



Agenda



Santa Fe City and County
Advisory Council on Food Policy
Thursday, May 26, 2011
8:30 to 10:30 a.m.
Angel Depot Conference Room
1222 Siler Road, Santa Fe, NM

CITY CLERK'S OFFICE

DATE 5-13-11 TIME 8:47 am

SERVED BY Katherine Mortimer

RECEIVED BY [Signature]

- A. CALL TO ORDER
- B. ROLL CALL
- C. APPROVAL OF AGENDA
- D. APPROVAL OF MINUTES –April 28, 2011
- E. COMMUNICATIONS FROM THE FLOOR
- F. STAFF COMMUNICATIONS
- G. PRESENTATION
 - 1. Cooking with Kids (Lynn Walters)
- H. BUSINESS
 - 1. Americorps: Projects update
 - 2. Airport Road Healthy Food Zones Around Schools (K. Mortimer)
 - 3. Report on Food Policy Council Conference (P. Roy; M. Winne; R. Villarreal; R. Cohen; K. Mortimer)
- 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: June 23, 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.

**INDEX OF
SANTA FE CITY AND COUNTY
ADVISORY COUNCIL ON FOOD POLICY
THURSDAY, MAY 26, 2011**

ITEM	ACTION TAKEN	PAGE(S)
A. CALL TO ORDER		1
B. ROLL CALL	Quorum	1
C. APPROVAL OF AGENDA	Approved	1
D. REVIEW AND APPROVAL OF MINUTES April 28, 2011 Minutes	Approved	2
E. COMMUNICATIONS FROM THE FLOOR	None	2
F. STAFF COMMUNICATIONS	Discussed	4-6
G. PRESENTATION - Cooking with Kids	Presented	2-3
H. BUSINESS (Possible Action Items)		
1. AmeriCorps: Projects update	Not Discussed	6
2. Status of State Bill on Procurement and next steps	Not Discussed	6
3. Report of Accomplishments 2010	Not Discussed	6
4. Strategy for 2011	Not Discussed	6
5. 2011 Budget	Not Discussed	6
6. City and County Resolutions in support of Farm Bill	Not Discussed	6
7. Food Policy from Neighborhood to Nation Conference	Not Discussed	6
I. SUBCOMMITTEE REPORTS	Not Discussed	6
1. Food Production and Land Use Subcommittee		
2. Assessment Subcommittee		
3. Education and Outreach		
4. Resource and Development		
5. Procurement		
6. Food Conference Ad Hoc Committee revival		
7. Nominating Committee		
J. ITEMS FROM THE CHAIR	None	6
K. ITEMS FROM THE COUNCIL	None	7
L. ADJOURNMENT & Next Meeting	Adjourned 10:14 a.m.	7

**SANTA FE CITY AND COUNTY
ADVISORY COUNCIL ON FOOD POLICY
1222 SILER ROAD, SANTA FE, NM 87501
THURSDAY May 26, 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 [arriving later]
Mark Winne
Steve Shepherd
Sherry Hooper
Renee Villarreal
Bianca Sopoci-Belknap

Members Absent

Sarah Noss, Vice Chair
Terri Rodriguez [excused]
Pamela Roy [excused]
Tony McCarty [excused]

Staff Present

Rubina Cohen

Others Present

Lynn Walters, Cooking With Kids
Matt Young, AmeriCorps
Jenny London, AmeriCorps
Sarah Boaz, Stenographer

C. APPROVAL OF AGENDA

Ms. Hooper moved to approve the agenda. Mr. Shepherd seconded the motion.

Mrs. Cohen asked, for future agendas, if they could have guest presenters speak before staff.

Chair Mortimer suggested they do that for this meeting as well.

Ms. Hooper so amended her motion and Mr. Shepherd agreed to the amendment. The motion passed by unanimous voice vote.

D. APPROVAL OF MINUTES – April 28, 2011

Mr. Young noted a correction on page three. For the AmeriCorps project update, it was supposed to say the project at La Montañita, not La Manzanita.

Mr. Winne moved to approve the April 28, 2011 minutes. Ms. Sopoci-Belknap seconded the motion, and it passed by unanimous voice vote.

E. COMMUNICATIONS FROM THE FLOOR

None.

G. PRESENTATION

Ms. Walters from Cooking With Kids introduced herself. She gave a brief summary of the Cooking With Kids project. The heart of Cooking With Kids was providing experience with healthy foods, with a focus on learning and developing healthy eating habits. She pointed out that kids knew they were supposed to eat vegetables, and not candy, just like adults did. She said the food system reflected a different reality. Their program was based on food acceptance research. They did various things, including food tastings, and providing materials, food, training, and curriculum for cooking and healthy eating activities for teachers. She noted that they served 39,000 kids in 11 public schools in Santa Fe, and had engaged 1100 parents and grandparents in activities.

Ms. Walters then discussed their research findings. She explained that they had received USDA National Research Initiative funding. Their first year had been mainly research, and they had separated the Program and Evaluation aspects in order to avoid a conflict of interest. They were looking at fruit and vegetable preferences, cooking self efficacy and attitudes in children. She explained some of their findings, noting they had noticed a dramatic increase in cooking for boys in the fourth grade. She said a lot of the students and even the parents had been surprised. She said attitudes were harder to measure, but that they had noted an increase in positive attitude toward cooking, especially in boys.

Mr. Warshawer arrived at this time.

Mr. Winne asked if she could define what "self efficacy" meant.

Ms. Walters explained self efficacy as the child's confidence in their ability to cook, and gave an example. She also discussed their difficulty with having a definite definition for "cooking", but discussed how they tried to determine what kids and parents considered cooking. She noted some articles they had published. She said they were still in need of additional data for their evidence base, but said they had a lot of qualitative success stories and positive feedback. She noted the importance of choice and direct involvement for children, and discussed how it improved children's desire to eat.

Ms. Walters then discussed two exciting things. She noted that some of their kids were one of 15 finalists out of 300 in a national children's healthy recipes contest. A group of children from Sweeney Elementary had developed a recipe called Sweeney Cougar Power Lentils. She said she didn't think they would win, but that they had a lot of fun. They had been required to do a demo for the judges, and had a lot of fun showing off what they had learned. The second exciting thing for Cooking With Kids was their potential to win the Healthy Living Innovation award. She said they were one of three nonprofit organizations of the 22 finalists, and said they were doing okay in terms of votes, but asked the council members to vote for them, and gave them instructions to do so. She said it was part of Earth Cares, and

associated with AmeriCorps. She said they were working with chefs, farmers, etc., to make more connections in the community. She then asked if anyone had any questions.

Mr. Winne asked if they had tried to figure out if their work had any effect on obesity in their participants.

Ms. Walters said they hadn't really, except that eating more fruits and vegetables would obviously be beneficial. In the nutrition community, there was the commonly accepted idea that everyone, including kids, were more interested in eating healthy foods if they had a variety to choose from. She said they were not trying to link it to obesity, but some schools did take BMI measurements, but not necessarily in connection with their program. She said they had three years of data that needed analysis, but it would be interesting to see. She hadn't asked about the status of it lately. She pointed out that their program was only sixteen hours a year, and given all the factors, she didn't think they could expect to be making that kind of change. She admitted they sometimes questioned if their program was as useful as others, but did say they saw improvement. She said they were interested in what they could do to be more effective.

Ms. Villarreal asked if they took into consideration the issue of the affordability of foods they cooked or the access their participants had to those foods.

Ms. Walters said access was critical, and said it was something she'd been interested in. She said she didn't know if there was always access, and explained that they included a wide range of foods in their food tastings, including foods that were affordable and some that could be expensive or hard to find except when they were in season. She said they did look at the cost of the foods they were cooking so they were not too expensive. She talked about the cost issues surrounding fresh produce, and mentioned that she thought preferences were a part of access, too, as well as a factor in motivation.

Mr. Winne asked if their program could have more of something that would make a significant contribution to their efforts what it would be.

Ms. Walters said they would like recognition that food matters, and for people to have a larger conversation about what good food was. She said she couldn't say specifically what their program might need.

Mr. Winne asked her to consider how the council could help Cooking With Kids, even just by letting the City Council know the program's importance.

Ms. Walters said they could help by telling other groups positive stories about Cooking With Kids. She said they would look into things they might need. She thought things needed to be done on so many levels, but wanted collaboration, support, and awareness, across programs in the city, county, state, etc. She asked if they interacted with the new health and human services director.

Chair Mortimer agreed they did, and said several people associated with the council attended those meetings. She said they would promote the Cooking with Kids program.

Ms. Walters said she really appreciated it, and thanked the council. The council thanked her also.

F. STAFF COMMUNICATIONS

Mrs. Cohen discussed the first of seven senior center focus groups she and Ms. London were doing. She said they had learned a lot and discovered things they could improve in the future. She noted they had two in the coming week. She talked about some of the experiences they had, and things they had encountered. She said they were recording all the information they were collecting, taking notes and doing surveys. She said they were feeling good about this portion of the assessment.

Mr. Warshawer asked how many people had participated in the focus group, and how many surveys they had collected.

Mrs. Cohen explained their process. She discussed some issues they had encountered, and said they had an average of about six to ten people per center. She felt good about the number of participants based on how much time they had to get the word out.

Ms. London noted they had about 60-70 participants, and had 25 for lunch.

Mrs. Cohen said they had learned a lot from each focus group. She told a story about one woman who had a seizure, and had returned to participate, because she felt it was so important.

Mrs. Cohen also wanted to talk about the Portland conference. She said Mr. Winne did a good job on that panel.

Chair Mortimer said they had an agenda item about it, and asked that they wait.

Mrs. Cohen said she wanted to talk about it in terms of assessment. She explained the issues they had with assessment, and said she had felt she needed the right tools and contacts to be successful. She said she felt she found those at the conference. She had been told at the conference that it was important to make meaningful recommendations, rather than just publish a report just to get something out. She said she really agreed. She said they needed to make meaningful recommendations they could stand behind and measure.

Mr. Winne said she hadn't been able to attend much of it, and asked if there were any physical handouts.

Mrs. Cohen said they had power points on the website, and said she had collected copies she could share. She talked about creating a report card, and talked about other things she had learned. She talked about an online tool they presented called CARES. She explained its various functions and how she hoped to use it. She said it was basically an online database that was available for free. She talked about contacts she had made. She talked about all the information the CARES site contained.

Ms. Sopoci-Belknap, Ms. Villarreal and Chair Mortimer discussed how it might be used, and about possibly using certain aspects that might cost money.

Ms. Villarreal talked about how she really thought it could help with demographics. She said it would be interesting to see what level they had compared to what the council had already compiled. She said it could be very confusing because there were so many options.

Mrs. Cohen noted that the initial parts they wanted to use were free. She said the average cost of assessment was \$60,000 and took an average of two years. She then talked about the Simon foundation. She said it looked like they might only get \$1,000 instead of the \$5,000 they had originally been told. She said it was still possible to get the full amount, though. She said she and Mr. Warshawer had worked to put together a draft of the narrative for the land use planning. She discussed some issues she was having with getting it finalized or proofread.

Mr. Warshawer and Mrs. Cohen discussed what needed to be done in order to get the narrative finished. They decided that they would send it to the entire council, and the council members would look at it and provide feedback. Chair Mortimer asked the Council members to look at it and respond by the following Tuesday.

Mrs. Cohen also expressed a desire to attend any meetings where the narrative was addressed, when possible.

Ms. Villarreal discussed some recent meetings that had taken place. She talked about Concept Decision Points, and said they would use the narrative to develop them. She said there weren't any CDPs about agriculture, and discussed some things she hoped to see in the future. She said one good thing was that people were listening, and that some elected officials were attending the meetings, but said it was hard to say how the process would go.

The council discussed the political implications of the meetings where CDPs were discussed.

Mr. Warshawer explained that they were trying to raise awareness about agricultural issues. They were trying to get it recognized as something that the County should be responsible for, and that it should stand on its own, instead of listed under other issues.

Ms. Villarreal agreed, saying that agriculture had to do with so many other things, and they just wanted to make sure it was identified as an important issue.

The Council discussed the issues surrounding agriculture and food, and how they were often lost under other issues.

Ms. Sopoci-Belknap it said there were people who were interested in rallying behind something that made sense, but everyone was waiting for someone who really knew what they were doing.

Some council members expressed an interest in attending meetings where the narrative would be discussed. Ms. Villarreal said she would add the council members to her email list.

Mrs. Cohen then talked about a man who had contacted her about the Top of the World Farm. She explained what the Top of the World Farm was, and that the man was hoping to get funding for grain cultivation, which tied into food security.

Ms. Villarreal pointed out that they had no control over his getting funded. Mrs. Cohen agreed.

The council discussed the Top of the World farm, including where it had originated, how large it was, and what was going on there.

Mrs. Cohen said the council had wanted a bigger role in the budget. She asked each committee to create an individual budget. The council discussed this, and decided each committee would submit a budget so they could have a more accurate overall budget.

The following agenda items were not considered at this meeting.

H. BUSINESS (Possible Action Items)

- 1. AmeriCorps: Projects update**
- 2. Status of State Bill on Procurement and next steps**
- 3. Report of Accomplishments 2010**
- 4. Strategy for 2011**
- 5. 2011 Budget**
- 6. City and County Resolutions in support of Farm Bill**
- 7. Food Policy from Neighborhood to Nation Conference**

I. SUBCOMMITTEE REPORTS

- 1. Food Production and Land Use Subcommittee**
- 2. Assessment Subcommittee**
- 3. Education and Outreach**
- 4. Resource and Development**
- 5. Procurement**
- 6. Food Conference Ad Hoc Committee revival**
- 7. Nominating Committee**

J. ITEMS FROM THE CHAIR

K. ITEMS FROM THE COUNCIL

L. ADJOURNMENT & Next Meeting

Chair Mortimer then noted that they were over time. She asked if it was okay if they either postponed the rest of the items on the agenda or discuss them through email. The Council agreed.

Chair Mortimer adjourned the meeting at 10: 14.

Approved by:

Katherine Mortimer, Chair

Submitted by:



Charmaine Clair, Stenographer