



Agenda



Santa Fe City and County
Advisory Council on Food Policy
Thursday, March 22, 2012
9:00 to 10:30
Angel Depot Conference Room
1222 Siler Road, Santa Fe, NM

CITY CLERK'S OFFICE
DATE 3-15-12 TIME 8:13 AM
PREPARED BY Katherine Hedges
[Signature]

- A. CALL TO ORDER
- B. ROLL CALL
- C. APPROVAL OF AGENDA
- D. APPROVAL OF MINUTES – February 23, 2012
- E. COMMUNICATIONS FROM THE FLOOR
- F. PRESENTATIONS/TRAININGS
 - 1. Ethics Training (Susan Perry)
- G. STAFF COMMUNICATIONS
- H. INITIATIVES AND ACTIONS
 - 1. Review of work priorities relative to mission
 - 2. Executive Committee
 - a. Budget Approval
 - b. Presentations and Trainings Criteria and Calendar
 - 3. Governance Committee
 - a. Council Manual
 - b. Coordinator work coverage plan
 - 4. Policy Committee
 - a. Assessment
 - b. Food Production and Land Use
 - c. Procurement
 - d. Education and Outreach
 - e. Federal
- I. ITEMS FROM THE CHAIR
- J. ITEMS FROM THE COUNCIL
- K. ADJOURNMENT

Next Meeting: April 26, 2012

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SANTA FE CITY AND COUNTY
ADVISORY COUNCIL ON FOOD POLICY
THURSDAY, MARCH 22, 2012**

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

THURSDAY, MARCH 22, 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
Bianca Sopoci-Belknap
Sherry Hooper
Tony McCarty
Pamela Roy
Susan Perry
Duncan Sill
Maria Bustamante-Bernal
Lynn Walters
Steve Warshawer (arrived later)

Members Absent

Mark Winne (excused)

Staff Present

Marcus Grignon, AmeriCorps

Others Present

Charmaine Clair, Stenographer

C. APPROVAL OF AGENDA

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

Mr. Warshawer entered the meeting at this time.

D. APPROVAL OF MINUTES – February 23, 2012

Page 3, seventh paragraph "*Ms. Hooper asked who attended the training*" -training referred to the Food Safety Incident Management Training by the Southwest Food Safety Defense Center/NMSU.

Same page fourth paragraph, "Mr. Dictson said they are *intentional*, accidental and wildfires" should be "they are international, not intentional.

In the following instances Mr. Warshawer not Mr. Shepherd was speaking:

Page 8, seventh paragraph, "Mr. Warshawer asked if they need to make a splash to move our work forward."

Same page, 12 paragraph, "Mr. Warshawer expressed concern that we're understaffed in general and the Council needs to address the understaffing first."

Page 9, fifth paragraph, "Mr. Warshawer said we need a balance between defense and offense."

Ms. Sopoci-Belknap moved to approve the minutes of February 23, 2012 as amended. Ms. Perry seconded the motion and it passed by unanimous voice vote.

E. COMMUNICATIONS FROM THE FLOOR

Ms. Hooper told Mr. Grignon that he left the last meeting before the Committee discussed the work he has done. She said they wanted to acknowledge his work and thank him for his work he on the City reports.

F. PRESENTATIONS/TRAINING

1. Ethics Training (Susan Perry)

Ms. Perry said she would talk globally about the concept and specifically how ethics relate to the Food Policy Council and committees.

Ms. Perry said she has a PhD in Counseling Psychology and is a State licensed LPCC. She said Behavioral Health in New Mexico requires a license renewal every two years and 6 CEUs (continuing educational units) in Ethics and is the only State to require that.

Ms. Perry explained that morals and ethics are used interchangeably and she would point out the definitions. She said morals are beliefs or practices or teaching regarding how people conduct themselves in personal relationships in society and morals could vary. She provided an example of a robber whose personal moral code is that he would only rob banks and would not use a weapon so people wouldn't get hurt.

Ms. Perry said ethics are the set of rules, principles or ways of thinking that guide or claim authority to guide the actions of a particular group. Sometimes it stands for a systemic study of reasoning about how a person should act. Ms. Perry gave the example of the Counseling and Therapy Board in New Mexico rule that requires Behavioral Health professionals to take Ethics every two years.

Ms. Perry said the City of Santa Fe as well as the County, has a Human Resources Policy ethics piece that must be signed off on so people are clear and know the rules of conduct.

Ms. Perry passed out a summary of the Governance Committee Board Manual ethics (Exhibit 1) for FPC members and the attached Conflict of Interest Statement. She said that is the Council member accountability piece that spells out what the ethics are. She liked that the statement is clear and specific and talks about bribes to relatives in a business that could affect decisions.

Ms. Perry said in terms of accountability there are not only the obvious blatant issues but more subtle issues. The document states that "even the appearance of putting one's interest ahead of the Food Policy Council could seriously damage the Food Policy Council's credibility in the community."

She said issues or concerns should be discussed among the Committee in full meetings and should be a consensus of the Committee. The FPC shouldn't assume people know certain things specific to a group; it should be spelled out and if the rules or what is agreed on as a group is not clear, the Committee couldn't expect members to adhere to them.

Ms. Perry said the other part of accountability is that a member should be prepared to speak in public and be able to represent the group in not only a responsible, but informed way.

She said the Financial Disclosure Statement is very specific and separated interests into business; gifts and financial interests; memberships in other boards that could influence a member and disclosing licenses people have so a person's credentials are clear.

Ms. Walters asked if a person works with someone who is part of a farming family and buys products from the family (under \$600 a year) is that something that shouldn't be done or that should be disclosed.

Ms. Perry said she would disclose the information so there is awareness.

Ms. Bustamante-Bernal said she buys thousands of dollars of merchandise for restaurants from people who only farm in a specific way. She asked if that created a conflict of interest.

Chair Mortimer suggested that when in doubt it should be disclosed and members have to draw the line for themselves. She noted that the City Attorney would answer questions for City appointees filling out the forms.

Mr. Warshawer thought it interesting the difference in how business interests are treated and nonprofits are treated. He said a person doesn't own a nonprofit in the way they own a business but their influence as a managing partner could create the same kind of conflict of interest.

He said as nonprofits behave more like a business, he wondered if there should be a similar declaration of a person's status in the nonprofit that does business or has a role with the City or County government.

Mr. Sill said that has been an issue and should be addressed. He said the rule of thumb is that if a personal benefit could be received it should be disclosed so there is never a situation that has to be explained later.

Ms. Perry thought it appropriate for Food Council members to say something to help each other be accountable. They could kindly explain to someone that they shouldn't be involved because it would look like a personal gain.

Mr. Warshawer said there should be accountability of nonprofits in the same way. He said there are all kinds of reasons to look at nonprofits in the same way as businesses.

Chair Mortimer said nonprofits are businesses and this is about *all* businesses and this would apply.

Ms. Hooper said the County's Conflict of Interest Statement was used and would be included in the manual and the code of ethics would be from the City. She said the form wasn't the FPC's to change.

Mr. Warshawer said this is to raise their practices and what he complained about belonged in the Food Policy Council accountability section to ensure that comparable information is received from all business interests whether nonprofit or for-profit. He said the nexus of the issue is around paid leadership and management in those organizations.

Ms. Hooper said the Food Council could draft their own Conflict of Interest Statement. Mr. Warshawer offered to help.

Mr. Sill said he could take the group's recommendations to the Human Resources to see if it could be amended. The Conflict of Interest statement has to be renewed every year and is an opportunity to change things.

Ms. Perry said the new ethics policy from the City is complex and hard to get a sense of. She thought a lot of people signed the policy and don't understand it.

G. STAFF COMMUNICATIONS

Chair Mortimer asked if there was Staff communication in Ms. Cohen's absence.

Ms. Hooper said Ms. Cohen would return on April first and would work a lot from home.

Ms. Roy said she took on most of Ms. Cohen's work and with Ms. Hooper's help on the grant proposal, would report on that later.

Ms. Roy said moving forward the members should think about the role of Staff and a person working from home a lot would create a different approach. She said she would continue to maintain the partnership/supervisor relationship with Mr. Grignon because it was important to have face-to-face communication in their work.

Chair Mortimer said she and Ms. Roy could discuss it if Ms. Roy needed support for that.

H. INITIATIVES AND ACTIONS

1. Review of Work Priorities Relative to Mission

Chair Mortimer said this is her interpretation of a letter that Mr. Winne put together that questions the focus of the Food Policy Council. She said the focus in question was approved last summer by the Food Policy Council.

Ms. Hooper said working on the report to the City and the proposal to the City; they realized they weren't sure what to put in the report for accomplishments. They could show progress but actual accomplishment and an end to projects hadn't been done. The letter was a result of a lot of discussion and the hope was to introduce the idea to everyone and get their thoughts.

Ms. Roy said a lot of progress was made on Assessment and she appreciated the communication and she wanted more communication with the committees and Staff.

She also appreciated that she could determine how Christy Silva could be engaged. She explained Ms. Silva has a public health background and has worked in Assessment.

Ms. Roy said priorities were on their plate that is still embedded in the work and they thought a good goal was an effort about the food plan for the City and County.

She said it would help to take pieces of the work to see what that looked like combined and what the Food Council could do and that would take a lot of effort. She was concerned with a half-time person working on that and said the skill set should be considered as well.

Mr. McCarty asked if New Mexico had a comprehensive food plan to tie into. He was told there isn't one.

Ms. Hooper said other food policy councils around the country have plans that could be looked at. New York has a food work plan with some simple and doable issues as well as issues that would take more time and energy. She envisioned the Food Council could move toward something like that to show accomplishments.

Mr. Warshawer said he wanted to learn enough of what a food plan is to have a good roadmap. He said the great opportunity is with the emergency preparedness and the skills in their extended group like Martin Vigil and Billy Dictson and getting food security into the discussion of food defense, safety and preparedness. He said that is the Food Policy Council's unique piece.

Ms. Walters agreed. She said they should hear what Mr. Grignon has learned as well as the recommendations and that would inform the work going forward.

Chair Mortimer said originally the food assessment was a three year endeavor and is now coming to the close of the third year. The third year is about assessing food capacity (growing production) of the region and that seemed an important factor to understand before a food plan could be developed. She said she assumed at the end of the three stages there would be recommendations that, in a sense would be a food plan. She wasn't sure that would be any different than what they would embark on.

Chair Mortimer said as the Food Council does the analysis they could look at what has enough information to promote policy or suggest a program, etc. She said that was done with the Farm Bill and Procurement etc. and clear and obvious things were recognized as beneficial.

She said the Food Council hadn't identified things to take forward since the Farm Bill and doesn't have as many accomplishments in the last few months.

Mr. Warshawer said this is a strategic and thoughtful recommendation and they might not end the Assessment but could learn how to report and package their work.

He said the middle ground is to consider how to continue the assessment on the production aspect but also report completely on the first two years of Assessment work. That report could be used to launch the food plan process with the understanding that the production piece of Assessment would have to fold in.

Ms. Roy thought some of Mr. Sill's work with the County would inform the Food Council around the food system. She said if the Food Council has another AmeriCorps person, the person's focus and role should be considered. She said Mr. Grignon could enlighten the Food Council from what he has learned.

She said the work isn't finished on the Farm Bill. They have explained their priorities and are now staying on top of how the Bill was moving.

Ms. Roy explained that the white paper was used during the legislative session. Senator Phil Gallegos introduced a bill that would have changed how farmland conservation was viewed and she worked with conservation groups and Commissioner Holian to talk with him. She said Senator Gallegos took the bill off the agenda and said it could be worked on outside of the session.

Ms. Sopoci-Belknap said Ms. London did the first of three stages of Assessment. The first stage looked at health indicators and what they did and didn't know at the County level about the community's health; and the food access points. She said the third stage is the senior needs; specifically senior food programs.

Ms. Sopoci-Belknap said Ms. London generated recommendations from her work with surveys and focus groups and made a presentation but nothing happened. She said now the work is questioned in terms of applicability because some of the health indicators are outdated.

She said as they move into the process of developing a food plan, an immediate need is to generate a substantive report that brings the conclusions together, presents them clearly and is accessible. She said some of the suggestions made by Ms. London had follow up work that needs to happen. She said the food plan would take them into another process that would delay some of the action oriented items.

Ms. Roy said Ms. London and Mr. Grignon's work would be combined in the report and Ms. Silva would remove outdated items and update information. Mr. Grignon added that Ms. London's work on the senior centers would be included as well as the food pantry and information from food stamp offices.

Ms. Walters said the delivery system; how the report identified barriers, resistance and facilitators and what is being done, should be included somewhere.

Ms. Bustamante-Bernal asked if that could be put together with an educational aspect. She said when working with people with established food patterns it is sometimes hard to break the patterns and is mostly true of young children and seniors. She said something could be presented about nutrition and food habits at the senior centers so when the food is introduced there is a higher likelihood the seniors would partake of the food.

Chair Mortimer said as an action item before the analysis, the senior centers could be paired with an educational piece that might help the program be more successful.

Mr. Warshawer said there was an opportunity to grab pieces from Ms. London's report and campaign. He said part of the reason people felt urgency around the Food Council positioning was the public perception that the Food Council doesn't campaign when there is something to say.

Mr. Warshawer said part of the strategic process could be to toot their horn and state what the Food Council has done and wants to have happen. He thought if Ms. London's report was sent to the right place with a list of next steps it would be a deliverable and would change the perception of the Food Council's work.

He said the Food Council wants to cause opportunities not just respond and that would mean to be more aggressive with the results and create the perception instead of responding to urgencies and plan a defense.

Ms. Sopoci-Belknap said part of the dilemma is whether follow up is appropriate for the FPC or if a partner organization should be asked to follow-up because they have programming. She said the Food Council is understaffed and even educational presentations to seniors have a responsibility to report back to the communities where information was gathered. She said part of their role is to know who offers those programs.

Mr. Warshawer agreed with Ms. Sopoci-Belknap that the Food Council shouldn't do follow-up. He said the Council's deliverable is to state what was learned and what they see happening and who would follow up. He said the Food Council's changed structure would help do that better and the committees would be more targeted and focused and was part of the lesson of the first couple of years of building the Food Policy Council.

He said there is a thoughtful, detailed position request from three members. He said the Food Council hasn't followed up and should ask how they should follow-up instead of saying they didn't do enough and needs to accomplish something by the end of the calendar year.

Ms. Roy agreed with Ms. Sopoci-Belknap. She thought it would be good if they saw the pieces they had been doing more collectively and learn from the assessment work by going back to ask what changes could be made and what could be done by the Food Policy Council to change things.

She said there would be a lot of policy work and as Mr. Grignon and Ms. Silva bring the assessment forward the FPC should think about what the campaign should look like.

Chair Mortimer said the FPC would move ahead with this and continue the assessment and in the meantime pull interim reports and action items; some which are policy and some that are partner organization programs.

Mr. Warshawer said he couldn't see a food plan by January, 2013 and the Food Council should be clear what was being asked for by the April meeting and done in the meeting in response.

Chair Mortimer agreed the deadlines were not realistic. She said they don't have a lot of staff time and should use the month of April to pull things together for the May meeting.

Ms. Hooper said staff is an issue. She asked if they could look at bringing additional help in.

Ms. Sopoci-Belknap thought resources should be focused on the presentation of the report. She proposed that some of the allocated assessment money be used for graphics and the compilation. She said a decision-maker should be able to look through the report quickly and get a sense of where the Food Council is.

Ms. Roy asked if the letter could be a concept with dates that shift and the Food Council move forward with this if everyone was comfortable.

Chair Mortimer said they would come up with a revised version by the next meeting. Mr. McCarty suggested it be formed as a proposal rather than a commentary.

2. Executive Committee
 - a. Budget Approval

Ms. Sopoci-Belknap said some of the \$9,000 is needed to pay a person to do the work (on the report.)

Ms. Roy said it should be in Personnel and \$1000 would be put under Assessment to cover the PowerPoint or mapping, etc.

Ms. Roy explained that the previous year the AmeriCorps (\$4000) for Mr. Grignon's position was under Assessment and now is under Contracts/Personnel.

Ms. Sopoci-Belknap clarified that the \$9000 for Assessment was the match and Mr. Grignon's position is \$18,000 and Earth Care covered a lot of that.

She said her proposal was to use the money to pay someone to do the report and publish it. She said the cost would be about \$5000 based on the report published by Sustainable Santa Fe Commission.

Ms. Roy said she would get back with Ms. Silva and Mr. Grignon about their intent. Ms. Sopoci-Belknap asked to be a part of the conversation. Ms. Roy asked if Ms. Cohen could work on the report.

Chair Mortimer said it had to be someone with graphic layout skills and someone has been identified to do the work. Ms. Roy asked for that to be shopped around.

Ms. Sopoci-Belknap said there was no draft of the contents and was hard for someone to say how long it would take to lay out. It would just be a guess at this point.

Mr. Warshawer said it came down to how the Food Council would be identified; by a special event with sustainability awards or a report written for the public as part of an outreach strategy. There isn't money to do both and there is a timeframe to spend the County pledged dollars by a certain time.

Chair Mortimer said the Food Council agreed at the last meeting not to have the award ceremony tied to the end of the fiscal year and to look at that in the fall.

Mr. Warshawer was concerned about consistency and what other committees might need for a project so they wouldn't end up holding the bag because the money was spent. He thought they could benefit from a detailed budget.

Ms. Roy assured Mr. Warshawer a detailed budget wouldn't be a problem.

Chair Mortimer said the County funds have to be spent by the end of the fiscal year and \$4000-\$5000 was identified that would use up the difference. She said they should be sure the money is spent before the deadline.

Mr. McCarty suggested talking to a printer that could help with ideas on consolidation and the binding, etc.

Chair Mortimer said the report could be printed at the City as part of their in-kind.

Ms. Roy reported that the contract with the McCune Charitable Foundation was signed and the \$7500 was in the bank; the County contract was signed and could be billed; and the last money on the City contract was billed and the Simon Foundation money was in the bank.

Ms. Roy said the Santa Fe Community Foundation grant proposal is due the end of the month. Chair Mortimer offered to help.

Ms. Hooper said Ms. Roy put in a lot more hours than anyone on the Council. She suggested the Council consider reimbursing Ms. Roy for her time because she had gone over and beyond. Ms. Sopoci-Belknap agreed.

Ms. Roy said she would provide the amount of time spent and it could be put in Ms. Cohen's timeframe work.

Chair Mortimer added another benefit was that Ms. Roy could be paid out of the County funds so they wouldn't lose it.

Ms. Perry offered to help with grant writing for future grants.

Ms. Perry moved to approve the budget as discussed. Ms. Hooper seconded the motion.

Mr. Warshawer confirmed that the income items proposed were not finalized and that the budget being approved as likely sources of income and based on the achievement of all were *intended* expenses and if the Food Council came up shy, the Food Council would discuss what wasn't done.

The motion was passed by unanimous voice vote.

- b. Presentations and Trainings Criteria and Calendar – Not Discussed
- 3. Governance Committee- Not Discussed
 - a. Council Manual
 - b. Coordinator work coverage plan
- 4. Policy Committee- Not Discussed
 - a. Assessment
 - b. Food Production and Land Use
 - c. Procurement
 - d. Education and Outreach
 - e. Federal

I. ITEMS FROM THE CHAIR

Chair Mortimer said the meeting schedule went out by e-mail and she asked if that should change. She said Mr. Winne could send something if he needed to bring up an issue.

Ms. Sopoci-Belknap said she would advocate that the May meeting be earlier because she wanted to be present and wouldn't be available the end of May.

After a member discussion it was decided that in the April meeting the FPC would look at the May meeting date.

J. ITEMS FROM THE COUNCIL

Ms. Roy introduced Cindy Padilla.

Ms. Padilla said she is the new "old" Environmental Services Division Director for the City of Santa Fe and was happy to be back in New Mexico and working on sustainable programs, especially around food security. She hoped to have ideas and help drive some of the Food Council's ideas through the City and County.

Ms. Padilla said the big thing for aging programs is civic engagement and using seniors in ways that hasn't been tapped. She said this is a great opportunity to use seniors in a lot of the work and she would help drive that.

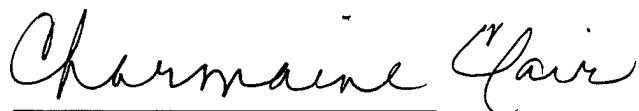
K. ADJOURNMENT & NEXT MEETING: April 26 , 2012

Having no further business to discuss the meeting was adjourned at 10:41:a.m.

Approved by:

Katherine Mortimer, Chair

Submitted by:



Charmaine Clair, Stenographer