



# Agenda



Santa Fe City and County  
Advisory Council on Food Policy  
Thursday, April 28, 2011  
8:30 to 10:30 a.m.  
Angel Depot Conference Room  
1222 Siler Road, Santa Fe, NM

CITY CLERK'S OFFICE

DATE 4-20-11 TIME 1:18 pm

SERIALIZED BY Katherine Martinez

RECEIVED BY [Signature]

- A. CALL TO ORDER
- B. ROLL CALL
- C. APPROVAL OF AGENDA
- D. APPROVAL OF MINUTES – March 24, 2011
- E. COMMUNICATIONS FROM THE FLOOR
- F. STAFF COMMUNICATIONS
- G. PRESENTATION
  - 1. NM Appleseed (Jenny Remo)
- H. BUSINESS
  - 1. Americorps: Projects update
- 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: May 26, 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.

SUMMARY OF ACTION  
 SANTA FE CITY/COUNTY  
 ADVISORY COUNCIL ON FOOD POLICY  
 April 28, 2011

<u>ITEM</u>	<u>ACTION</u>	<u>PAGE</u>
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CITIZEN COMMUNICATIONS FROM THE FLOOR		2-3
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NM APPLESEED	Canceled	3
<u>BUSINESS</u>		
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<u>SUBCOMMITTEE REPORTS</u>		
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ITEMS FROM THE CHAIR	None	8
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**MINUTES OF THE  
SANTA FE CITY/COUNTY  
ADVISORY COUNCIL ON FOOD POLICY  
Angel Depot Conference Room  
April 28, 2011**

**A. CALL TO ORDER**

A regular meeting of the Santa Fe Cit/County Advisory Council on Food Policy, was called to order by Katherine Mortimer, Chair, on April 28, 2011, at approximately 8:30 a.m., in the Angel Depot Conference Room, 1122 Siler Road, Santa Fe, New Mexico.

**B. ROLL CALL**

**MEMBERS PRESENT:**

Katherine Mortimer, Chair  
Tony McCarty  
Bianca Sopoci-Belknap [arrived late]  
Renee Villarreal  
Steve Warshawer [arrived late]  
Mark Winne  
[Vacancy]  
[Vacancy]

**MEMBERS EXCUSED:**

Pamela Roy  
Sherry Hooper  
Terrie Rodriguez  
Steve Shepherd

**MEMBERS ABSENT:**

Sarah Noss

**STAFF PRESENT:**

Rubina Cohen

**OTHERS PRESENT**

Gary Clauss, Interested public person  
Matthew Young, AmeriCorps  
Jenny London, Americorps  
Elizabeth Martin [for Melessia Helberg, Stenographer]

There was not a quorum of the membership in attendance at the time the meeting was called to order, and Chair Mortimer opened the meeting for the receiving of reports. With the arrival of Bianca Sopoci-Belknap, there was a quorum of the membership for conducting official business.

**C. APPROVAL OF THE AGENDA**

Staff announced that the presentation from NM Appleseed has been canceled.

**MOTION:** Mark Winne moved, seconded by Renee Villarreal, to approve the Agenda, as amended.

**VOTE:** The motion was approved unanimously on a voice vote.

**D. APPROVAL OF MINUTES: MARCH 24, 2011**

The following corrections were made to the minutes:

Page 8, paragraph 1, line 2, correct as follows: "...and Grow Slow Food SF..."

Page 11, paragraph 1, line 1, correct as follows: "...she ~~waited~~ is waiting..."

Page 11, paragraph 1, line 1, correct as follows: "...to proof in order to and ...

Page 11, paragraph 4, line 2, correct as follows: " ....has ~~skirted~~ not figured out the best way around...."

**MOTION:** Bianca Sopoci-Belknap, seconded by Mark Winne, to approve the minutes of the meeting of March 24, 2011, as amended.

**VOTE:** The motion was approved unanimously on a voice vote.

**E. CITIZEN COMMUNICATIONS FROM THE FLOOR**

Gary Clauss said he took the Climate Master Class from NMED. He said, as part of the class, he has a commitment to volunteer 30 hours in the Committee, and he is looking for ways to fulfill this commitment.

Mr. Winne asked him if he would like to intern with the Council, and Mr. Clauss said that is a possibility.

Chair Mortimer suggested he contact the City Solid Waste Division about this.

Mr. Winne suggested that Ms. Cohen put together a list of ideas with regard to what Mr. Clauss could do with the Council, as well as to work with Jenny at AmeriCorps, and then let Mr. Clauss know their suggestions to do volunteer work.

**G. PRESENTATION**

**1) NM APPLESEED. (JENNY ROMERO)**

This presentation was canceled.

*Chair Mortimer said she would like to hear the AmeriCorps presentation next on the agenda*

**H. BUSINESS**

**1) AMERICORPS: PROJECTS UPDATE**

Jenny London and Matthew Young, AmeriCorps gave an update on their activities, noting April was a strong month. The flagship event was on April 16, 2011, for them and the youth, noting 200 people attended this event, where they talked about food efficiency and sufficiency in terms of growing your own food, and eating healthy. They reported on other activities as follows:

- Saturday, 10:00 a.m. to 4:00 p.m., at the Rodeo Grounds, there will be a class on how to build a wildlife habitat.
- Met with the Southwest Food Cooperative group.
- Met with the Manzanita Cooperative, and are working with them on the EBT machine so people on food stamps can use their card to get food at the cooperative.
- Working with Ms. Villarreal to set up focus groups and do surveys at the senior centers with regard to nutrition and access to healthy foods.
- Discussed a visit to the Rio en Medio Senior Center.

The Council had an extended discussion about using the EBT machines at the Farmer's Market and other cooperatives, and how to get this information to the public. AmeriCorps is working with the council in this regard. They have met with Human Services and will continue working until they resolve all the problems they've encountered.

## F. STAFF COMMUNICATIONS

Rubina Cohen reported as follows:

- Submitted the grant proposal to the City, and met with the interview committee which went well.
- Moving forward on focus groups and the assessments being done at senior centers.
- Issued the Community Garden press release on April 8, 2011.
- Sent an article on the Community Garden on April 10, 2011.
- Working on an emergency preparedness press release.
- Working on the website with the person who is making changes to the website.
- Asked the Council members to provide some pictures for the website on the events they've attended and on things they're doing.
- Noted a new grant funding proposal will be submitted to Con Alma on June 1, 2011.
- Appeared on the City's radio station at the beginning of April, and they want her to come back.
- Doing a radio interview tomorrow along with Renee Villarreal.

Ms. Cohen talked about the public awareness that needs to be done letting people know they can use their EBT at the Farmer's Market.

Ms. London would like to issue a press release with information that people can use their EBT at the Farmer's Market in both English and in Spanish, with copies to be distributed in the Human Services offices.

Mr. Winne suggested that they need to develop a fact sheet with bullet points about the program as well.

The group discussed the public outreach effort and the various ways that the public can be informed about the use of the EBT, and the need to issue a press release as soon as possible.

*Steve Warshawer arrived at the meeting*

Ms. Cohen would like the establishment of priorities by each Sub-Committee so she knows what they are doing, so she can work with them and on their behalf.

Mr. Winne said we need to do a list of "Do You Knows," for posting on the website, and that HSD should show the "Food Stamped" movie instead of the cartoons. He said the movie also could be screened at the Farmer's Market. Ms. London said she will work on this.

Chair Mortimer asked the Education and Outreach Committee to work on the kinds of things which can be done to get the word to the public in this regard.

Mr. Warshawer spoke about the need for a spreadsheet with regard to the activities of the Council and what needs to be done.

Chair Mortimer said the identified concern is the use of the EBT at the Farmers Market – resolving all of the issues and getting the word to the public; preparing the "Do You Knows."

*Bianca Sopoci-Belknap arrived at the meeting, a quorum was established and members then considered approval of the Agenda and Minutes*

## **I. SUBCOMMITTEE REPORTS**

### **1) FOOD PRODUCTION AND LAND USE SUBCOMMITTEE (S. NOSS, CHAIR; S. WARSHAWER; S. HOOPER; T. McCARTY; AND R. VILLARREAL)**

Sarah Noss, Chair, was not in attendance.

Mr. Warshawer reported that he had a meeting with the GIS people with regard to the proposed changes to the Land Use Code.

Mr. Warshawer said he and Ms. Cohen will be drafting a one-page statement, noting people have a lot of vacant land which could support community farms. The group discussed various issues in this regard, including water availability and its use to support community farms.

Mr. Winne said, with regard to sustainable farms, we need to know how all of this relates to the community plans, noting they are working on a sustainable growth plan, and discussing how to use vacant lots to grow food.

The Council discussed shifting land use patterns which favor agriculture for food production.

Mr. Warshawer said we don't want to try to do too much, and we need to focus on what we really need to do at this time.

Ms. London asked if there will be public participation in the Code changes which GIS said the City is considering. She said young people, farmers, developers, private land owners and such should be able to present their points of view with regard to the proposed changes to the Land Use Code.

The Council discussed the current Code and the ways it doesn't work, and who should be involved in this process, and how.

**2) ASSESSMENT SUBCOMMITTEE. (B. SOPOCI-BELKNAP, CHAIR; P. ROY M. WINNE; K. MORTIMER; T. RODRIGUEZ; R. VILLARREAL; AND J. LONDON, ADVISORY MEMBER)**

Chair Mortimer said this issue was covered previously by Ms. Cohen and Ms. London.

**3) EDUCATION AND OUTREACH (K. MORTIMER, CHAIR; R. VILLARREAL; T. McCARTY; B. SOPOCI-BELKNAP; AND D. LYNCH, ADVISORY MEMBER)**

Chair Mortimer discussed the website and the outreach effort, noting flyers need to be developed with bullet points for posting at the website. She said the Council members need to think of other venues where we can disseminate information.

The Council discussed the various outreach methods, including Op Eds in the newspaper, press releases and such.

Ms. Cohen suggested that the subcommittees develop a list of priorities for the Council to use when she is doing radio interviews and such.

Chair Mortimer said the subcommittees should partner in developing this overarching list of priorities in terms of food policy for the Council, to avoid duplication and to be sure there is agreement on priorities.

Mr. Winne said it is important in developing outreach materials to be sure they are understandable and make the points we want them to make. Responding to the Chair, Mr. Winne said the Council needs to be more pro-active in our work.

Ms. Sopoci-Belknap said this Council needs a role it can fill in getting the word out to the public.

Mr. McCarty said the first thing we need to do is to get the website up and running, so we can get information to the public and move forward with our educational program. He said we need to start pushing the idea that 10% of the food used in the public schools should be produced locally.

Ms. Cohen noted there are two vacancies on the Council, and we need to discuss who can be added to bring more energy and enthusiasm so we can get more accomplished.

Ms. Villarreal said Jennifer Fresquez would be a good member of the Council.

Chair Mortimer agreed that we need someone from this area to serve on the Council.



Ms. Cohen asked the Council their thoughts about doing a monthly blog on the activities/work of the Council, and the Council said this is a great idea.

Mr. McCarty suggested that Mr. Warshawer prepare the first blog on the subject of land use.

Ms. Cohen said we need to do campaigns with strategic messaging, as well to develop our strategy to get this done.

The Council discussed the possibility of changing the meeting day and time, and the Chair suggested continuing to schedule the meetings as we do now. It was agreed that Ms. Cohen would be responsible for scheduling the subcommittee meetings.

**4) RESOURCE AND DEVELOPMENT. (T. RODRIGUEZ, CHAIR; S. HOOPER; AND P. ROY)**

The Council discussed funding the operations of the Council.

Pamela Roy's report indicated she had spoken with Kellogg about funding.

Ms. Villarreal said they had prepared a tentative budget which was submitted to Ms. Roy.

Ms. Cohen spoke about what could happen if we don't receive the funding from the funding, noting the Chair needs to meet with the County Commission in May. A member suggested that the Chair speak with Katherine Miller, County Manager as well.

The Council discussed the Resolution which says the County will provide funding. Ms. Cohen said we need to speak first with Penny Green before meeting with Katherine Miller.

Ms. Cohen said she was unsuccessful in scheduling meetings with the County Commissioners, but Chair Mortimer is the one who needs to do this.

Chair Mortimer suggested scheduling a meeting with the Commission Chairman.

**5) PROCUREMENT. (P. ROY, CHAIR; T. RODRIGUEZ; S. SHEPHERD; AND R. VILLARREAL)**

No report.

**6) FOOD CONFERENCE AD HOC COMMITTEE. (T. McCARTY, CHAIR; M. WINNE; S. NOSS; AND S. HOOPER)**

Mr. Winne noted the Food Conference Ad Hoc Committee will be meeting in May.

**7) NOMINATING COMMITTEE. (S. HOOPER, CHAIR; R. VILLARREAL; P. ROY; AND K. MORTIMER)**

No report.

**J. ITEMS FROM THE CHAIR**

There were no items from the Chair.

**K. ITEMS FROM THE COUNCIL**

Mr. McCarty asked if the Council is going to pursue applying for a Robert Wood grant.

Ms. Cohen said Ms. Roy said not to pursue this, because the grant guidelines don't fit this Council for funding.

Ms. Villarreal talked about the budget for the food assessments at the Senior Centers, noting the subcommittee is working on this.

Ms. Sopoci-Belknap said the Council needs to discuss the budget and the budget priorities.

Chair Mortimer said this has been done and asked Ms. Sopoci-Belknap if she is talking about opening the entire budget again and the funding.

Ms. Sopoci-Belknap said yes, noting the budget wasn't done by the entire Council, and wasn't approved by the Council.

Chair Mortimer said the budget hasn't been done this way in the past, and said this is something we can think about for the future.

Responding to Ms. Sopoci-Belknap, Chair Mortimer said, and although there is \$7,000 in the budget for research, we are \$3,500 short overall in the budget because of the transfers.

Ms. Sopoci-Belknap said we are short because the County hasn't provided any funding.

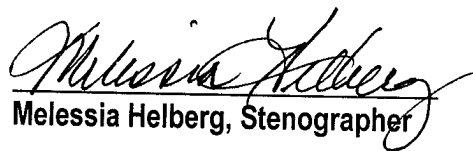
Mr. McCarty suggested perhaps we could get Natalie, a grad student, working with the County, to work on some of these projects, and the Council agreed this is a good idea.

**L. ADJOURNMENT**

There was no further business to come before the Council, and the meeting was adjourned at approximately 10:45 a.m.

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**Katherine Mortimer, Chair**



**Melessia Helberg, Stenographer**