

Agenda



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

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- A. CALL TO ORDER
- B. ROLL CALL
- C. APPROVAL OF AGENDA
- D. APPROVAL OF MINUTES January 27 and February 24, 2011
- E. COMMUNICATIONS FROM THE FLOOR
- F. STAFF COMMUNICATIONS
- G. PRESENTATION
 - 1. No Kid Hungry in New Mexico Campaign (Meghann Dallin)
- H. BUSINESS
 - 1. Americorps: Projects update
 - 2. State Bill on Procurement Legislative Update
 - 3. 2011 Budget
 - 4. Food Policy from Neighborhood to Nation Conference
 - 5. Election of Officers
- 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; T. Rodriguez; R. Villarreal; J. London, advisory member)
 - 3. Education and Outreach (K. Mortimer, chair; R. Villarreal; T. McCarty; B. Sopoci-Belknap; D. Lynch, advisory member)
 - 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; 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: April 28, 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 1222 SILER ROAD, SANTA FE, NM 87501

THURSDAY MARCH 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 Pamela Roy Tony McCarty Sherry Hooper Renee Villarreal Bianca Sopoci-Belknap

Staff Present

Rubina Cohen

Others Present

Matthew Young, AmeriCorps, Santa Fe Youth Food Cadre Wren Abbott, Santa Fe Reporter Meghann Dallin, No Kid Hungry Jenny London, AmeriCorps Charmaine Clair, Stenographer

G. PRESENTATION (Revised Agenda Order)

No Kid Hungry- New Mexico Campaign (Meghann Dallin)

Ms. Dallin said No Kid Hungry was a collaboration partnered with the national anti-hunger organization Share Our Strength to bring the New Mexico No Kid Hungry (NKH) to the State. She said Share Our Strength works with programs throughout the United States to end childhood hunger by 2015 and coincides with President Obama's administration goal.

Members Absent

Mark Winne (excused)
Terrie Rodriguez (excused)
Steve Shepherd

Ms. Dallin said the New Mexico NKH campaign kicked off in February with two primary goals: to increase children's access in the use of summer food programs in the State and to access school breakfast. She said many schools served breakfast before school started. Kids with no access to food at home had to come early or they missed breakfast. Alternative school breakfast models such as "Grab and Go" sacks with breakfast food or breakfast in the classroom were being added within the State.

Ms. Dallin passed around a brochure. She said she worked with schools throughout the State to add the school breakfast change to school policy and provide promotion materials to increase awareness of the summer food program. Also 10 mini grants would be provided to summer food programs and sponsors.

Mr. Young said he has a friend that worked with the Food Trust and a project called the Supermarket Campaign. The campaign would build the base for a more regionally friendly supermarket operation, especially in Native American areas. He asked if Ms. Dallin's collaboration focused in any way on food hubs that could curb food deserts in native populations that would eliminate them having to drive 40-50 miles.

Ms. Dallin said collaboration was statewide with over 80 partners and some worked on something similar. Appleseed was one organization that worked on reservations policy and food access. She said NKH was definitely willing to work on projects such as that through partnerships with other organizations.

Ms. Roy thought it might be helpful if materials were more available and focus was put on the Native American communities.

Ms. Dallin said she could work on that and materials would be developed in the next month or so. She wasn't sure what organizations could help with the development or review of the materials to ensure it was culturally appropriate. Ms. Roy suggested the Center for Disease Control in Albuquerque because of their work with the Native American communities on diabetes prevention.

Ms. Noss asked what kind of help Ms. Dallin needs from bodies such as the Food Policy Council.

Ms. Dallin said working with schools to look at various models that serve breakfast and lunch. She said a goal was to provide healthy balanced meals and she could see a benefit for organizations to partner. She said most schools have a broad and basic school wellness nutrition and health policy. No Kid Hungry wants verbiage at a policy level that schools would serve breakfast at a time when most children could participate.

Chair Mortimer asked for roll call to establish quorum at this time.

Food Council members and guests introduced themselves and talked about their work and organizations.

Mr. Warshawer entered the meeting at this time.

Discussion continued on the No Kid Hungry Campaign.

Ms. Noss asked if Ms. Dallin had a specific way she would work on SNAP issues.

Ms. Dallin said she works with the New Mexico Center on Law and Poverty who has someone that works on SNAP policies. She said they work to ensure schools could access direct certification from SNAP so kids would be automatically enrolled in the National School Lunch Program.

She said she also works with the Center on an online application system for food assistance programs like SNAP and WIC to make it easier to apply online statewide, especially in rural areas without a SNAP office.

Ms. Noss thought the Food Council could help with that. She said a gap in Santa Fe County was already identified where people had to drive into town to sign up. She asked to be kept in the loop.

C. APPROVAL OF AGENDA

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

D. APPROVAL OF MINUTES – January 27, 2011 and February 18, 2011 January 27, 2011

Ms. Noss moved to approve the minutes of January 27, 2011 as presented. Ms. Hooper seconded the motion and it passed by unanimous voice vote.

February 24, 2011

Page 5, five up from the bottom-"Ms. Villarreal said it could be a target area <u>in</u> the City (not for) and to help us to move forward more quickly."

Page 6, third sentence down-"Ms. Villarreal said the Reporter had an article the previous week that said Councilor Dominguez's point <u>should not</u> say no to alcohol or tobacco..."

Page 9, to clarify under Items from the Council- starting with "Ms. Cohen said Penny Ellis Green..." second sentence, "She asked that Ms. Roy, Mr. Shepherd and Mr. Warshawer..." should be "She asked that <u>Ms. Villarreal</u>, Mr. Shepherd and Mr. Warshawer be present."

Ms. Roy moved to approve the minutes of February 24, 2011 as amended. Ms. Sopoci-Belknap seconded the motion and it passed by unanimous voice vote.

E. COMMUNICATIONS FROM THE FLOOR

Ms. Abbott said she represented the Santa Fe Reporter and just started writing about food issues. She attended to see what was going on and what food issues should be covered. She invited members to contact her with information at wren@sfreporter.com or 505 988-5411 extension 541.

F. STAFF COMMUNICATIONS

Ms. Cohen said the Food Policy Council received an unexpected grant from the Santa Fe Community Foundation for \$5,000. She met with them and talked about collaboration and they want to do a food forum to get an idea about food access and what they could help fund.

She said a community garden press release was sent and said Candelora Versaci would do an article on the community garden for the New Mexican in April.

She worked on the grant to the City and was finishing the narrative. She said she would continue to support the Subcommittees; the Education and Outreach would make changes on the website in-house to make the site more functional, look better, have more information and be more of a tool.

H. BUSINESS

1. AmeriCorps: Projects Update

Mr. Young said he and Chair Mortimer and Virginia Wheeler started work on a compost bin idea. The original idea was to sell the compost bins at the Master Gardener's Tent Sale at the Rodeo Grounds in April. They hoped to educate people on how to compost effectively.

He said they decided the idea would be costly and risky and made no sense. He said a skill share would be done instead; a backyard Wildlife Management Session. They would work with Plants of the Southwest and others to show people how to make their yards diverse and grow food in a sustainable way while building habitat; Perma-culture would also be included. He would visit Plants of the Southwest in Albuquerque where a community garden was set up in the open space visitor center.

Ms. London said two projects were discussed- one to use EBT's for CSA's. She said they worked to get an EBT machine so an on-line swipe could be done. She said Mr. Warshawer worked with them and it was good to have more foundation.

Mr. Warshawer said advice was needed from anyone with experience in the navigation of EBT's.

Ms. London said another project was a buyer's cooperative and how models could be created for diverse ways to link people into the food system with more access. She said from the buyer's cooperative side; Susanne from Southwest Cooperative, helped with the EBT side of how buying local from farmer's would work and if the co-op or Farmers Market, etc. that has a machine would be needed or if it was possible to buy a machine to use as a cooperative. Susanne would meet with them in April.

She said anything Ms. Dallin learned from the Center for Law and Poverty would be helpful as well as the type of information given out. She said a pamphlet was given on how to swipe the card at a grocery that accepts EBT but nothing on nutritional information or diverse buying options like the Farmers Market, which also accepts EBT.

Mr. Warshawer gave an example of a mobile grocery that applied for EBT. He said he learned a separate set of questions were asked that don't exist anywhere else. He said Swann's was the closest to a mobile grocery store and if the mobile unit had a brick-and-mortar store they were already covered.

Ms. Noss suggested contacting Mary Aleski, the Nutrition Bureau Director for the State who coordinates the SNAP program. She said the Farmer's Market has the same issues to promote EBT. She wants to get into a mailing to SNAP recipients in Santa Fe County and things got stuck in legal. She said it was frustrating that EBT was taken at the market because there was no help on the State level.

Ms. Roy said the issue was an important policy piece. She asked why the Farmer's Market has to pay for EBT machines when grocery stores and liquor stores approved by EBT that sell food, received machines free.

Ms. Roy said the issue has to be dealt with on the Federal level and she planned to take it on with the State Food Policy Council after the farm bill session. She said there were issues district to district and region to region. New Mexico was in the Dallas region that was more prickly with Farmer's Market's and alternative food stamp vendors. She said Denver was easier to work with and approves Farmers Markets.

Ms. Hooper said she talked about several things with Bill Ludwig from Dallas at the kick off for No Kid Hungry. She suggested Mr. Ludwig, or a staff member be invited to New Mexico.

Ms. Dallin said the Collaboration talked with Mr. Ludwig about a visit with the Governor on the No Kid Hungry Campaign. She said their work in the Campaign includes SNAP policy and SNAP related work and something could be coordinated with the Food Council.

Ms. Hooper asked to be contacted on the visit. She said a special meeting could be called to meet the schedule.

2. State Bill on Procurement Legislative Update

Ms. Roy said that Senate Bill 63 passed and was on the Governor's desk. She thanked everyone for their help and thanked Rudy Garcia with the County and Mayor Coss from the City for his letter of support.

She said she helped people understand this was about fresh product as well as processed foods. She said schools, senior centers and public institutions went to bid and the distributor would be required to provide instate options. She said for processed items the business needs to be registered in the State and doesn't mean they have to buy local.

Ms. Villarreal asked if it would still count if something came from New Mexico but was processed elsewhere and returned. She said an article in the Reporter made the point there was still confusion with dairy associations. She said a misconception with some groups was that this wouldn't apply to them because they sent their products out-of-state to be processed and then it was sent back.

Ms. Villarreal said the issue was confusing. She said the process of product shipped back to New Mexico came up at the County meeting as well and they thought that wouldn't be a part of the system being supported. She asked how that could be clarified so the Governor understood.

Ms. Roy asked Mr. Warshawer for help with the language on that.

Mr. Warshawer said he thought about how he could first get the cattle growers and dairy producers to understand and they could then join in a message to the Governor. He said the Sysco product was an example where live animals were dealt with and they wouldn't become edible until late in the game and could be tracked.

He said milk was more complicated because it was comingled. He said time could run out and he wasn't sure how fast the Governor could absorb all of it. He said allies would be needed to deliver the message as much as the need for a clear message.

Ms. Roy said the Governor's office requested a list of all the procurement bills around the country to learn about other food procurement issues. She said this bill was the only bill that had a requirement. She hoped to meet with the Chief of Staff to discuss that. She said a letter from the Food Policy Council would help.

Ms. Roy said she would work with Ms. Cohen and would send (through Ms. Cohen) the letter with the priority summary used. She said a letter or note from the Food Council member's individual organizations would be helpful.

Ms. Villarreal thanked Ms. Roy for all of her hard work.

3. 2011 Budget

Chair Mortimer said the \$5,000 received that wasn't counted on would make up for part of the County money that was included in the Food Council budget. The budget, based on a calendar year, wasn't included in the member's packets.

Ms. Villarreal said it would help to see the actual budget.

Ms. Cohen said the budget was about \$3,500 short income of the actual budget. She said Mr. Warshawer suggested that a group of people be involved to have more voice in developing the budget.

Ms. Villarreal said it was now more important for them to see the breakdown. She said the income before was from the City of Santa Fe and the County and was more complex with the ability to leverage other foundations and grants. She said to see the budget quarterly would help to know where the money went and where in-kind fell and how the pieces fit.

Ms. Sopoci-Belknap said the purpose of a budget being approved by the Food Council was so they wouldn't have to administer the budget and why members should be sure their perspective was represented. She said the budget should come in part from the committees anticipated costs and members should be a part of that. She said that conversation hasn't happened and she thought homework was needed in terms of cost projections for next year.

She said in that process, as costs and expenses and income sources were defined, it would be good to name income sources being explored so everyone knew what money was being pursued.

Ms. Roy asked that the FPC work toward a June finance meeting to work on their 2012 budget. She said secondly, she said she has a call in to a funding source for all of the food policy councils in the State. She said there was a lot going on in the State and it should be coordinated.

4. Food Policy from Neighborhood to Nation Conference

Chair Mortimer said she was 95% sure the City would pay for her to attend the conference. She said Ms. Cohen and Ms. Villarreal asked if they could receive funding from FPC (for the conference.) She said Mr. Winne said he approved in an e-mail and she asked what the others thought.

Ms. Villarreal added she has applied for the scholarship and has a place to stay at the conference.

Ms. Sopoci-Belknap said if people want to go she doesn't want to get in the way but the Food Policy Council has limited resources. She requested the Education and Outreach Committee look at national level conferences that the Food Council might want to be part of over the next year. She said there could be other national events that would be beneficial and relevant that the Food Council wouldn't be represented. She said that should be prioritized.

Mr. Warshawer said building Staff confidence was an investment the Food Council should always make but he thought that County funds should send Ms. Villarreal. He said FPC should look at the categories of whether a person's position could get them there, of staff confidence and how other members would get to key events.

Ms. Noss moved that Ms. Villarreal and Ms. Cohen be sent to the Neighborhood to Nation Conference and that there be a round table discussion afterward. Ms. Hooper seconded the motion.

Mr. McCarty asked how many tracks there were. He was read a list of sessions that would be held.

Mr. McCarty said he agreed with Mr. Warshawer that the County should send Ms. Villarreal. He said the County had not lived up to their promise of funding the Food Council and wouldn't send her to something cogent to her job.

The conversation on the budget continued.

Mr. Warshawer said the conversation was about maturing their process and in the next cycle the FPC could do it better, with more forethought and better leverage, etc.

The motion to send Ms. Cohen and Ms. Villarreal to the conference was passed by unanimous voice vote.

5. Election of Officers

Ms. Hooper said the Nominating Committee spoke with most of the members to gauge their interest in holding an office. She said Chair Mortimer and Ms. Noss were willing to stay.

Ms. Hooper moved to nominate Katherine Mortimer as chair and Sarah Noss as vice chair. Ms. Roy seconded the motion.

There were no additional nominations.

The motion passed by unanimous voice vote.

I. SUBCOMMITTEE REPORTS

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

Mr. McCarty said in response to legislation particularly around GMO's, the Farmers Market Institute, Kitchen Angels, and Grow (?)Food decided to develop cooking classes. Classes would be called Organic Meals on a Budget and begin June 1 and 4 led by chefs around the City. The idea was how a person could eat nutritionally and satisfyingly on limited dollars.

He said the idea was still being developed and after the first two classes the group would know more how they want to focus. He showed the flyer for the event and said the idea was to bring in the farmers, support the local economy and show that organic, local Farmer's Market food was doable on any budget.

Mr. McCarty said there would be scholarships and a nominal fee and the Kitchen Angel's kitchen would be used. One class would be on a week night and one Saturday afternoon after the Farmers Market closed with about 30 people in each class.

Ms. Villarreal asked out of the 30 participants, how many would be WIC and Snap recipients.

Mr. McCarty said that wasn't known. He said if she could get the information to that population please do.

Chair Mortimer suggested that flyers be put in the bags on Thursday (at the Farmer's Market.)

Mr. McCarty said filling the first classes wouldn't be a problem. He said for now he wants to educate the populace on how this could be done in the most efficient and economic way. He invited anyone who wants to participate.

Ms. Villarreal asked how the Food Council could help to ensure SNAP and WIC participants were enrolled.

Chair Mortimer suggested slots could be set aside.

Mr. McCarty said he would take that idea back to the committee. He said he hoped to have registration on line but he was aware some people don't have computer access; they had an idea to have a laptop at the Farmer's Market to register people on site.

Ms. London suggested Mr. McCarty contact the WIC nutrition program. Ms. Hooper provided a WIC contact.

Ms. Cohen said press releases could be done and it could be on the FPC website.

Ms. Roy suggested Mr. McCarty contact Denise Miller (New Mexico Farmer's Marketing Association) who had completed an assessment of the difficulty of accessing food in two counties in northern New Mexico.

Mr. McCarty said he hoped to take the classes to the school garden programs to get neighborhood kids involved.

Ms. Villarreal said the Land Use Committee needs to reconvene; she had an update. She met with Rio Arriba County planners to understand their agricultural overlay district and how that would work.

7. Nominating Committee (S. Hooper, chair; R. Villarreal; P. Roy; K. Mortimer)

Chair Mortimer directed members to the gap analysis on the last pages. She said the Council has two vacancies; one was required from a for-profit food provider and one a provider of food nutrition education. She said the form would be used to have people think about whether they want to or could commit and what they hope to contribute or get out of membership, etc.

Ms. London suggested the committee make an additional call to other kinds of members to broaden the representation. She asked about having a low income member or average person with kids who tries to cook healthier meals.

Chair Mortimer said they could add to the list but certain things were required. Ms. Hooper added that the items bolded were areas the Food Council identified as gaps and she asked that ideas be e-mailed to her.

The Committee discussed the candidates:

Mr. McCarty said Lynn Walters was short listed when the FPC was formed and she had sent her resume and filled out the interest form.

Ms. Roy said Betsey Torres was important because of her knowledge in the State about buying local. She said Patty Morris runs the interagency on Obesity Prevention at the Health Department and has worked for USDA.

Chair Mortimer asked if all three candidates should be approached; if interested they could fill out a letter of interest.

Mr. Warshawer said the food for-profit provider was the hardest area to keep people. He said restaurant purveyors might not be the best place to look and the Council should look at what they want from for-profit providers and why it has been difficult for them to participate.

Chair Mortimer said Beth Driscoll was on a short term City committee and was present at every meeting and would be good to have. She said depending on a person's business, some people might have more flexibility.

Ms. Roy said Jennifer Fresquez was from Espanola and part of her job was education and community outreach. She said diversity was an issue in the group.

Ms. Sopoci-Belknap said the next step for the gap analysis was to determine how to engage the community members that don't fit. She said it wasn't about getting people to fit in to their format; they should fill the vacancies but also think more creatively how people could be included.

Ms. Cohen said the Nominating Committee had discussed having an advisory group that wouldn't participate in meetings and subcommittees but their expertise and background could be used.

Chair Mortimer said that discussion could be on the next agenda.

Mr. Warshawer moved that the Nominating Committee contact all of the people proposed to determine who the best fit was and to fill the positions as promptly as possible from the proposed list. Ms. Sopoci-Belknap seconded the motion and it passed by unanimous voice vote.

Ms. Roy said she wanted to add to the Resource and Development report that work continued with the Simon Foundation and funding has not yet been obtained.

Ms. Sopoci-Belknap said she sent the Assessment Committee report but it wasn't in the packet. She would resend it. She asked who to talk to at the Community Foundation and Ms. Cohen said she could continue that conversation.

J. ITEMS FROM THE CHAIR

There was none.

K. ITEMS FROM THE COUNCIL

Ms. Villarreal said she had an update on RPA funding. She talked with Robert Gallegos who oversees the activity for RPA. She asked for clarification of what RPA funding could be used for.

Ms. Villarreal said the status of RPA wasn't known. She said the funding was said to be for County related projects; acquisition, design and construction. She said she doesn't know what the process would be to allocate the funds and wasn't sure if it would come from the County Commissioners. She said her conclusion was the Food Council shouldn't rely on RPA for funding.

The Food Council discussed RPA funding.

Ms. Villarreal said the current focus was on transportation and was complicated because of the greater regional entities involved. She said a Joint Powers Agreement (JPA) between cities has to be updated and once updated, the priorities with funding and who would allocate it could be better understood. She said nothing was clear at the moment.

Ms. Roy said the New Mexico Food and Agriculture Policy Council would meet April 21 and would have a farm bill listening session.

Ms. Villarreal asked Chair Mortimer to let everyone know that the County sent press releases to all employees about the community gardens. She said she forwarded a note to Carolyn Stevenson (The Farm) to let her know they supported her. Ms. Hooper added it was also sent to everyone in the County who signed up for the email.

Ms. Villarreal said she waited for information from Ms. Noss about SNAP to proof and put in the County employee paystubs.

Ms. Noss said again she would bring up the County funding. She said it was becoming irritating because as representatives of nonprofits they were brought on thinking the Food Council would be funded. She said they now were going through all of their funding sources to fund the Food Policy Council and she thought that would become problematic. She said she came on to do the work not fund raising and she thought it odd the County wasn't stepping up.

She asked that the issue be on the next agenda for discussion for the County's next fiscal year in July.

Ms. Villarreal said they could also express their concerns when they do their presentation. She said the Food Council has skirted around the best time to tell the County about their obligation based on the resolution. She thought the County wasn't aware of the funding issue.

Ms. Cohen said either the County Staff could be invited to a meeting or FPC members could go to them.

Ms. Villarreal added they should find a good way to say that in-kind doesn't count because the County would comment that the Food Council has Staff to help.

It was agreed that the Executive Committee would meet with the County Staff.

L. ADJOURNMENT & NEXT MEETING:

April 28, 2011

Having no further business to discuss the meeting was adjourned at 10:43 a.m.

	Approved by:
	Katherine Mortimer, Chair
Submitted by:	

Charmaine Clair, Stenographer

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