



Sonoma County Food System Alliance

DRAFT Results

January 16th, 2013, 2:30PM-5:00PM

Grange Credit Union

	Debora Hammond	√	Jana Hill		Lisa Preschel
	Craig Anderson	√	Trathen Heckman	√	Linda Peterson
	Doug Baretta	√	Wendy Krupnick		Jim Shelton
	Ellen Bauer		Cathy Luellen-Aflague		Susan Stover
√	Phina Borgeson		Lisa Correia	√	Amy Chestnut
	Davin Cardenas		Melissa Minton		Rick Theis
√	Cathryn Couch	√	Tanya Narath		Amanda Bornstein
√	Paula Downing		Jim Canterbury		Marion Deeds
	Suzanne Doyle		Paul Kaiser		Lisa Andresen
	Talmadge Savage		Joe Pozzi	√	Nica Poznanovich
√	Terry Garrett	√	Lynn Silver Chafin		Misti Arias

Guest: Bill Leland

Facilitated by Miriam Volat (miriam@aginnovations.org) and notes by Serena Coltrane-Briscoe, both of Ag Innovations Network.

Action Items

- Review “Hopes and Expectations for 2013” in June or July to check progress.
- Articulate and incorporate the role of the Coordinating Committee in the 2013 Re-design.
- Members should send contact information for new members to Helen. A reminder and deadline will be sent out.
- Bill Leland will put Mary Anne in touch with Miriam to discuss membership.
- Bill Leland needs an official invite letter

Info Share

Cathryn: Ceres is in a conversation with Cradle-to-Career and Social Capital for Youth to embed the Ceres model throughout Sonoma County.

Bill: Micro-enterprise development continues in North County and beyond, and may be incorporated into home-based food production regulations. People are looking forward to this. There is also talk of expanding the Farmers’ Market associated with Friday Night Live.

Trathen: Daily Acts is preparing for the 350 Challenge. Miriam is a new Daily Acts Board Member.

Tanya: A workshop was held last weekend by the California Planning and Conservation League to raise attendees' awareness about current attacks on CEQA. Inefficiencies do need to be addressed, but there is concern that CEQA may be weakened. The Institute will organize a workshop about CEQA in the coming year. Conversations are also taking place at the state level about mitigation for ag land due to impacts from high speed rail. Miriam noted that Alliances in San Mateo and Santa Clara have both worked on ag land mitigation.

Terry: A new website is launching in 2 weeks. Both Mendocino and Marin Counties have now licensed all food-related logos for Go Local. A fiscal sponsor has been found for Mendocino's efforts. Three out of the five counties are now doing branding around locally produced goods.

Amy: Was recently elected to the Board of California Council of Land Trusts (CCLT) and will be able to address CEQA issues at this level.

Wendy: The North Coast Chapter of CAFF held their annual meeting last night with 45-50 people in attendance. Many were new people and young farmers. Karen Giovannini, ombudsperson, spoke and has been helping people with regulations. CAFF will be hiring 3 fulltime CAFF staff people in Sonoma County now!! Terry Harrison will launch an Ag and Climate Committee this year. A Community Garden Network meeting will be held on February 2, 2013 at Spring Hills Church in Santa Rosa: <http://www.communitygardensonoma.org>. Grow Kitchen (<http://www.growkitchen.com/>) in Sebastopol has a tasting event this Saturday. They are educating people about the taste of local in an experiential way.

Nica: Community Market is anticipated to open at the Barlow in May.

Phina: The Interfaith Sustainable Food Collaborative will have a launch event in March for interested religious organizations. Contact Phina for more information. In her role as a representative of the Episcopal Church, she has found that people are discouraged about the implementation of AB 1616 (Cottage Food Law) in Sonoma County as it seems more difficult to implement here than other counties.

Linda: The North Coast Regional Food System Network (<http://ncrfsn.wordpress.com/>) is hosting a Farmer's Convergence in Mendocino on March 1 in Redwood Valley. The event is free, and producers are especially invited. Merilee Olsen of Preserve Sonoma needs a 6000 square foot space; also funding, a business partner, etc.

Lynn: The County received federal funding for many food issues and chronic disease prevention. Work is underway with UCCE, promoting tap water consumption, public procurement guidelines, discouraging consumption of sugary drinks, Cal Fresh and farmers' markets. Healthy Kids for Sonoma County is expanding enrollment in Cal Fresh.

Jana: The Community Transformation Grant (CTG) contract is getting finalized. Jana can pull together overview. There are big hires organizationally. In Farm-to-School, CAFF got funding through 3 sources for a coordinator. They will be getting beets from Tierra Vegetable into 50 classrooms. The County is looking for a nutritionist for procurement and wellness.

Paula: The Cottage Foods Law could overwhelm farmers' markets as more people need a venue to sell their products. One option would be to restart Sonoma Direct. Paula is working to organize a farmers' market in Railroad Square. She has attended many meetings recently and discovered that many people don't know everything that's going on. Could the Alliance serve an information-sharing role, perhaps through a quarterly newsletter?

Alliance Business

Miriam gave an update on the Fresno Food System Alliance. The Fresno Food System Summit is taking place in the form of an Urban Rural Roundtable (URR), co-hosted by the mayor of Fresno, Board of Supervisors, and the Alliance. Gavin Newsome is providing coaching to the mayor based on his experience hosting the first URR in San Francisco, which led to the Food Declaration. The Sonoma Action Plan was shown to all Alliance members as an example of what it might feel and look like.

2013 Planning & Design Review

Hopes and Expectations for 2013

- Economic vitality
 - Get all players together.
 - Act as an amplifier: tell people what's going on and reach the people who don't know what's going on (the consuming public/mainstream folks going through their day).
 - Create a seismic shift in the farming community so that farmers understand that there's a market for local food and it stays locally.
 - Encourage more young farmers.
- Food Action Plan
 - Dramatically expand ownership – set it up to be implemented and make it feel like it's going to happen.
 - Act as an integrator and accelerator – get broad buy-in and move it forward strongly.
 - Move to action.
- Outreach and engagement
 - Foster relationships that will lead to stakeholder engagement across all sectors.
 - Develop a strong communications plan – build on meetings to reach out effectively to the broader community and engage people.
 - Develop stakeholder plans that are specific to different areas, including the business and food retail sectors.
 - Mobilize our synergy and mobilize our projects more effectively.
 - Prevent siloes – don't compartmentalize various issues; demonstrate that concerns cut across all areas and connect different groups of people.
 - The membership drive will help us get a broader representation with new blood, ideas, and broader collaboration.
 - Collaborate with the Heirloom Expo; take a big piece of the event and get County officials there. Events energize people, get them excited, and attract the press.
 - Miriam commented that we're having 4 events this year,
- Data Collection & Info Share
 - Create a picture of everything going on; identify gaps and work on those areas.

- Make information accessible, perhaps by creating a map of the food system that allows interested parties to see everything that's going on. Ensure that people know where to go for this information.
- Ensure that people who are not in our field can describe what's going on around local food; people not directly involved can see progress being made.
- Establish an evaluation plan so that we know baseline data, what to collect, and what to monitor.
- Intra-Alliance
 - It would be fun to do a social with everyone to strengthen the Alliance internally. Feature locally grown beverages and food.
 - Wendy suggested doing socials after the regular meetings.

ACTION: Review this list in June or July to check progress.

Review of 2013 Meeting Redesign

Miriam invited questions, concerns and great ideas on the Sonoma County Food System Alliance Meeting Re-design for 2013 document.

Clarification was provided on the following topics:

- The Coordinating Committee will replace the Process Committee and will work on strategy. They will also plan the Stakeholder Engagement Meetings. Anyone can join this committee. **ACTION:** Articulate and incorporate the role of the Coordinating Committee in the 2013 Re-design.
- Between the coordinating meetings, action can be going on.
- In some months, it looks like the Stakeholder Engagement Meeting is in the same month at the Pillar Action Team Meeting. In those cases, one is at the beginning of the month and the other is at the end of the month.

Concerns

- By putting two of the pillar topics off until Aug/Sept, we won't get to action on those topics, which is half of the Food Action Plan. Could we do one stakeholder engagement meeting each month? Three other people shared this concern.
 - A huge amount of planning goes into making each stakeholder engagement meeting successful, both to ensure that everyone finds value in the conversation and to secure buy-in from all stakeholders.
 - Perhaps we could divide the pillars among members to spread out the planning burden.
- How are we addressing stakeholders that should be in more than one pillar, but only have time to be in one?
 - We will have to decide on a person-by-person basis and will do a lot of pre-work for this.
- Who's soliciting endorsement?
 - Alliance members, Coordinating Committee, or another appointed person.

Food Action Plan Goals Prioritization

Economic Vitality

- 3.1
- 3.3

- 4.2
- Connection: 9.2 (from social equity) ties into 3.1 and 3.2

Healthy Eating

- 5.5
- 6.1
- 7.1
- 7.2

Social Equity

- We don't have reliable data, especially with regard to Goal 9
- This is tied to inclusion; we need to get more people to the table and give them a voice.
 - The Stakeholder Engagement Meeting will provide a reason to do data collection and outreach beforehand.
 - The fruit of data gathering and inclusion of community could be 9.1; this could come out of that meeting.
 - A lot of prep work and relationship-building will be required to pull this one off.
 - Relates to 9.4, 10.1, 10.2, and 11.1
- 11.1 has significant links to the other pillars
- Connection: 6.1 (from Economic Vitality)
- 9.3 overlaps with Social Equity and Agriculture & Natural Resources

Agriculture & Natural Resources

- 1.2
- 1.5 (e.g. CEQA and Cottage Foods)
- 2.3
- 2.7
- Connection: 2.2 (sustainable water use) and healthy food. Sustainable water use is an overlap with healthy food. The climate bullet point (11.3?) includes water. There could be big ways to address water that are not divisive. It will be important to look at how water ties in to the plan.

The new coordinator will get prioritization from the 84 participants as well.

Membership Next Steps

February will be the new member meeting. New members will get a binder with information on the Alliance and there will be an orientation 30 minutes before the regular meeting. Existing members are invited to attend and help with this. There will also be a social after the meeting to get to know the new members.

Contacted

- Joe Pozzi – will come when really needed
- Paul Kaiser – Wednesday is his CSA delivery. If we change the time, he can come as long as it's not during a market. He will try to be at a stakeholder meeting.
- Paul Martin – will come to the four big meetings
- Gail, Dry Creek Peaches – lives in SF; remove her from list
- Tucker Hemquist – happy to be full member
- Karen Shmizu – interested (Bill contacted)

- Mary Ann Brigham, Ruth McCowan's Brewpub – interested, but over-committed; could probably come to the four meetings.
 - Can political staffers or elected officials be members? No – elected officials cannot be consenting members because in the past they have tried to push issues. They can attend as guests, however, and in other Alliances, they come regularly but are not members and cannot vote. **ACTION:** Bill will give Mary Anne Miriam's number to discuss this.
- Deborah – can't be full member, but interested in attending forums.
- Torrey – interested in plugging in, but busy. Might be able to participate through one of the pillars.
- Tim, Feed Sonoma – very interested
- Richard, Sonoma Organics – interested
- Craig – will probably come for bigger stakeholder meetings
- Giovanni Cerrone, Spinster Sisters – crunched for time, but very interested and civic minded. Terry will forward contact info.
- Jessica Jones, Dean of Ag – very interested. Confirmed Feb. 20 meeting. Just needs to talk to Dr. Chong to confirm no approval needed. Also on Executive Committee of local Sierra Club.
- Misti Arias – Amy has told here we want her back
ACTION: Bill Leland needs an official invite letter

In progress

- Colin Davidson, Whole Foods – Cathryn has contacted
- Tony Linegar, Ag Commissioner – he is interested and Jana and Miriam are trying to set up a meeting
- Mike Griffin – phone tag; Wendy will try to reach him again
- Kathy Tresh – Linda is trying to reach her
- Jennifer, Laguna Farms – Miriam spoke to her, but has not gotten confirmation
- Darlene Fiscus – Bill is trying to contact
- Mike Benziger – Miriam will keep trying
- Burbank Housing – Wendy has found them to be unresponsive. Tanya has a meeting with a board member this week and will have a conversation with them.
- Amy's Kitchen – Cathryn will meet with them next week.
- St. Joseph's – Zuli has talked to her team and is waiting to hear back.

Still to be contacted

- Oliver's Produce Manager – Tanya will contact
- Food for Less – Jana
- Dana – Linda has not yet contacted (will go through Andrea Kraus)
- Kozlowski farms – Amy will contact
- Kara Heckart – Amy will contact
- Brittany Heck – Amy will contact
- Tim, Farm Bureau – Amy will contact (Linda recalls that Tim was not supported by the Board for his time – recheck this)
- Davin – Miriam will get in touch with him
- Brock – traveling, not back until Feb.

- Phina will talk to someone in the Larson family – might be best in a forum or two and then she can decide if she wants to be more involved.
- Wanda Tapia – Linda has not yet gotten to meet with her
- Springs Teen Center – the person Phina had in mind runs an after-school program on Wednesdays, so the time won't work for you. She is trying to identify alternatives in Sonoma.
- Terry needs to follow up with the rest of his contacts.

ACTION: Members should send contact information to Helen. A reminder and deadline will be sent out.

Next Meeting: Wednesday, February 20, 2013 – Health Department

New member orientation: 2:00-2:30pm

Regular meeting: 2:30-5:00pm

Social: 5:00pm

Topics

- Revisit the topic of land preservation as a 2013 priority
- Cottage food laws – a briefing on AB 1616 is needed
- Role of the Alliance in coordination of food system activities

Food/Beverages for Social: Cathryn will bring something. Contributions needed by others as well.