

Agenda



Santa Fe City and County, Advisory Council on Food Policy Thursday, August 22, 2013, 9:00 a.m. to 11:00 a.m.

Angel Depot Conference Room CITY CLERK'S OFFICE

1222 Siler Road, Santa Fe, NM

8/15/13 TIMF 11:34a

- A. CALL TO ORDER
- B. ROLL CALL
- C. APPROVAL OF AGENDA
- D. APPROVAL OF MINUTES July 27, 2013
- E. COMMUNICATIONS FROM THE FLOOR
- F. PRESENTATIONS/TRAININGS
- G. STAFF COMMUNICATIONS
 - 1. City Annual Report for July 31
- H. INITIATIVES AND ACTIONS
 - 1. Consideration of Urban Agriculture Resolution
 - 2. Policy Committee
 - a. Food Plan Committee Food Plan Update
 - i. Policy Recommendation Workshop: Outcomes and next steps
 - b. Upstream Process:
 - i. Quarterly report-September 10, 2013
 - c. Food Production and Land Use Committee
 - i. County Sustainable Land Development Code
 - ii. Timeline and details for Urban Agriculture Task Force collaborative
 - d. Procurement
 - e. Food Day Task Force
 - i. Scope of event; 'How's it gonna look?'
 - ii. Determine publicity and outreach
 - iii. Set planning meeting with partners
 - f. Education and Outreach
 - i. SFFPC website, logo
 - g. City-County GMO Task Force
 - i. Draft Resolution for September
 - h. National Issues
 - i. Farm Bill
 - ii. FSMA
 - 3. Executive Committee
 - a. Replacement Suggestions for Emergency Food Service
 - b. Replacement Suggestions for Community Member
 - c. Replacement Suggestion for County
 - d. Proposed honorary youth positions
- I. ITEMS FROM THE CHAIR
- J. ITEMS FROM THE COUNCIL
- K. ADJOURNMENT

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

THURSDAY, AUGUST 22, 2013

A. CALL TO ORDER

A regular meeting of the Santa Fe City and County Advisory Council on Food Policy was called to order by Susan Perry, Chair on this date at approximately 9:05 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

Susan Perry, Chair
Patricia Boies
Steve Warshawer (arrived later)
Tony McCarty
Katherine Mortimer
Pamela Roy
Lynn Walters
Mark Winne

Members Absent

Maria Bustamante-Bernal (excused) Emigdio Ballon

Staff Present

Alena Paisano Erin Lloyd Ortigoza

Others Present

Susan Odiseos, Food for Santa Fe Carson Miller, Alliance for a Healthier Generation Charmaine Clair, Stenographer And others as noted under Communications from the Floor

C. APPROVAL OF AGENDA

A youth position discussion was added under Executive Committee.

The discussions on E. Food Day and G. GMO Task Force would be heard first under H. Initiatives and Actions.

Ms. Walters moved to approve the agenda as amended. Ms. Roy seconded the motion and it passed by unanimous voice vote.

D. APPROVAL OF MINUTES- July 27, 2013

Page 5, second paragraph: "Ms. Mortimer said the proposed edits would go forward to CIP, Land Use and the other City Council committees..." was changed to read "... proposed edits would go to <u>Public Works and the</u> Finance Committee ..."

Four paragraphs down on the same page: "Ms. Mortimer thought the third task might go to Parks, since they do the park design" was clarified and changed to: "the task might go to Parks because "Parks manages the community gardens in the parks."

Mr. Winne moved to approve the minutes of July 2013 as amended. Ms. Mortimer seconded the motion and it passed by unanimous voice vote.

E. COMMUNICATIONS FROM THE FLOOR

Introductions were made of Food Policy Council members. Guests introduced themselves: Carson Miller, Alliance for a Healthier Generation in child health/obesity; Liz Wiles, citizen concerned about small farming, etc.; Susan Turner, citizen concerns on the resolution for urban farming/farm stands; Mary Schroeder citizen interested in food production in city parks and water use; Susan Odiseos, guest and on the board of Food for Santa Fe; Poki Poittin, farmer and manager of Gaia Gardens, Gail Giles with Food and Water Watch/GMO Free Santa Fe; Andrew Black, Field Representative for US Senator Martin Heinrich covering poverty, health and education.

F. PRESENTATIONS/TRAININGS- There were none

G. STAFF COMMUNICATIONS

1. City Annual Report for July 31

Ms. Lloyd Ortigoza said the City Annual Report went well given on July 31 to City Council. She said the report summarized the work of the previous year and the work in the future and City Council provided great support and comments about mapping resources and their interest in the Food Plan draft.

H. INITIATIVES AND ACTIONS

- 2. Policy Committee (Revised Agenda Order)
 - e. Food Day Task Force (Revised Agenda Order)

Ms. Lloyd Ortigoza said she talked with the Farmers Market Institute about clarity of the event and incorporating the City/County in a more public way and the celebration of food, etc. She said a panel was suggested and whether farmers might want to speak and the logistics around food, etc. She said a planning committee is needed and she would contact Sam after the meeting. The deadline for a venue and an agenda of basic activities is Tuesday after Labor Day. Ms. Lloyd Ortigoza said the event for October 24 is currently titled *Planning for Santa Fe's Food Future*.

Ms. Lloyd Ortigoza said it was discussed whether Ms. Poppendack's talk could be "morphed" to match the SFFPC goals.

The Committee discussed Ms. Poppendack and if she would be the featured speaker and if there should be a panel. Chair Perry said the event would be the first opportunity to practice community forum skills and present the draft of the Food Plan.

Ms. Mortimer explained that a number of other food and health related activities would be going on at the same time. She said Mr. Black is present because they have been working with Councilor Dominguez and his Southwest Area Planning Initiative implementation of healthy food zones. She said there is synergy with the work by the Community Foundation and La Familia and avoiding duplication of efforts and the benefits of working together.

She said they recognize that the difficult to reach population is an important aspect of all of their work. She said Councilor Dominguez's Planning Initiatives process was successful in mobilizing a large number of people who don't speak English and they would like to build on that. They thought Food Day, in terms of when the event is happening and information to the public would be a good time.

Ms. Mortimer asked Mr. Black to speak from the perspective of Senator Heinrich's office and goals.

Mr. Black talked about getting to know Senator Heinrich and the Senator's passion about food issues and his efforts for a farmers market in Albuquerque and national work with GMO's, etc.

Mr. Black said Councilor Dominguez's Initiative work held informal listening sessions and talked about the needs for improvement to transportation building around health and education etc. He said a broader discussion was kicked off when he was in Senator Bingaman's office about the quality of life in Dona Ana County and what quality of life means; transportation, recreational space, access to healthy, affordable food, etc.

Mr. Black said the discussion kicked off a two day symposium dedicated to health, education and food and talked to community members on their thoughts of what would improve their quality of life. He said a lot of momentum and interest was built from that and led to a two year long effort.

Mr. Warshawer entered the meeting at this time.

He said Kellogg paid about \$50,000 for listening sessions in the community held in parks, community centers, churches etc. The model from the Empowerment Congress in Los Angeles was used. He explained the philosophy of the Empowerment Congress is threefold: education, engagement and empowerment. He and Councilor Dominguez thought there is enormous opportunity to find ways to promote that on the Southwest side of the City and discussed National Food Day to do a symposium and listening sessions and finding a way to collaborate on a local and federal level.

Mr. Black said the outcome is a symposium at New Mexico State with 16 different listening sessions and \$25 million provided by USDA, HUD and NMFA to continue the work. He said the question now is what would help move forward the talk about access to affordable, healthy food and improving the quality of life in Santa Fe.

Chair Perry said the Food Council has decided to do their own thing and keep the event local in terms of the greater County and community.

Ms. Mortimer said the SFFPC thought was to focus on the access to healthy food for those in food deserts and discussed the location of the event on the South side, the Farmer's Market, Zona and the library. She said they also discussed a mini farmer's market to pilot what it would be like to have access to more farmers markets and the Southside Farmer's Market held in the mall is also up for discussion.

Ms. Walters said this is important that the Food Council decide whether the event would be in the Rail Yard or on the South side, or if two different events should be done.

Chair Perry said also there is an issue, regardless of where, of whether the event should be a smaller, more focused event. She said the SFFPC plans community forums to get feedback for the draft of the Food Plan and forums would be done in multiple places. She is concerned about diluting the draft piece.

Mr. Winne said the initiative started with Jan Poppendack's visit and there are limits to the number of good opportunities the Food Council could take advantage of. He said Food Day gives the best opportunity to launch the Food Plan and a road show with the Southwest side included, would provide plenty of opportunity to be in different parts of the community.

He favored keeping the event focused on food and the Food Policy Council Food Plan and discussion. He expressed apprehension about too many activities. He would hope if there were components within Mr. Black's concept that fit the Food Plan process; the two interests could be melded.

Ms. Paisano said the Southside would be a different way to engage community and ensure the Food plan is received in the appropriate way and it would be starting with a harder challenge than where there is buy-in.

Ms. Mortimer replied that the intent would be to bring additional resources to the event and hire a facilitator who is bilingual, bicultural and of Spanish origin and has close ties to the Southside community.

Chair Perry the Food Policy Council's mission is important because of the change in the farm stand status. Their mission is to develop a draft of the Food Plan for the entire community and get feedback from everyone living in the area. She was concerned that SFFPC is getting into programming.

She said they still haven't pulled together a draft for the Food Plan and that would be the infrastructure and when there is feedback that would set up possibilities in terms of access and sustainability, etc.

Ms. Roy said the New Mexico Food and Agriculture Policy Council Day would be in Las Cruces on the same day and representatives would be there from the Santa Fe Food Policy Council and other local food councils. She thought that a great springboard to get issues and a plan out that could unify things over time.

Mr. Black said the goal in the Senator's office is to keep it local and to look at how to partner with the SFFPC and focus on food. He said quality of life is seen under an overarching umbrella and the question is whether to align resources and organizations and move toward collective impact to transform the lives of individuals.

Ms. Walters suggested the Food Plan be rolled out earlier in the week at Southside Library or Zona and on October 24 the Rail Yard or downtown.

Ms. Mortimer said traditionally you preach to the converted first and then the other neighborhood and they feel they are second best. She said she is afraid with so few resources, to have two events so close together. The staff time is limited and a lot of work needs to be done to get the Food Plan ready.

Chair Perry said before creating something based on the stakeholders and members of the community to take to the City/County, which is what the SFFPC is charged with. She said the idea of a bigger event is nice, but if a lot of other things are going on the people might not come into the room to talk about the Food Plan.

Ms. Walters said she sees these as two different events. She offered to let Ms. Poppendack know if the direction has changed.

Mr. Warshawer said preaching to the choir, since they know the choir is already converted, is probably not the most important place to spend their money and resources. He said both rationales would point to a more substantive engagement on the South side, if the Council really wants to shift the focus from people already on board to people who have not always been included.

Ms. Mortimer questioned whether Food Day is the right time to launch the Food Plan since Ms. Paisano couldn't be there. She asked if they could just say the Food Plan would be launched within X number of weeks and make the event about Ms. Poppendack and Food Day. She said the initial meetings and representation of the Food Plan and its development and why certain recommendations were made would be best if Ms. Paisano is present.

Ms. Paisano said it is also important for the ownership to switch over internally.

Mr. Winne recommended the Committee meet later and discuss how to proceed.

e. City-County GMO Task Force (Revised Agenda Order)
i. Draft Resolution for September

Mr. Winne said a draft resolution for the City/County is being worked on and follows the recommendations of the Task Force with the goal to have a resolution sent by October.

Ms. Lloyd Ortigoza said the draft resolution would be presented to SFFPC in the September meeting. Councilor Bushee and Commissioner Holian were both supportive of the recommendations drafted.

a. Policy Committee – Food Plan Update

Ms. Paisano said the data from the stakeholder interview process was reviewed at the meeting on Monday. One suggestion was to put the information into broader terms; getting and learning and growing food with the understanding that growing food could be anything from backyard gardening to agriculture.

Ms. Paisano said her concern was how to tie everything together. She asked the Council members help in areas where they see gaps and said they should be careful to honor the rural and urban communities and ensure the Food Plan is reflective of everyone.

Ms. Lloyd Ortigoza said she set up a matrix and decisions have to be made about how to organize the data so the Food Council could make recommendations. She said members should think about which of the goals would be the first steps in the complex issues and focus on those. She said a "roadmap" could be done once they are familiar with the concepts and see relationships.

Ms. Roy said some practical things are already being worked on in the Plan, such as school food issues. She said she and Ms. Paisano also discussed things that would need investment over time and agencies and organizations and issues that the Food Policy Council could plan that would engage them more.

Ms. Mortimer thanked Ms. Paisano for her work. She said the work helps and gives order and they would need to think about the vision statements and what that conveys. She thought the Food Plan Committee could proceed as long as there is consensus they are headed in the right direction.

Ms. Mortimer said she wouldn't want to go much further before the public input. They have the right categories and things within the categories and anything missing is what the first outreach is about.

Mr. McCarty suggested the document be called a "working document;" rather than a draft.

Ms. Mortimer said the next step is to analyze how to get the roadmap mentioned. She said there should be a fair amount of input, because it could change. She suggested members think about the possibilities, but cautioned if they start talking about that when talking to the public, it could become confusing. She said when someone comes up with an idea to say "you can't do that, because..." would kill the open planning process. They should let the vision happen and then coordinate what comes up.

Chair Perry said education was talked about and it isn't just the education of people who need to know about better nutrition or access. She said it is also the education of people who have plenty of food in terms of stakeholders, to give context on both sides of the issue.

Ms. Boies said the narrative is important to have because people are being engaged, but it also sets the context and could be sent to someone in the County or a reporter, etc.

Ms. Roy asked for clarification at the next meeting on "doing more outreach" and what that means to get the plan on the road and mobilize the SFFPC efforts around that.

Ms. Walters said the Food Council has the Assessment Report, the Executive Summary and Ms. Paisano's interviews. She preferred shorter rather than longer for this stage. She said there is more depth with stories that are clear and there would be time to translate.

b. Upstream Processi. Quarterly Report-September 10, 2013

Ms. Lloyd Ortigoza said a report is due on the milestones on September 5th and the quarterly meeting is September 10 and everyone is invited.

The SFFPC discussed the cultural competency training and whether it should be done in the winter and the outreach strategy in the spring and if the training should be in a small group. They thought training should be sooner than later given the budget constraints, to be sure everyone is fully empowered and cross trained.

f. Education and Outreach (Revised Agenda Order) i. SFFPC Website, Logo

Mr. McCarty said input is needed on the Food Day Committee. The subcommittees were asked to think about when they meet, if they have anything to give to the Education Outreach Committee.

Ms. Mortimer said the work would be moving forward on the logo and the website.

d. Procurement – (Revised Agenda Order)

Ms. Paisano said she met with Teresa from the County and David, the Senior Center Coordinator for the Edgewood community. The senior center has a community garden and is working on how to use the garden more efficiently and how to create a more affordable route for the County to ensure fresh and local food for seniors.

Ms. Paisano said there is some apprehension around local procurement from the departmental side, however there is willingness to do a pilot program, particularly for Edgewood and Santa Cruz Senior Centers. She said that has been discussed and how to support the garden initiative and provide input and whether to include that in the Food Plan considerations.

Ms. Paisano said Santa Fe Public Schools (SFPS) separate bid is going well and has momentum to change how school procurement happens. She said the bid process for SFPS is an important initiative and at the federal level New Mexico is seen as a state doing comprehensive work around school food and the policy issues that impede that.

She said work is done on all levels and with farmers so they could access local markets in a way that doesn't impede them from traceability of product and labeling on boxes, to working directly with school food service directors. She is also working with pueblos and the local and State Farmers Market Association for input.

Ms. Paisano said other partners are the Extension Service and the Department of Agriculture and USDA etc. that insures they meet all requirements.

Ms. Roy said another big issue is the Food Safety Modernization Act (FSMA) and Mr. Warshawer is leading that nationally across all sectors with a wonderful team. She said they are providing tools to get input on FSMA and what the Act means for consumers as well as farmers.

She said people could call her or Mr. Warshawer for more information related to making a comment. The deadline for comments is November 15, 2013.

Ms. Roy asked Mr. Warshawer if he would walk the members through the process of submitting comments. She said people often say things that could actually impede or put a strain on the farmers, in particular.

Mr. Warshawer said the campaign begins in September and YouTube has a video on how to share a comment that makes it easier for everyone to choose their level of target and focus their comments. He said they don't want generic comments, but want people to take the time to say how this affects them and their community.

The members discussed the process for comments.

Ms. Mortimer suggested the process be a presentation as part of the September meeting. Ms. Roy said Mr. Warshawer is the expert and members would be helped if he points out the things they should focus on.

Mr. Warshawer said he could do comments and add blogs and other links, but the grass roots campaign is intended to be self generating. He said the material is dense. Ms. Roy suggested the materials could be sent to members prior to the target date.

Mr. Warshawer suggested the link sustainable agriculture.net/FSMA and said additional resources are being added. He said it would help for people to familiarize themselves with the work.

- c. Food Production and Land Use Committee (Revised Agenda Order)
 - i. County Sustainable Land Development Code

Mr. Warshawer said he has nothing to report, however with Ms. Salinas' departure he no longer felt constrained to beat the drum. He said absent the collaboration between the food industry and development interests; they could be assured their interests would not be well represented in the final code. He said only if a more powerful political economic group is allied with the FPC, would they have significant influence on the code as it affects agriculture.

He said he was asked to let Land Use proceed without him pushing the agenda, however, with Ms. Salinas' departure and the lack of clear connection to Land Use; he thought the request should be reconsidered. He said the Food Policy Council should be more proactive in relation to the development community, which is the group most impacted by the code.

Mr. Warshawer said he would like to reach out to the developers known to be green or holistic oriented to ask them to consider joining a conversation about the impact of code on agriculture. The ultimate goal would be common ground so farmers and food activists are not viewed as operating against the development community's interests.

Ms. Roy said they should be prepared before that conversation and she wanted frame work around recommendations to the code. She said Mr. Warshawer came up with excellent suggestions on why that should be framed differently and they should be in writing.

Ms. Paisano said the other thing is the County and what they said they would deliver; the side by-side comparison of the proposed code and old code. Ms. Mortimer responded that the SFFPC also made promises and Ms. Salinas had been waiting for examples from the Food Council.

Ms. Mortimer explained that concerns had come up and the most recent is the letter from the Farmers Market. She explained when a resolution goes through a committee process the public outreach meeting is not interactive. She said issues like how to address GMOs or consumer rights to know, urban agriculture and zoning questions, etc. should come from facilitated meetings that are focused on that.

She said time wise the Food Plan would go through a similar time frame. She said City Council has asked the Food Policy Council to consider urban ag and farm stands in the Food Plan, specifically.

Ms. Paisano said another consideration is the need for a resolution to identify ways to allocate more resources or staff in the Food Plan process. She said it is not practical to expect SFFPC could do an outreach plan that has strict policy recommendations or process on urban agriculture without resources.

Ms. Mortimer said she is the only resource given. She said because that direction was given by default it asks that staff ensure that is in the Food Plan. She said if that means she has to spend more time or hold additional meetings then that would be done. She stressed that City Council is not moving forward with the resolution.

The Council members discussed the resolution.

Ms. Mortimer said the Food Council's policy recommendation could be to direct staff to do a study and come up with revisions to the code that address issues that were identified, etc.

Ms. Paisano asked if possible to move on a resolution while incorporating that into the Food Plan.

Ms. Mortimer said the Food Council should start and when they get to that point Ms. Paisano could look at how she felt. She said there are no resources other than what exists. She suggested Ms. Paisano talk about her thoughts with Councilor Bushee.

- ii. Timeline/Details for Urban Agriculture Task Force Collaborative-
- h. National Issues (Revised Agenda Order)
 - i. Farm Bill

Ms. Roy said the Farm Bill is still stalled and congressional leaders are back in New Mexico. She suggested anyone with an opportunity should meet with them and voice their opinions about the Food Council priorities. She said it is likely that the Farm Bill would not be acted on until after the end of the fiscal year.

Mr. Warshawer said the current extension expires with the fiscal year and the question is whether an extension would be written before the bill again expires. He said there is posturing about whether to write another extension. He said there is reason to be vigilant from when Congress returns until the end of the fiscal year.

- ii. FSMA- Previously Discussed
- 3. Executive Committee
 - a. Replacement Suggestions for Emergency Food Service

Mr. McCarty introduced Susan Odiseos, president of Food for Santa Fe. He said Food for Santa Fe is one of the largest pantry distribution programs in town and Ms. Odiseos has a strong policy background from a broad community base.

Ms. Odiseos said Food for Santa Fe gives out 900 bags of groceries every Thursday morning with no questions asked, no forms to fill out and no judgments made. She said she is grateful to the Food Depot for giving them fresh produce when available.

Ms. Odiseos said like most organizations, Food for Santa Fe is having a money crunch and faces a deficit, but the board insists on giving a dozen eggs each week. She said she wants to promote a local Smiths Grocery on Pacheco that delivers eggs to them at a very low profit/sometimes loss, if necessary.

She said the organization often receives things like eggplant and Jerusalem artichokes that people don't know what to do with and they try to provide flyers on how to prepare them. She has had conversations with people at Santa Fe Community College about further education of how to prepare cost effectively and in a nutritious manner.

Chair Perry said she thought Ms. Odiseos would be a wonderful voice for the Food Council.

- b. Replacement Suggestions for Community Member/
- c. Replacement suggestions for County

Ms. Lloyd Ortigoza said she would speak with David Frescos from the southern part of the county, who is the coordinator for the senior centers in Edgewood. The centers are doing a senior garden and other interesting projects. She would follow up with Mr. Frescos' questions. She thought the Food Policy Council and Mr. Frescos could learn a lot from each other and could help the senior centers connect with resources.

Ms. Boies said Mr. Frescos is a County employee. She asked if he would fill the County employee position.

Ms. Paisano said he was potential for the County because no one was identified. She said her impression was that SFFPC is looking at a tribal representation for the community member position and has invited people from the Institute of American Indian Arts (IAIA.)

Ms. Mortimer said the Council should talk to the Planning Review Board at the County about the representative.

Ms. Boies added that the County manager has to approve the selection before going to the County Commissioners and she wasn't sure they want two County employees; Mr. Frescos is in her Community Services Department. She said SFFPC should make sure that the County is aware.

Ms. Roy said members should decide if the selection is too closely aligned with Ms. Boies position at the table. She said she has asked to meet with Robert Griego, Ms. Salinas' boss and there is also potential leadership from the Pojoaque Pueblo.

Ms. Boies said Ms. Salinas knew the code and that is important and she would think it a preference to have someone else from that department. Chair Perry agreed. She asked that Ms. Boies to discuss that with Ms. Roy and communicate to the County about the search.

d. Proposed Honorary Youth Positions

Chair Perry said she contacted the Mayor about an honorary youth position (non-voting) and discussed Carson Miller and that IAIA might be involved. She said the Mayor is supportive and told her the position would not have to go through City Council. She confirmed consensus to move forward with the Mayor's approval of Ms. Miller.

Ms. Mortimer liked the idea of plural youth positions. Ms. Mortimer suggested a youth position be appointed by the City and one appointed by the County. She addressed expanding the number of seats on the Food Council and the trouble in getting quorum in the past.

Ms. Miller agreed. She said she is going off to college next year and that would be a sustainable way to keep youth involved in the issue of healthy foods etc.

The Committee discussed the youth positions.

I. ITEMS FROM THE CHAIR

Chair Perry said the meeting started late and is why the meeting is running late and she thanked those who came on time and said she appreciated that. She asked that everyone try to get to the meeting on time.

J. ITEMS FROM THE COUNCIL- There were none.

K. ADJOURNMENT

Having no further business to discuss the meeting adjourned at 11:17 a.m.

Approved by:

Susan Perry, Chair

Submitted by:

Charmaine Clair, Stenographer