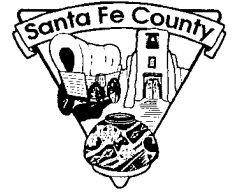




Agenda



Santa Fe City and County
Advisory Council on Food Policy
Thursday, June 23, 2011
8:30 to 10:30 a.m.
Angel Depot Conference Room
1222 Siler Road, Santa Fe, NM

CITY CLERK'S OFFICE

DATE 6-1-11 TIME 1:36pm

SERVED BY Katherine Hartner

RECEIVED BY [Signature]

- A. CALL TO ORDER
- B. ROLL CALL
- C. APPROVAL OF AGENDA
- D. APPROVAL OF MINUTES –May 26, 2011
- E. COMMUNICATIONS FROM THE FLOOR
- F. STAFF COMMUNICATIONS
- G. BUSINESS
 - 1. Americorps: Projects update
 - 2. How to prioritize federal policy issues and develop a plan on how we want to coordinate our priorities as federal policy issues come up and as we get closer to the 2012 Farm Bill (P. Roy)
 - 3. Early budget planning
- 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; 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)
- I. ITEMS FROM THE CHAIR
- J. ITEMS FROM THE COUNCIL
- K. ADJOURNMENT

Next Meeting: July 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
THURSDAY, JUNE 23, 2011**

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B. ROLL CALL	Quorum	1
C. APPROVAL OF AGENDA	Approved	1
D. REVIEW AND APPROVAL OF MINUTES May 2011 Minutes	Approved	1
E. COMMUNICATIONS FROM THE FLOOR	Discussed	1
F. STAFF COMMUNICATIONS	Discussed	2
G. BUSINESS (Possible Action Items)		
1. AmeriCorps: Projects update	Discussed	3
2. How to prioritize federal policy issues and develop a plan (P. Roy)	Discussed	7-8
3. Early budget planning	Discussed	2-3
H. SUBCOMMITTEE REPORTS		
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2. Assessment Subcommittee	Discussed	4-5
3. Education and Outreach	No report	
4. Resource and Development	Written report	
5. Policy Initiative Committee	Discussed	5-7
6. Food Conference Ad Hoc Committee revival	Written report	
7. Nominating Committee	Written report	
I. ITEMS FROM THE CHAIR	None	8
J. ITEMS FROM THE COUNCIL	Discussed	8
K. ADJOURNMENT & Next Meeting	Adjourned 10:40 a.m. July 28, 2011	9

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

THURSDAY JUNE 23, 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 Vice Chair Sarah Noss, 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

Sarah Noss, Vice Chair
Terrie Rodriguez
Mark Winne
Pamela Roy
Tony McCarty
Sherry Hooper
Renee Villarreal

Members Absent

Katherine Mortimer, Chair (excused)
Bianca Sopoci-Belknap (excused)
Steve Warshawer (excused)
Steve Shepherd

Staff Present

Rubina Cohen

Others Present

Jenny London, AmeriCorps
Charmaine Clair, Stenographer

Ms. Noss indicated some of the Subcommittee reports were written and wouldn't need discussion and Ms. Roy would discuss how to prioritize federal policy issues after the budget planning.

C. APPROVAL OF AGENDA

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

D. APPROVAL OF MINUTES – May 26, 2011

Ms. Hooper moved to approve the minutes of May 26, 2011 as presented. Ms. Villarreal seconded the motion and it passed by unanimous voice vote.

E. COMMUNICATIONS FROM THE FLOOR

There were none

F. STAFF COMMUNICATIONS

Ms. Cohen said she spent time mainly on assessment work along with Ms. London. The focus group was finished and took more time than thought because people wouldn't show or were hesitant to participate.

Ms. Cohen said she made a presentation to the County and followed up with Commissioners Holian and Stefanics, who had commented about funding. She worked on setting a date to talk with Commissioner Holian, who supported getting money for the FPC and said they should discuss how that could be done.

Ms. Cohen also wants to talk with Commissioner Stefanics to let her know she would look into partnership at the County fair for education and outreach work.

The Food Council discussed a booth at the fair. Handouts with tips on how to get involved in local government; flyers on disaster preparedness, why to buy local, etc. could be given out. Community support could be garnered through a petition for legislation and given to the governor; graphics could show how much land was lost or money was spent to buy food that could be put into local food, etc. The time needed to staff a table was a concern.

Ms. Cohen would call to find out the process to get a table and the dates and work with the County on what the available budget was. The Education Outreach Committee would pick some messages to be printed.

Mr. McCarty provided a website he said was beautiful and had good information: localorganicmeals.com.

G. BUSINESS

3. Early budget planning State Bill on Procurement Legislative Update (Revised Agenda Order)

Ms. Cohen said people wanted a more formal approach to the budget and a finance committee should talk about how the budget process works. Subcommittees were asked to determine their costs but in order to have a true cost for the work, the time each member puts into the Food Policy Council and other in-kind work was needed.

Ms. Cohen said people could be invited to participate; Mr. Warshawer was interested.

Ms. Rodriguez suggested the Committee look at two different things; a budget of money coming in and going out and the cost to operate. The other piece was the in-kind donations of people's time to support a nonprofit; things that don't have a hard cost but were worth documenting to show the cost of doing the work.

Ms. Noss suggested a draft budget be ready for the Committee to discuss in September.

Ms. Roy mentioned the Assessment Committee's request of \$15,000.

Ms. Cohen explained the request had things in the cost for people's time and effort to do the assessment and it wasn't a request that \$15,000 should be set aside. She said the details could be looked at.

Ms. Roy suggested a template be used and shared by each committee that submits a budget.

Ms. Hooper said at some point the Committee should discuss what was realistic to accomplish with their staff. She was concerned those around the table that do a lot with the Food Council were so busy already that it might become too much.

She said also the Committee should look at the funding piece and what was realistic. She said members were going after their own donors who already supported them.

Ms. Roy said she looked for more outside long term funding that could not only support this Food Policy Council but others around the state with the idea to have the connection and create a support system.

Ms. Villarreal thought the Food Council shouldn't rely on local, City/County funding because it changed with the representation. She said with each new representative, members have to explain again why it was important and the need for funding.

Mr. Winne disagreed. He thought it was important to maintain that connection both programmatically, legally and financially because it represents the tangible policy connection. He thought prioritizing around the budget should be preceded by prioritizing around the programmatic and policy interests.

Ms. Roy said as they work on the budget for next year, the policy issues etc. would be taken into consideration. She suggested the Food Council work with the City and County in a partnership, like the Department of Health (DOH) who put in a five year proposal for the state. She also wants to work with some of the national foundations with a focus on food access and children's health, etc. that fits with what the FPC does.

Ms. Noss said the need to do strategic planning for the budget was emerging. She said if the political will wasn't there for the Food Policy Council to exist, that should be looked at.

Ms. Villarreal said it wasn't that she wanted to break ties with the local government; it is connected to their work. However to be housed and rely on funding that wasn't there and give presentations and be accountable, was why she looked at something more stable. She said it was hard to make presentations and not get funding.

Ms. Roy said she would get a template the members could use by August. She said she could share what she would submit to DOH and the Resource Committee could develop ideas when they meet August 9 and that could be sent to everyone.

The strategic planning meeting date was discussed and decided as August 25 from 8:30 a.m. until noon. Ms. Hooper would check with Rosemary Romero to see if she could facilitate and Ms. Roy suggested the priorities for the past year be reviewed.

1. AmeriCorps: Projects Update

Ms. London said she was working on assessment with focus groups and surveys, etc. and helping at the Farm.

I. SUBCOMMITTEE REPORTS

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

Ms. Cohen said the white paper was completed and sent but she hasn't heard back from anyone and some things need to be substantiated. She set a new deadline of Wednesday, June 29 for the feedback.

Ms. Villarreal said Mr. Warshawer attended some of the focus groups centered around home based businesses. He discussed people who produce food that don't grow the produce or make the cheese, etc. and made the differentiation that they were producing market value added product in the home. She said he thought a concept decision point for the code was needed that was specifically focused on agriculture.

Ms. Villarreal said that the focus group meetings or meetings on code were sent on the listserv. Ms. Roy and Ms. Cohen would be added to the listserv at their request.

2. Assessment Subcommittee

Mr. Winne said he appreciated how much time and energy the assessment work took, but asked what the end point was. He said there is a limit to the amount of useful information. He said he wondered what wasn't being done because of the work on assessment.

Ms. Cohen said she had heard this as a priority and she thought her time should be dedicated to getting that done. She said the people who worked on assessment were not the most knowledgeable and didn't have the right mentors to help. She said she learned that the good assessments have a research university or a consultant behind them.

Ms. London said she felt the struggle. She said at a meeting with Ms. Hooper she met a man who does surveys that talked about what was needed for the statistics to be relevant. She said they were on a different scale than those who do surveys for funding. She said she tries to look at the bigger questions that make the information useful and thought there wasn't a clear definition.

Ms. Roy said she appreciated the time spent and that care and community outreach and recognized how hard the work was. She said it would be helpful if the Food Council knew what was gathered from the work to prioritize the information.

Ms. Villarreal said the Assessment update outlined the next steps and what was said in the focus groups could be elaborated. She thought the report stated what was done.

Ms. Cohen said the report doesn't show the information found. She said Assessment could work on a presentation for July of information gathered.

Ms. Rodriguez said she wanted to invite Nancy Eidsheirn with Women's Health Services who was working on a healthy communities grant and also with the DOH. She said Ms. Eidsheirn could gain information from them and also be able to provide additional information. She said she would contact Ms. Eidsheirn.

Mr. Winne said he had suggested the data off the shelf be worked with, like the Food Atlas, GIS mapping and other reports like Women's Health Services and not as much field work be done. He said Assessment should work toward an end point that synthesizes what was available that could be gathered on their own.

Ms. Cohen said she spent the majority of time gleaning information from other reports but the information didn't seem relevant and why it was thought there should be various phases.

Ms. Villarreal added that gaps in the data were the reason they continued with the focus groups. The information gathered didn't give a clear picture of where the food insecurity exists and didn't convey what was wanted. She said the qualitative research needs to be done and is important but there is limited ability to do it. She thought that Earth Care would need a budget for sponsorship for AmeriCorps volunteers next season.

Ms. Noss said she was also hearing that assessment work might need professional assistance and should be part of their budget if assessment work continues.

Ms. Hooper said as a program person, the information was helpful and pointed out things that could be done or could be done better.

Ms. Cohen agreed to e-mail everyone about the deadline July 29 for the white paper and remind them to read the assessment update sent by Ms. Sopoci-Belknap.

5. Policy Initiative Committee

Ms. Roy said she would ask again that the title Procurement be changed to *Policy*; procurement is one of the policies.

She provided an update on the procurement piece; the New Mexico Food and Agriculture Council met and decided to continue working on the process even though the bill was vetoed. They would continue to work with the senior centers to get more product into public institutions and their real interest was to get the in-state procurement Senate Bill 19 passed.

Mr. Winne asked if the Food Council should draft a letter to elected officials to say this was a great opportunity to contribute to the economic growth of the region and report what happened with the past bills.

Ms. Cohen said the local City and County officials passed a resolution to support the bills.

Mr. Winne said the FPC could ask if existing administrative channels could be used to support the purchase of local food.

Ms. Rodriguez said the timing would be good because the City would meet with their lobbyist in August to set up priorities for the January session.

Ms. Roy said the federal government came out with a new rule that supported local procurement and a congressman was developing similar legislation. She thought the issue would be decided from the top down

rather than state-by-state. Ms. Roy agreed to give Ms. Cohen a timeline of relevant information to include in the letter and provide Ms. Villarreal a list of bills etc. that were passed to add to the list.

Farm Bill Update- Sherry Ms. Hooper

Ms. Hooper said the budget was being developed at the federal level and cuts would be made on programs that benefit people their work helps. She reviewed the House Agriculture committee proposals. A summary follows:

- WIC would be reduced \$6 billion. AFAP (The Emergency Food Assistance Program) a federal food program administered by each state that provides staples like rice and beans to food banks etc. would be cut \$51 million. Food Depot alone received 35,000 to 95,000 pounds of food a month.
- Funding for storage and distribution would be cut. The funding helps cover a small amount of the cost to distribute food and are supplemented by private funds.
- The Congressional Hunger Center funding would be cut in half and the SNAP Reserve Fund (ensures money to cover a huge increase in food stamp participation) would be cut \$2 billion.
- WIC Farmers Market Nutrition Program is funded at \$20 million; the USDA would be directed to scrap the regulatory process for new healthy nutrition requirements for the school lunch and breakfast programs now required by the Healthy Hunger Free Kids Act of 2010.
- A FRAC (Food Research and Action Center) update was passed out.
- Funding was extended through September for supplemental funds for senior food stamps at the state level but could be affected because \$50,000 was needed to keep the fund. That brought the \$16 for senior food stamps covered by federal funding to \$25 per month.

Ms. Hooper recommended a letter be sent to Governor Martinez to request the state keep the \$50,000 each month to maintain the program.

Mr. Winne suggested the issue be added to the previous letter with an update status on the state and local policy cuts. The Committee agreed.

Mr. McCarty suggested FPC request that the state *increase* the funding. He said the letter could be supported with the new health indicators for senior Americans multi-agency report. He would provide the website link.

Ms. Roy moved that the letter to the Governor and legislators include the Food Policy Council request for the state to increase senior food stamp funds. Ms. Hooper seconded the motion and it passed by unanimous voice vote.

The letter would go to other organizations and all of the City Councilors to ask that they also write a letter of support. Ms. Villarreal also asked the letter to be sent to Mr. Warshawer.

Ms. Hooper recommended that a letter be sent from the FPC to the Congressional delegation to show their opposition to the proposed House cuts on the other programs. She said she could write something. Ms. Roy suggested the senators also be notified.

2) How to prioritize federal policy issues and develop a plan (P. Roy)

Ms. Roy said she had discussed the federal food policy with Chair Mortimer and how collectively the Food Council could work with them and know what to advocate. She said her concern was there would be contention around the budget process. She said things that were currently in place were now being torn apart.

Ms. Roy gave an example of the child nutrition, school nutrition and new nutrition rules and said the push now was not to see that happen. She said the Food Council would consistently receive requests for support and some of the issues were complicated.

Ms. Roy passed out information she prepared about the Farm Bill that would start in 2012. She said the federal food policy affects them at the local level and they would try to maintain and preserve issues advocated for and work toward meaningful issues for the next Farm Bill.

Ms. Roy reviewed the hand out with the Committee. She said larger agricultural programs at the national level partner with hunger groups and that made it more difficult for smaller programs to have a voice.

She reviewed some of the programs and said the block grants were really important to New Mexico and benefit small scale agriculture programs like the Farmer's Market and small farmers. She explained that the Healthy Food Enterprise Grant wasn't just urban and the words rural and tribal were advocated to be included in the federal language and funding proposals.

Ms. Roy proposed the Food Council consider the slate and what they would add with the goal to have a slate on the August agenda to be approved.

Mr. Winne moved that when individuals received requests that were not part of the agenda, for Food Policy Council members to sign on a legislative action, members would have 48 hours to respond.

Ms. Roy said a process is already in place for members to e-mail a vote. She said her concern was some of the requests were amendments to things that were complicated and there should be a slate of approved items.

Ms. Noss said Mr. Winne was in the middle of making a motion; she asked if there was a second.

Mr. Winne reworded his motion: on any requests made for the Food Policy Council to sign on such as appropriations or legislation, etc., all members will have 48 hours (business days) to respond; one member may veto for any reason and the request would be scheduled to be discussed at a regularly scheduled meeting. Ms. Roy seconded the motion.

Ms. Cohen said she liked Ms. Roy's idea because it would be easy to know what to vote on and new things could be sent to everyone and go through the process and given 48 hours.

Ms. Hooper liked the idea to act immediately. She said sometimes there was time where things could be discussed at a meeting, and in that case should be brought in for discussion.

Ms. Noss made a friendly amendment for the motion to state, if time allowed, an item would be on the agenda for discussion.

Mr. Winne accepted the friendly amendment.

Mr. Winne stated his amended motion: on any requests that come to individuals for the Food Policy Council to sign on, such as appropriations or legislation, etc., members have 48 hours (business days) to respond provided the requirement does not have enough time to bring before the next meeting; and one person can veto the request. Ms. Roy seconded the amended motion.

Ms. Noss said the proposal is intended for short term issues that need immediate attention.

The amended motion passed by unanimous voice vote.

Ms. Roy moved that a slate of items be brought to the Food Policy Council for discussion to create a vision on the August 25 agenda; and for the Food Council to also look at what was done in Seattle as Farm Bill principles, to create a set of principles that could be taken back to the governing bodies. Ms. Hooper seconded the motion.

Mr. Winne suggested a friendly amendment that someone be designated to do that work in advance. He said there were three documents that someone would need to work on.

Ms. Roy said that was why she asked that everyone send her things. She asked that she be called or left a message when sent a recommendation.

Ms. Noss said that work could fall under the Policy Initiative Committee to pull together. She asked Ms. Cohen in addition to sending the deadline for the white paper, to remind members to send Ms. Roy items to support the Farm Bill.

The motion passed as stated, by unanimous voice vote.

J. ITEMS FROM THE CHAIR

There was none.

K. ITEMS FROM THE COUNCIL

Mr. Winne passed out a handout for the group to read. He said changing the food stamp program was discussed to either dis-incentivize people who buy unhealthy food/soft drinks or incentivize the program to buy healthier food. He said this is one of the best articles he has read on the subject. He said it recommends a pilot program and gives a sound analysis and would be part of the Farm Bill discussion.

Ms. Roy said a fair amount of debate is happening in sessions about this Committee work and some are adamantly opposed to anything being changed in SNAP. She said the Community Foods Security Coalition has

a position paper that said to follow the 2010 dietary guidelines and focus on nutrition related health. She said organizations would come out with positions that the Food Council could review.

Ms. London questioned *incentives* for people. She said the cost of buying whole foods or fresh vegetables is higher than buying soda. She asked how that balanced out the monthly allotment people received.

Mr. Winne said the incentive could be to double the value of food stamps if buying fresh produce. He said a lot of things could be done as incentive; 10% more could be allocated for certain food categories to encourage buying healthy foods. The handout proposed to find if to increase consumption of healthier foods or reduce consumption of the unhealthy foods, would work.

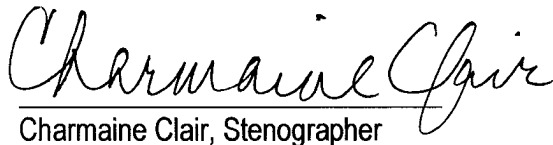
L. ADJOURNMENT & NEXT MEETING: July 28, 2011

Having no further business to discuss the meeting was adjourned at 10:40 a.m.

Approved by:

Sarah Noss, Vice Chair

Submitted by:


Charmaine Clair, Stenographer