierson.

Ms. Cohen said she planned to start a Facebook page to develop a fan base.

Nominating Committee Priorities

- Short term committee; as needed. Gap analysis was done and would be updated periodically.
- Subcommittee responsibilities were formalized.
- Finish referral form and the exit interview form.
- Work with Council and identify what was missing. Be more strategic about new members; identify potential members, learn more about the person and ensure they were clear on the Council time commitment and the work to be done etc.
- Participation in Subcommittees would be a prerequisite for membership in FPC.
- Address with new members at orientation the difficulty of the Food Policy Council concept.
- New member Orientation; responsibility of the Nominating Subcommittee.
- Develop materials such as videos and put on the website to educate people.
- A "manual" to introduce what a Food Policy Council is and does and background and introductory materials.

Policy Initiatives-

Focus would be on policies that support priorities

- The first policies would support the coming year and future priorities; emergency food (including food safety and impact on the local food system), land use code, procurement and assessment.
- Maintain a list of priority issues.
- Develop a calendar for the year on how to move policies forward to put into practice.
- What are other implications to the policies beyond City and County?
- How to coordinate with partners and the Food Policy Council's role; get information that helps the decision making processes.
- Advocacy training and consideration of the kind of training that could be the most helpful. Train the Trainer; Ms. Roy offered to do policy and advocacy training at the State level.
- Building short and long term resilience of the food system; taking the emergency work to a bigger level.
- Leverage existing research and opportunities. Application for grants.

Assessment Committee

- Put health indicator research into a report; the report would also be the manual.
- Look at how the Food Depot could be a source for local focus groups. Data collection could be done through focus groups.
- Identify areas to look at for low income, senior communities, children and young families. Additionally would focus on the issue of a food desert.

Ms. London asked if someone at New Mexico State or who does social research could be called to do an informal training before interviews and focus groups were done.

The Committee discussed previous training by UNM. A person getting their Masters or PhD could be contacted and might incorporate that into their research.

Ms. Sopoci-Belknap said Earth Care needs institutional support; a person to do data analysis. Ms. Villarreal replied that was done by Public Health and was an obvious connection.

Ms. Cohen said SWAT and Airport Road should be explored as a pilot.

Resource Development

- Forming coalitions; work with likeminded organizations locally and regionally to focus on larger long term funding. Work with other groups doing similar work with a similar vision; work with other Food Policy Councils and collaboratively looking for bigger foundations like Kellogg, etc.
- Explore developing a plan around food system work and policy. Ms. Sopoci-Belknap mentioned the Food Project Coalition was created in preparation for AmeriCorps as the grant was developed with intent to talk about a systems approach to the work and funding.
- Work with Commissioner Holian for funding from the County through the RPA (Regional Planning Authority.) Ms. Hooper noted when she discussed funds for disaster response with Commissioner Holian she was told all of the funds were committed.

The Committee discussed the funds. Ms. Hooper suggested the Food Council develop templates that could be set up for grants.

- *Explore membership fees/donations* – Affiliate membership status; a newsletter fee, etc. A Conference Planning Committee should be discussed.
- Culture competency training.

5. 2011 Budget

Ms. Villarreal said she had questions.

6. City and County Resolutions to Support a Strong Farm Bill

It was suggested the resolutions to support the Farm Bill be at the top of next month's agenda.

7. Food Policy from Neighborhood to Nation Conference

The Committee discussed the conference.

I. SUBCOMMITTEE REPORTS

Goals were previously discussed. Nothing additional was added.

F. STAFF COMMUNICATIONS (Revised Agenda Order)

Ms. Hooper said the No Kid Hungry would kick off their campaign Friday at 10 a.m. Also the Collaborative held meetings and she forwarded the plan to everyone. She said Farm to Table, the Food Bank etc. was in the plan though none of them had input.

She would meet the next day with the Roadrunner Food Bank and the Food Bank Association to put together feedback. She asked members for their feedback and said she would put it together for the Food Council.

Ms. Roy asked to report on Finances: the bank account has \$20,542.99. Two grants came in; McCune for \$5000 and New Mexico Community Foundation (McCune Charitable Foundation Funding) for \$5000. An application to Simon Foundation for \$5000 was pending.

Ms. Roy said the next day there would be a site visit by the City.

Chair Mortimer added that the next agenda would have officer elections. Ms. Hooper offered to get an email out to meet to identify people interested in acting as an officer.

J. ITEMS FROM THE CHAIR

There was none.

K. ITEMS FROM THE COUNCIL

Ms. Roy said she understood there were three appointments with the County.

Ms. Cohen said Penny Ellis Green sent a form for everyone to fill out. She said she would put the re-appointments on the March 8 agenda. She asked that Ms. Roy, Mr. Shepherd and Mr. Warshawer be present. She said the Commissioners might ask the Food Council for a list of new people rather than reappoint members.

Ms. Roy thought it important FPC advocate for Ms. Villarreal and Mr. Shepherd to be at the table in order to maintain continuity. Chair Mortimer agreed.

Ms. Villarreal said she would present a UNM Planning class on the Food Policy Council and how it intersects with planning work.

L. ADJOURNMENT & NEXT MEETING:

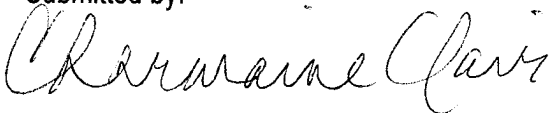
March 24, 2011

Having no further business to discuss the meeting was adjourned at 10:50 a.m.

Approved by:

Katherine Mortimer, Chair

Submitted by:



Charmaine Clair, Stenographer