



Agenda



Santa Fe City and County
Advisory Council on Food Policy
Thursday, December 20, 2012
9:00 to 10:30
Angel Depot Conference Room
1222 Siler Road, Santa Fe, NM

CITY CLERK'S OFFICE

DATE 12-12-12 TIME 3:47pm

SERVED BY Katherine Hartman

RECEIVED BY [Signature]

- A. CALL TO ORDER
- B. ROLL CALL
- C. APPROVAL OF AGENDA
- D. APPROVAL OF MINUTES – August 23; September 27; October 25; and November 15, 2012
- E. COMMUNICATIONS FROM THE FLOOR
- F. PRESENTATIONS/TRAININGS
 - 1. NNMSPA (Tony McCarthy)
- G. STAFF COMMUNICATIONS
- H. INITIATIVES AND ACTIONS
 - 1. Executive Committee
 - a. Staff work plan
 - b. Council member commitment
 - c. Reconsideration of committee structure
 - 2. Governance Committee
 - 3. Policy Committee
 - a. Community Food Assessment
 - i. Food Plan Methodology
 - b. Food Production and Land Use
 - i. County Sustainable Land Development Code
 - c. The Healthy Kids -- Healthy Economy legislative follow-up
 - d. Upstream grant
 - e. Procurement
 - f. Education and Outreach
 - g. Federal
 - i. Farm Bill
- I. ITEMS FROM THE CHAIR
- J. ITEMS FROM THE COUNCIL
- K. ADJOURNMENT

Next Meeting: January 24, 2013

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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ADVISORY COUNCIL ON FOOD POLICY
THURSDAY, DECEMBER 20, 2012**

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

THURSDAY, DECEMBER 20, 2012

A. CALL TO ORDER

A regular meeting of the Santa Fe City and County Advisory Council on Food Policy was called to order by Katherine Mortimer, Chair on this date at approximately 9:00 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
Emigdio Ballon (arrived later)
Sherry Hooper
Tony McCarty
Pamela Roy
Lynn Walters
Susan Perry
Steve Warshawer
Mark Winne
Elisabeth Salinas (arrived later)

Members Absent

Maria Bustamante-Bernal (excused)
Martin Vigil (excused)

Staff Present

Rubina Cohen
Elena Paisano, AmeriCorps

Others Present

Chenetta Martin, Santa Fe Community Foundation.
Patricia Boise, Santa Fe County Health Division
Charmaine Clair, Stenographer

C. APPROVAL OF AGENDA

Mr. Winne requested a short session of the Executive Committee following the meeting.

Mr. Warshawer moved to approve the agenda as presented. Ms. Walters seconded the motion and it passed by unanimous voice vote.

D. APPROVAL OF MINUTES

August 23, 2012

Ms. Walters moved to approve the minutes of August 23, 2012 as presented. Mr. McCarty seconded the motion and it passed by unanimous voice vote.

September 27, 2012

Mr. McCarty moved to approve the minutes of September 27, 2012. Ms. Roy seconded the motion and it passed by unanimous voice vote.

October 25, 2012

Ms. Perry moved to approve the minutes of October 25, 2012. Ms. Roy seconded the motion.

Ms. Walter's absence should have been shown as excused.

The minutes of October 25, 2012 as amended were passed by unanimous voice vote.

November 15, 2012

Ms. Perry moved to approve the November 15, 2012 minutes as presented. Ms. Roy seconded the motion and it passed by unanimous voice vote.

E. COMMUNICATIONS FROM THE FLOOR

Patricia Boise said she is with Santa Fe County Health Division and staffs the Health Policy and Planning Commission (HPPC) of Santa Fe County and the County is doing a health needs assessment. She plans to attend the Food Policy Council meetings regularly and would like to talk with members as they move forward with their assessment.

Introductions of Food Policy Council members were made.

Ms. Boise explained the County is required to do a countywide health needs assessment periodically and the Health Division and HPPC is doing the assessment jointly with Christus St. Vincent under the Affordable Care Act. She said quantitative data is being collected and a focus group would collect qualitative data. A consultant was hired to help with the analysis.

Ms. Boise said a lot of data is coming from Behavioral Health and the DOH (Department of Health) reports, etc. and the consultant would look at what is available to see if independent data collection should be done. She hopes to have a draft report by the end of January that would answer some of the questions on data collection better than what she could currently.

Chair Mortimer asked if there was a developed or a standard methodology.

Ms. Boise said the State Department has a *guidebook* for community health profiles the County is looking at in how to present the information. The guidebook is online with the DOH.

Mr. Winne said it would be good for FPC if they could participate in the process and maintain a dialogue. He said what the assessment finds could help FPC and the data FPC has collected over the years could help inform Ms. Boise's assessment.

Ms. Boise said Christus St. Vincent could possibly do a focus group at the FPC meeting in January. Chair Mortimer asked Ms. Boise to communicate with her or Ms. Cohen to do that.

Ms. Roy asked Ms. Boise to connect with Ms. Paisano also because she had put together methodology and that would be an opportunity for her to learn from Ms. Boise. Ms. Paisano offered to provide her e-mail address.

Chair Mortimer would send the updated FPC roster out to Ms. Boise and members.

E. PRESENTATIONS/TRAINING

1. NNMSPA (Tony McCarty)

Mr. McCarty said he not only represents Kitchen Angels, but is a member of NNMSPA (Northern New Mexico Service Providers Alliance) known as SPA. SPA's mission is to provide a coordinated response of services for adults, youth and children in crisis and to affect systemic change. He said the systemic change is important to founding members and is the policy piece that would be done as they develop. He said there are ten members among which are St. Elizabeth's Shelter, La Familia, Kitchen Angels, Solace, Food Depot, Adelante, Esperanza, and Life Link.

SPA began because several nonprofits sought a better response to the economic situation and the needs of their clients and was founded on a study by a hospital in the Northeast on their largest users.

Mr. McCarty said usually a person who comes into an agency has a myriad of other needs that aren't being addressed. The study found that the simplest things made the biggest difference not only for the person but the community.

He provided examples: people called 911 because the number was easy to remember but when a doctor's office number was programmed into their phone the person would call the doctor's office instead because they could call by touching one number. He said the hospital found the people who weren't taking their medication, if called and reminded, would take their medicine and the person's condition was more under control.

Mr. McCarty said in the first year one person saved \$40 million from the health care. He said Christus St. Vincent in the second year of their program, is finding the same things. The largest cost driver of healthcare is unmanaged chronic health conditions and usually those are people in poverty and the majority of the clients serviced by the over 800 nonprofits in Santa Fe.

He said people don't know how to access services and no one is guiding them through the system. He explained the purpose of SPA is to act as a wheel so no matter where a person enters on the spoke of the wheel; they have access to all the other services.

Mr. McCarty said the Denver Center for Network Development was instrumental in crafting the governing documents. Kitchen Angels has been a member for about a year and a half, spending the majority of the time doing groundwork so they could apply for national grants.

He said Kitchen Angels wants to bring in new money and people interested in innovative programs and national funds but to do the work needs million-dollar grants. The program is now at the point where information has to be shared about people's health care just to identify the person and HIPAA (Health Insurance Portability and Accountability Act) and FERPA (Family Educational Rights and Privacy Act) rules have to be considered. The document is being tested and SPA staff would be trained in January on how to respond when a referral is received from another SPA member.

Mr. Winne asked how the program was different for a recipient of services working through the system.

Mr. McCarty explained that nonprofits work in silos. He said an example of someone who would need a myriad of services is a homeless person with a chronic illness. They are people who abuse the emergency room as their primary care; an overnight stay at a hospital is \$1900 and the average hospital stay is \$30,000.

He said St. Elizabeth could accept a chronically ill homeless person for a limited amount of time and has limited beds and a person would also need food and to move into temporary housing after the time limit. Home delivery of food would be needed and in the best cases, once the person had their chronic illness managed they would need to be retrained in the community to get a job and live a normal life.

Mr. McCarty said it is the same with women who go into women's shelters; they've left their home and everything they have and to succeed would need a coordinated response from a lot of different places.

Ms. Perry suggested Manage for Chronic Disease as a partner for SPA. The program is a free six week program supported at the State level and designed to teach people about self management and how to access services, regardless of the chronic issue.

Mr. McCarty said that is the direction SPA is going. He said he was invited to do this presentation because FPC was considering how to share information on food pantry programs and coordinated responses.

Mr. McCarty said the next step is to eliminate duplication and to get the services people would need. He said each agency once the program is funded, would have a promentora to access not only all of the services, but the personal training part as well.

He said another important part is to develop the program so it could be replicated in any city or community; to create a model. He asked members as they reviewed RFPs, to send him anything that fit and he would forward it to the grant writer. He would send information on the January meeting.

G. STAFF COMMUNICATIONS – Under staff work plan

H. INITIATIVES and ACTIONS

1. Executive Committee

a. Staff Work Plan

Ms. Cohen said the work plan is still in draft because she hasn't heard back, based on a meeting with the Executive Committee. She said she felt removed when she got back from leave, from what was going on and she works from home a lot and felt disconnected. She said she thought she wasn't delivering to the Food Council like she could be and met with the Executive Committee about how to move forward in 2013.

She said the plan is the outcome and focuses especially on her strength; her communication aspect.

She said another aspect discussed was the role FPC plays in communication. She thought on a larger scale that she could get in front of City Councilors and County Commissioners and help members do more with Councilors. She said she could be a representative to nonprofits in terms of presentations and do regular press releases on information like the Upstream Grant award and get feedback from the members.

Ms. Cohen said she would be happy to talk about anything members thought was missing. She said there would be a lot of work for her to do within her 20 hour limitation each week. She offered to send the draft in electronic format.

Chair Mortimer said members with comments or questions could get back to Ms. Cohen and then the information could be shared with the Executive Committee.

b. Council Member Commitment

Chair Mortimer said the main issue is lack of quorum. She said in the past the thought was it was important for people with certain expertise to be on the Committee but that caused difficulty in getting quorum because members are often overprescribed.

She said one idea is a technical advisory group who would be invited to every meeting but wouldn't make up quorum. The advisory group would have a title and recognition for their contribution but wouldn't have the stress of not making meetings.

Ms. Hooper added that people might be interested in the work but particularly in the work of one of the committees and that could be a better fit. The member could leave the FPC and give time to that committee. This would be an opportunity of a way to be involved for a council member who couldn't commit to the Food Policy Council.

Mr. Ballon agreed. He said people come because they think they can come up with solutions for the problems that exist, not only in Santa Fe but in the northern communities. He said he comes because he has seen the problems in many different places and the many different situations of the poor. He said every person in the room has ideas about what they could do. He comes to meetings because his presence might be useful and he enjoys being a part of this kind of organization.

Mr. Warshawer said to drive committee structure on the basis of meeting quorum is a little like the tail wagging the dog. The idea is to have an effective committee and how to do that is debated and sometimes seems what the Food Council is doing most of the time. He said he isn't encouraged to attend meetings when a significant part of the meeting is about the meeting.

Mr. Warshawer said committee structure and functionality has an incredible effect on the Council as a whole and possibly could allow less frequent, more productive meetings. A monthly meeting to him was not necessarily ideal and the frequency is a barrier to building an effective council and maintaining continuity in quorum.

Mr. Warshawer said another thing that contributes is staffing; most organizations as they grow in their mission also grow in capacity. He said as the Committee works to identify what they have accomplished, they should also identify who will do the work and all of the pieces fit together and have more to do with FPC effectiveness than choosing members based on meeting quorum.

He said he encourages, along with the idea of how to make FPC more effective, to include composition of the Council, structure of the committee, frequency, length and possibly location of meetings, and committee functionality and staffing. He said without a systematic approach to address that range of issues and possibly others, they might fix one thing but not another equally essential to effectiveness.

Mr. Warshawer said he doesn't need things for his resume; he needs to go to places where he gets things done that matter and that is true of everyone. He said a good litmus test is how the private sector is kept engaged.

Chair Mortimer said the FPC has limitation on meetings and because of the resolution, would have to go to the City/County. She said if that is felt to be key to making a difference that could be done.

Mr. McCarty said he agreed with Ms. Hooper that the FPC functions like a nonprofit board. He thought FPC should be more strategic in bringing new members on and gave Martin Vigil as an example: "Mr. Vigil is probably the busiest man in the county and we asked him to sit on another council."

Ms. Walters asked if the minutes and basic things could be approved by e-mail rather than in person to allow more time in the meeting for more substantive discussion/action.

Mr. Warshawer said if you have an hour and a half meeting and it takes 20 minutes to get the meeting started it is different than a three-hour meeting with a break. He said transition takes up time and a bimonthly or quarterly meeting of greater duration would put more pressure on committees and members to function between meetings. He said they could change the amount of time to get started and if a charter change, that that is what they do.

Chair Mortimer said she just wanted to explain some of the concerns and thought this might be a larger discussion. She said the Food Council would have to demonstrate that a change to the resolution would better serve the City/County and the change would have to be compelling.

Mr. Winne thought that Mr. Warshawer raised a lot of big questions. He said the Committee shouldn't be driven by getting quorum and that is a symptom of a larger problem. He said the FPC is different than many groups and deals with the food system that sometimes requires the Committee to take time talking, sharing and bringing people in to share information and doesn't lend itself easily to an hour and a half meeting.

He was in favor of a few members looking at the effectiveness of the Council and bringing back recommendations.

Ms. Cohen said she previously talked about the growing mission and responsibilities and staffing and the Council is set up currently so members have to do a lot of the work. She suggested it beneficial if the Council

members consider staff taking on more of the work and members could guide staff, similar to an ED to a nonprofit board. Ms. Cohen said that might look like a full-time staff person.

Chair Mortimer said the desire of how to increase the funding for staffing was talked about and mostly looked at the City/County because the FPC doesn't want to fundraise or compete with member organizations. She said now that the economy is coming back there may be opportunities in the following fiscal year and the Food Council could try to develop a plan to have increased funding for staff from the City and County.

Ms. Roy said to have staff is a challenge; Rio Arriba County has a staff person 8 hours a week, but most food policy councils don't have fulltime staff because it is hard to fund.

Mr. McCarty thought the Upstream Grant would work on most of the problems.

c. Reconsideration of Committee Structure

Chair Mortimer said the topic could possibly be folded into the Upstream Grant.

2. Governance Committee

Ms. Hooper said the Governance Committee was viewed as more of a temporary committee put in place to get several things completed and that has been done. She said the responsibility now is to identify effective members and bring them on and that could now be turned over to the Executive Committee.

Chair Mortimer said there is overlap between the Executive and Governance Committees. She said the consideration now is to delete the Governance Committee and policy projects would fall under the Policy Committee and their membership.

Chair Mortimer said as the Upstream Grant is done, a better way to restructure FPC might be decided. The Governance Committee was eliminated with the consent of the Food Council and the Executive Committee would now address the residual work previously done by the Governance Committee.

3. Policy Committee

a. Community Food Assessment

i. Food Plan Methodology

Ms. Paisano said the food assessment is on the FPC website and includes an executive summary, a full version and a full version with appendices. She encouraged members to download the document.

Ms. Paisano said she cleaned up the previous food assessment and updated some of the 2007 statistics. She asked members to review the assessment by January. She wanted to get the document endorsed and approved. Ms. Cohen added that information was pulled from the document that wasn't supporting the outcomes.

The Food Council discussed the approval and getting the item on the City Council agenda. Ms. Cohen suggested the food assessment approval be done over e-mail and Chair Mortimer asked there be a deadline by the end of the year to avoid any delay of the item once on the City Council agenda.

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Ms. Paisano said she reviewed two dozen reports related to the food systems and health reports in New Mexico and the document is complete. She suggested an Assessment Committee meeting be scheduled to review the document as a group and see if the document could be made more useful.

Ms. Cohen said it was suggested at the last Council meeting to look at policies and existing reports. She said she would work on the policy end of that to set up meetings with the County and City and would invite everyone when she had dates.

Ms. Paisano said one meeting is with the Parks Department to talk about policies related to community gardens and the park environment and the meeting has been delayed until the beginning of the year.

Elisabeth Salinas said she works with Santa Fe County in the Planning Division and part of their function is to look at the new County Land Development Code that would have bearing on agriculture production. She said a meeting is scheduled December 31 from 2-3 p.m. to walk through the relevant County policies that affect new food systems.

Ms. Paisano said her next step is to write the demographic piece and bring in a draft in January. She said she would travel with Tanya from Farm to Table and work on a new food policy council and offer her input. She said it would be a great way to build a partnership and network and glean information about innovative approaches to structure.

Mr. McCarty said Home Grown New Mexico would be a good partner at the Parks meeting because of their success with the City park system. Ms. Salinas offered to recommend staff from the County Open Space.

Ms. Paisano said she is happy to support the work of the New Mexico Food and Agriculture policy when appropriate and thought representation there is a critical step.

Ms. Paisano said she has developed a Facebook page and would send the link. She asked members to go to the page and "like it." She said the page could be used as a resource and would be updated daily. Members could e-mail events to her or be "managers" and post events directly.

Chair Mortimer suggested the page be linked to the Sustainable Santa Fe Facebook page.

- b. Food Production and Land Use
 - i. County Sustainable Land Development Code

Ms. Cohen said it was discussed that Ms. Salinas could go through the Code to look at specific sections and how that relates to the white paper. She said also talked about what policies currently are in place and that would also be worked on at the meeting.

Ms. Salinas said she would look at the relevant sections and comments from the public and people in the County on issues of food access and food production areas. She would put that in a document and send to Ms. Cohen.

Mr. Warshawer asked about the process and how a person could raise an idea, issue or initiative with the committee. Chair Mortimer replied that Mr. Warshawer was the chair of the committee but the committee had been dormant.

c. The Healthy Kids -- Healthy Economy Legislative Follow-Up

Chair Mortimer said legislation has been approved by the City and folded into the legislative priorities for the year.

Ms. Roy said the County chose this as their number one policy to take to the legislature, outside of the County's needs. She acknowledged Chair Mortimer for driving the legislation.

Ms. Roy acknowledged Ms. Paisano's attendance at the Legislative Education Study Committee representing the Santa Fe Food Policy Council and at a subcommittee on food service structures and buying local.

She said presentations on the issue were made at the state level to the Legislative Finance Committee, Health and Human Services Committee, the Education Study Committee and the Water and Natural Resources Committee.

Ms. Roy said Representative Gonzales was interested in the same bill for funding for school gardens and she would work with him to put that together.

Ms. Roy invited everyone to Food and Farm Day that would represent a way to help other community members and policy members on the variety of food and farming initiatives on January 21 at the State Legislature. She said a proclamation would be presented about the work on the Senate and House floor.

A School Nutrition Day would be held on February 6 that is closely tied to Healthy Kids/Healthy Economy Initiative educating policy members around the issues.

Mr. McCarty asked if info-table opportunities were available.

Ms. Roy replied yes for both; the Food and Farm Day would be broader and have six tables.

Ms. Roy said tracking sheets and action alerts would be done once things come to the committee and she would send a list of school districts that purchased New Mexico grown produce last year showing the number of school children that participated, how much and what kind of produce and a map with school districts. She said 53 out of 89 school districts purchased New Mexico homegrown.

e. Procurement- (Revised Agenda Order)

Ms. Roy said she is working with Santa Fe County to get local produce into the senior centers for the City/County. The Northern New Mexico Economic Development Corporation received a grant to hire a nutritionist for the area Agency on Aging to work with senior centers on menu plans. Menus would be planned for six months to give more opportunity for local produce to be used and a meeting is planned in January.

Ms. Paisano said her role is to glean information in terms of outcome and incorporate that into the food plan. She said it is an opportunity to do nutritional planning and learn about how procurement works from others.

d. Upstream Grant

Ms. Chenetta Martin said the Santa Fe Community Foundation has a new program called Upstream Grant. The focus is to help create systems change with people doing collaborative work, such as the Santa Fe Food Policy Council, Communities for Clean Water and the Santa Fe Youth Collaborative. She said this is a two-year process with \$10,000 awarded to each group per year for up to two years and an additional resource pool would be shared by all grantees for things such as program related expenses, measuring impact etc.

She said the goals in the proposal have three or four key areas; organizational development, education and training; the Upstream work is focused around systems focus, program planning and staff organization around the implementation of the food plan; and issue identification through community and stakeholder engagement and outreach strategies.

Ms. Martin said all relate to the framework related to the Upstream Grant Program; how they affect public policy; increasing awareness; creating infrastructures; the kinds of strategic alliances emerging; creating public will; legislative actions being forged; community vocalization; coalition building, etc. The key audiences are general public, nonprofit leaders, opinion shapers, community stakeholders, and the actual decision makers.

The Grant date started November 1 with a meeting November 15th and goes through October 31, 2014.

Ms. Martin said when they get to the measurement part; one group would be taken through the C-CAT (Core Capacity Assessment Tool) that maps out the management, adaptive and technical capacities and the organizational culture and how all of that merges.

She congratulated the Food Policy Council on their award.

f. Education and Outreach- Not Discussed

g. Federal

i. Farm Bill

Ms. Roy said the hope is to fold the Farm Bill into the budget and only a few days to do that.

I. ITEMS FROM THE CHAIR- There was none

J. ITEMS FROM THE COUNCIL

Chair Mortimer said they want to make sure they get cultural competency on the training.

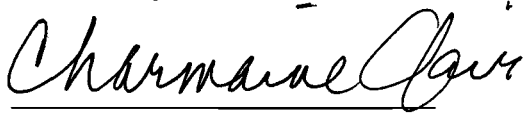
K. ADJOURNMENT & NEXT MEETING: January 24, 2013

Having no further business to discuss the meeting adjourned at 10:47 a.m.

Approved by:

Katherine Mortimer, Chair

Submitted by:



Charmaine Clair, Stenographer