



# Agenda



Santa Fe City and County  
Advisory Council on Food Policy  
Thursday, September 27, 2012  
9:00 to 10:30  
Angel Depot Conference Room  
1222 Siler Road, Santa Fe, NM

CITY CLERK'S OFFICE

DATE 9-19-12 TIME 10:01am

SERVED BY Katherine Martinez

RECEIVED BY [Signature]

- A. CALL TO ORDER
- B. ROLL CALL
- C. APPROVAL OF AGENDA
- D. APPROVAL OF MINUTES – August 23, 2012
- E. COMMUNICATIONS FROM THE FLOOR
- F. PRESENTATIONS/TRAININGS
- G. STAFF COMMUNICATIONS
- H. INITIATIVES AND ACTIONS
  - 1. Southwest Area Planning Initiatives – Draft City legislation on food deserts (C. Dominguez)
  - 2. Rancho Valle Farmland Preservation Project in La Puebla update (S. Noss & S. Baca)
  - 3. The Healthy Kids -- Healthy Economy Resolution (P. Roy)
  - 4. Food Day- October 24, 2012 (L. Walters)
  - 5. Executive Committee
    - a. Financial Update
    - b. Presentations and Trainings Criteria and Calendar
  - 6. Governance Committee
    - a. Conflict of Interest Policy
  - 7. Policy Committee
    - a. Assessment
    - b. Food Production and Land Use
      - i. County Sustainable Growth Management Code
    - c. Procurement
    - d. Education and Outreach
    - e. Federal
      - i. Farm Bill
- I. ITEMS FROM THE CHAIR
- J. ITEMS FROM THE COUNCIL
- K. ADJOURNMENT

Next Meeting: October 25, 2012

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ADVISORY COUNCIL ON FOOD POLICY  
THURSDAY, SEPTEMBER 27, 2012**

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e. Federal		
i. Farm Bill	Previously Discussed	10
I. ITEMS FROM THE CHAIR	None	10
J. ITEMS FROM THE COUNCIL	Discussed	10
K. ADJOURNMENT & Next Meeting	October 25, 2012      Adjourned 10:29 a.m.	10

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

**THURSDAY, SEPTEMBER 27, 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 lack of quorum as follows:

**Members Present**

Katherine Mortimer, Chair  
Bianca Sopoci-Belknap (arrived later)  
Sherry Hooper  
Martin Vigil  
Lynn Walters  
Steve Warshawer

**Members Absent**

Emigdio Ballon  
Maria Bustamante-Bernal  
Tony McCarty (excused)  
Pamela Roy (excused)  
Susan Perry (excused)  
Mark Winne (excused)

**Staff Present**

Rubina Cohen

**Others Present**

Matthew Ruybal, Constituent Liaison, Congressman Ben Ray Lujan  
Rebecca Montoya, Field Representative, Senator Jeff Bingaman's office  
Jane Steinberg, Slow Food Santa Fe  
Charmaine Clair, Stenographer

Due to a lack of quorum the Agenda and Minutes were not approved.

**C. APPROVAL OF AGENDA**

**D. APPROVAL OF MINUTES –August 2012**

## **E. COMMUNICATIONS FROM THE FLOOR**

Ms. Hooper said she was pleased to have two guests that would provide information about the Farm Bill. She introduced Matt Ruybal with Congressman Lujan's office and Rebecca Montoya with Senator Bingaman's office.

Ms. Jane Steinberg said she is with Slow Food Santa Fe and had been told about FPC by Mr. Baca.

## **F. PRESENTATIONS/TRAINING**

Matthew Ruybal, liaison for Congressman Ben Ray Lujan, said speaking from the House, the Farm Bill hasn't come up for vote. He said Congressman Lujan was very upset that Congress broke for fall break without voting on the bill. Congressman Lujan and some congressional colleagues have asked members to return to session for a vote but there has been no word and Congressman Lujan's office is monitoring that and will push for a vote once session returns in early November.

Mr. Ruybal said his concern is that some of the programs will expire and the provisions of the Food Stamp program and the hope is that Congress will pass the bill before that happens.

Ms. Montoya thanked the FPC for the opportunity to be there. She said Senator Bingaman has supported the Farm Bill throughout and the bill passed the Senate on June 21 with a 64 to 35 vote.

Ms. Montoya explained that the five year bill reforms a number of the existing crops and subsidy programs and continued support for New Mexico's three billion-dollar agricultural industry, soil and water conservation efforts, rural economic development and disaster assistance, bio energy and critical food and nutrition programs. Both Senator Bingaman and Udall voted for the bill.

She said there is about \$775 billion over ten years for domestic nutrition assistance programs; primarily the Supplemental Nutrition Assistance Program (SNAP) that was extended to 2017. The Senior Farmer's Market Nutrition Program was extended with no policy changes and New Mexico received \$331,000 last year for the program. She passed out copies of things in the bill she thought the Food Council would be most interested in.

Ms. Montoya offered to e-mail information to the Chair who could disseminate the information.

Ms. Noss said the State received \$46,000 in stimulus money aimed at farmers markets to provide matching incentives to the food stamp community and get people back to farmers markets. She said this was a big concept that was very successful to get the food stamp community to come back to the farmers markets. She said it was hard to get people to come back after the paper coupons were discontinued seven or eight years ago.

Ms. Hooper said as the director of the food bank that serves most of northern New Mexico she wanted to share her concern about cuts to SNAP. She said if cuts happen she isn't sure food banks in the State could pick up the slack and she is really concerned about any cut to SNAP at a time of high unemployment and poor economy.

Ms. Montoya said she has met with the food banks and the Senators are very aware of the issue. She thanked Ms. Hooper for bringing the issue to their attention.

Chair Mortimer thanked the representatives and said she would be sure the information is distributed. She said one function of the FPC is to be a method of communication, with the knowledge to be a conduit with a lot of different people involved with food in various ways throughout the community and the region.

Chair Mortimer said the Food Policy Council is the City and County policy council and their role is one of determining policy and communication with people in government, not just people but food banks, farmers and everywhere along the food chain.

Mr. Ruybal said he works in the Santa Fe office and members who have questions could call him.

#### **G. STAFF COMMUNICATIONS**

Ms. Cohen said other people are in attendance and she asked Councilor Carmichael Dominguez to introduce himself. He said he represents district three, primarily the South and Southwest side of the community.

Ms. Caitlyn Saiz(?) said she works with Chair Mortimer through Earth Care AmeriCorps and was there to observe.

Elena Paisano said she works with Ms. Cohen on the Santa Fe Food Policy Council as AmeriCorps and is researching the food plan. She has been working to finalize the Community Food Assessment (CFA) and would develop methodology. She said she is moving forward on the food plan and looked forward to working with everyone.

Ms. Cohen said she and Ms. Paisano are working on the CFA. She said an executive summary was put together with Ms. Walters help and has been forwarded to the Food Council members. She said Ms. Paisano would put together a better layout of the assessment and also the final executive summary. She said she would e-mail the latest version to members.

Ms. Cohen said a grant was submitted on Monday to the Santa Fe Community Foundation for a new grant called Upstream. She thought the FPC has a good chance and FPC fits within the criteria and has a compelling reason to build the Council's capacity and collaborative work.

She said the McCune grant would be submitted in the next couple of days. Also she has been doing research in areas thought missing in the CFA and updating the latest senior statistics, hunger issues and new poverty data.

Ms. Paisano said she hoped to finalize the CFA in the next week and has started to develop an outline methodology. She is working on a format that is clear, concise and holds people accountable and readjusts how the food plan is looked at and makes good use of time and is a two way street of sharing resources.

She said she looked forward to gleaning information from the FPC members. Part of the goal is to meet with each of them in their organizations and observe firsthand and meet people they serve. She said the methodology would be ready by the next month's meeting for the members' approval. She is open to input.

#### **H. INITIATIVES and ACTIONS**

1. Southwest Area Planning Initiatives – Draft City legislation on food deserts- C. Dominguez

Councilor Dominguez first thanked everyone for the opportunity to attend and said the FPC is doing good work. He thanked the Congressional delegation for all of their efforts. He said as an elected official you want to improve quality of life for people; and that means something different to different people.

He said the principles he has embraced are that the community has to have five components; a place to live, shop, recreate, learn and work. He said the Southwest sector of the community has a lot of work to be done. He developed a theme called Healthy Communities and the overarching theme would be used to propose a high quality of life for constituents.

Councilor Dominguez said a resolution adopted a few years ago asked Staff to collect data and reach out to the communities for information, disseminate data and develop legislation that would accomplish their goals. He said Chair Mortimer has been a big part of that.

He said there are seven areas to the theme: business or economic development; parks and recreation; alcohol policies; safe streets; healthcare access; lifelong learning and healthy foods. He would primarily talk about healthy foods today.

Councilor Dominguez said about 20,000 people live in a four and a half square mile area of primarily minorities and young (48% under the age of 18.) The largest public schools are in the Southwest area and the median income is lower than the rest of the community and people in this demographic are at risk for childhood obesity and diabetes, etc.

He said the first proposed legislation is the overlay zone that has three components; 1) introduce architectural integrity into the area similar to the historic district but not as restrictive, such as making sure the streets are walk-able 2) different landscaping requirements such as building setbacks and 3) the introduction of color into the area. He said he believes that the built environment has a lot to do with not only quality of life, but things like education and student achievement etc.

He said secondly, they would restrict alcohol sales or activity. There is an abundance of vacant land in the area and he wants to get ahead of the trend so there isn't a saturation of alcohol outlets. Advertisements, the sale of miniature alcohol and convenience stores for example, would be restricted and alcohol stores would have a separate location for alcohol sales as advocated by the Underage Drinking and Prevention Alliance because that has been shown to reduce the level of underage drinking.

Councilor Dominguez said the fourth component is density. To avoid saturation of liquor sales the liquor establishments would be allowed per the number of residents.

Councilor Dominguez said the last item is healthy food zones and providing people with options to avoid the saturation of fast food restaurants. He said he talked with the community about healthy foods and was told people want grocery stores that provide good options and to restrict the number of fast food restaurants. The community also mentioned farmers markets, community gardens and a number of things with a healthy food option.

Councilor Dominguez said he planned to propose legislation around healthy foods such as providing incentives to a grocery store if the store has a healthy food floor plan, etc. He said he would be working on the project for at least the next 18 months.

Ms. Walters thanked Councilor Dominguez for his work and commitment. She offered her support in anything she could do that supported his efforts and thought the issue really important. She was glad to hear about the incentives for grocery stores. She said that would be a good addition to the community and the farmers markets and community gardens also are important, but she thought would be a slower process.

Councilor Dominguez said an interesting thing he keeps coming across is the balance between affordability and accessibility. He said he hears repeatedly that people can't afford healthier food and is no secret that is why the fast food businesses thrive in the community.

Mr. Warshawer thanked Councilor Dominguez for bringing the issue to the Food Council and said it is an ambitious initiative that would take a lot of support. He said he is concerned because when government enters the business of giving people a better quality of life that creates challenges between the public and private sector. He suggested an advisory council or role for private enterprise would be helpful for the initiative to be perceived as economic development and job creation and could provide feedback on incentives and economic modeling that would stimulate private investment.

Mr. Warshawer said years ago he farmed on Airport Road out of a ditch. He suggested looking at the land use and the possibility of a strong urban agricultural component as part of the vacant land management plan to change the dynamic about the visibility of fresh produce.

He said the affordability of healthy food comes down to arguing what is healthy and rather than emphasize the word organic; a word that sent patrons to the doors; fresh food is the way to emphasize the health value. He said let the product and marketplace deliver the best quality the customer could afford.

Councilor Dominguez agreed. He said he would take the land use management plan into consideration. He said the Southwest Area Merchants Association is looking at a lot of the initiative.

Ms. Noss said she also supports what Councilor Dominguez is doing. She agreed with Mr. Warshawer that the more the initiative could move from being a Band-Aid and a control issue on the part of government, to being about economic development and health initiatives, the better. She said key is education around the concept.

She said the Community Foundation recently showed a film called The Weight of the Nation, which talks about the food aspect Councilor Dominguez wants to implement. She encouraged him to hook up with the Foundation to do public showings of the film because it would help for people to be educated on why this is being done and not feel "like Mayor Bloomberg telling people not to drink soda."

Ms. Hooper asked if the Food Council could do anything to help.

Councilor Dominguez said the Food Council's feedback is valuable; he hasn't yet had discussions at the committee levels.

Councilor Dominguez said part of the initiative is to build the sector of the community who are disengaged. The first phase hired a consultant that talked with people in their living rooms and the second phase had more open discussion and the seven themes came from that. He said for the third phase he wanted policy discussions with committee members and that wasn't as well received and he would continue to try to get the community engaged.

Chair Mortimer said they felt the second phase especially, was successful; half the people in the meeting spoke Spanish as their primary language and half spoke English. She said people hearing each other realized that neighbors they don't communicate with because of the different cultural worlds, had the same concerns about food; their kids access to fresh food and struggles with weight and health. She said the perception was they wouldn't feel the same.

Ms. Sopoci-Belknap asked if the third phase had direct follow-up with the people who contributed input asking them to attend and make suggestions on policy; or if the target was a different group.

Councilor Dominguez said the consultant was asked to contact them and ask them to attend.

Ms. Sopoci-Belknap asked what the process is to get people to participate to build community and get their help with the outreach and educational process and take ownership over policy initiatives that emerge.

Councilor Dominguez said primarily now it is the Merchants Association and school district. The three major players are the municipality, the healthcare industry and the public schools. He said Shelly Man-Lev from the Wellness Program was involved but there wasn't a lot of interest at the board level, which at the time was going through transition. He said he would reach out to the new superintendent and continue to work with the board.

Councilor Dominguez said with the healthcare industry it is such a huge dilemma that it was difficult for them to come on board but out of the process the need for a hospital for the community came up. Ms. Noss offered a contact that could help with that opportunity.

Chair Mortimer said one interesting idea was to develop the capacity for low level healthcare within the community and train people to take blood pressure, etc. and help monitor illness and respond at a first level to emergencies. The community college said they could develop classes and certify people for certain things. She said the City could encourage that but couldn't have a direct role.

Ms. Paisano said her work aligns with what Councilor Dominguez is doing. She volunteered to participate in his community building efforts and meetings and help with research.

Chair Mortimer thanked Councilor Dominguez. She said he could get on the agenda when endorsement or input is needed or for feedback from the group on drafts, etc.

## 2. Rancho Valle Farmland Preservation Project in La Puebla update -S. Noss/ S. Chair Baca

Ms. Noss, the director of the Farmer's Market Institute said she and Sam Baca sought the Food Policy Council's help a couple of months ago in encouraging the County to provide matching funds toward their project. She explained the Federal Farm Ranchland Protection Program has funding to help landowners put their land in conservation easements but requires a 25% match and the State doesn't match.

She thanked the Food Council for their endorsement to the County for the match toward the property in La Puebla. The concept was approved and funding would probably come about in the fall.

Ms. Noss said the landowner; the Institute and the New Mexico Land Conservancy had a pre-appraisal done to see if an easement and agricultural restrictions would help lower costs of the market value of the property.



Ms. Noss said before the conservation the 21 acres fair market value appraisal was \$990,000 and after the easement (including agricultural restrictions) the value was lowered to \$156,000. She said the challenge now is to finalize the agricultural restrictions.

She said the issue is to figure crop yield and having a farmer live on the property and issues around climate change and natural disasters that could impact the ability to produce food was discussed. She said currently the reselling provision is being worked on and what happens when a farmer moves off the property and guidelines to get another farmer on the property.

Ms. Noss said Equity Trust, a nonprofit in the East is being consulted and the Institute raised about \$20,000 toward legal efforts to put agricultural mandates together. At this point the question is whether the landowner would sell the land directly to a farmer or the Institute would purchase the land and sell to a farmer.

She said the next task is to finalize the agricultural mandate and then determine the process that farmers would come onto the land. She welcomed the Food Council's feedback from members familiar with agriculture.

Mr. Warshawer said he doesn't agree the price is a serviceable price for a farmer. He said basically at \$10,000 an acre, he doesn't know any farmers who could pay that. He pointed out the owners would obtain a property valued at \$209,000 of the \$990,000 and be paid \$260,000 and would be left with a proposed sale price of \$156,000.

Ms. Noss agreed and added another aspect is a state tax credit would be received that could also be sold.

Mr. Warshawer said by developing a farm plan with a scenario A, B, C which includes homes, outbuildings, wells, and all infrastructure necessary to operate a farm as a business, they could look at whether \$156,000 is realistic and if additional capital would be needed. He said that is as important as the agricultural mandate to determine whether the public sector investment of \$260,000 should happen.

Mr. Warshawer said he wants to develop a bona fide business plan and farm development that shows different scenarios for the actual costs to be a living farm and support a family etc. He said he was looking for \$3,000 an acre for usable land and a residential lot value would be a little higher; and it should be broken into pieces. He said the assumption is the number is really low but has to be flushed out to determine if low enough. He offered to comment electronically on the agricultural mandate.

Ms. Cohen asked Ms. Noss to e-mail the mandate to her and she would distribute.

Mr. Sam Baca added that the State tax credit value is \$182,000 and has about 80% cash value.

Ms. Sopoci-Belknap asked if a farmer wouldn't need to use the land to get loans; would the value still be retained to leverage loans, etc.

Mr. Warshawer said part of why he asked for a real business plan is because most of agriculture is built by leveraging the development value of the properties.

Ms. Sopoci-Belknap said that seems to make it possible for a farmer to get land; but in terms of maintaining and making sustainable for the farmer's family in the long run, seems to dis-incentivize because the value of the land is reduced.

Mr. Warshawer said the current way to leverage development value is unhealthy and unsustainable and this process invites a more sustainable model. He said the question Ms. Sopoci-Belknap raises says let's address those hurdles as part of the design process instead of leaving the issue for someone down the road.

Mr. Vigil asked the impact on irrigation issues or other farmers in the area.

Ms. Noss said the current owners are irrigating and are up to date on ditch rights but as the climate changes the ditches might dry up. She said surface rights might need to be transferred to a supplemental well for irrigation when the ditch isn't running. She said they are talking to the State Engineers Office about other wells that exist in the area and the impact, etc.

Mr. Vigil said he would like some of that included in the mandate since there is more frequency of communities with wells that dry up at certain times of the year.

Chair Mortimer thanked Ms. Noss and Mr. Baca for the update. She said the FPC would be happy to help with feedback or distribution.

Mr. Warshawer said he wanted to send a copy of his feedback to Matthew Ruybal as well as Ms. Cohen.

### 3. The Healthy Kids – Healthy Economy Resolution - P. Roy

Ms. Walters said everyone received the information and this has been to the State legislature before and is a request for FPC support of the resolution. The resolution would fund locally grown produce in schools for snacks and also supports local farming and children getting more fruits and vegetables.

Chair Mortimer asked if it made sense for the Food Council in addition to endorsing, to develop resolutions for the City and County to endorse. She suggested the FPC draft that and format as resolutions.

Ms. Cohen asked if action could be taken by e-mail to approve the Healthy Kids Initiative and have staff work on resolutions to submit to the City and County; or do we have to approve the actual resolutions.

Chair Mortimer said it would be good to have a draft and they would have any edits made by each committee. She asked the timing. She said the Food Council could endorse but would take longer to do the City and County.

Ms. Cohen said Ms. Roy mentioned she wanted to move quickly to get resolutions in front of the City and County at their next meetings. Ms. Cohen said she would contact Ms. Roy to see if she has a draft of the resolution.

Chair Mortimer asked Mr. Vigil about running the resolution through the County. Mr. Vigil replied he hasn't heard about a County replacement for Mr. Sill.

Ms. Cohen said she has been told each time she inquires that she would meet with Mr. Sill who has something in the works. She offered to contact the County Manager about that. Chair Mortimer suggested Ms. Cohen take someone from the Committee with her.

#### 4. Food Day- October 24, 2012- L. Walters

Ms. Cohen said the last time the Food Council talked about a press release and highlighting the introduction of the Community Food Assessment and the food plan specifically, and what the different food organizations in town were doing.

Ms. Jane Steinberg with Slow Food Santa Fe said members of the executive committee at Slow Foods each have a different complementary interest and hers is policy and government. She said Sam Baca invited her to the meeting and her group is organizing a table at the Farmer's Market for the October 20 Food Day. She wants to bring the various food groups together and thought the support of the Farmer's Market essential. She wants to have information on the table of any organization having to do with healthy, quality food, including programs.

She provided her phone number and e-mail address (macrojane@hotmail.) She said she was participating as a community member not as part of the organization.

Ms. Cohen said she would be in touch and asked Ms. Steinberg to send an e-mail with the information and she would distribute that to the Food Council members.

Ms. Walters added that individual events were asked to list on the national website to make a good showing for food and Food Day. She said she would hope that FPC would do a press release and she encouraged everyone with something to share to participate because this would bring awareness to the effort.

#### 5. Executive Committee

a. Financial Update- No update

b. Presentations and Trainings Criteria and Calendar

Chair Mortimer said Gale Herling is coming in November and FPC is looking for other people that the Food Council might want to hear from. Ms. Cohen added they are waiting to hear from Tony on the application process. Chair Mortimer asked members to think about people to do presentations.

#### 6. Governance Committee

A. Conflict of Interest Policy -not discussed

#### 7. Policy Committee

a. Assessment-not discussed

b. Food Production and Land Use

ii. County Sustainable Growth Management Code

Chair Mortimer said the County Sustainable Growth Management Code is out. Ms. Cohen added that she and Mr. Warshawer have been reading the code and Mr. Warshawer has notes. She would forward them to everyone. She said there would probably be a follow-up meeting with the County staff.

8. Procurement- Not discussed

- c. Education and Outreach
- d. Federal
  - i. Farm Bill – Previously discussed

I. **ITEMS FROM THE CHAIR** - There was none.

J. **ITEMS FROM THE COUNCIL-**

Ms. Sopoci-Belknap said she is stepping off of the Food Policy Council. She said the work is very important and it is important to have people who attend regularly and are active. She said that has been a frustration for her with the Food Council.

She said she is not as reliable, given her little one and would like her seat to be filled by someone who could be present and put in the hours.

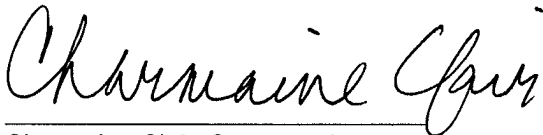
K. **ADJOURNMENT & NEXT MEETING: October 23, 2012**

*Having no further business to discuss the meeting was adjourned at 10:29 a.m.*

Approved by:

\_\_\_\_\_  
Katherine Mortimer, Chair

Submitted by:



\_\_\_\_\_  
Charmaine Clair, Stenographer