



SONOMA COUNTY FOOD SYSTEM ALLIANCE
Meeting Notes

Wednesday, April 16, 2014 • 2:30pm-5:00pm

Ag Commissioner's/UC Cooperative Extension Office • 133 Aviation Boulevard • Santa Rosa

	Misti Arias, Ag Preservation & Open Space District		Paul Kaiser, Singing Frogs Farm
✓	Phina Borgeson, Interfaith Sustainable Food Collaborative	✓	Wendy Krupnick, CAFF/Community Garden Network
	Amy Chestnut, Sonoma Land Trust	✓	Krista Lindley, Gold Ridge Resource Conservation District
✓	Cathryn Couch, Ceres Community Project		Tony Linegar, Agricultural Commissioner
	Colin Davidson, Whole Foods	✓	Shan Magnuson, Kaiser Santa Rosa
	Paula Downing, Sebastopol Farmers Market	✓	Leah Murphy, Department of Health Services
	Michelle Dubin, F.E.E.D. Sonoma		Tanya Narath, Leadership Institute for Ecology & Economy
	Darlene Fiscus, United Way of the Wine Country		Tim Page, F.E.E.D. Sonoma
	Gillian Fitch, Singing Frogs & Pocket Creek Farms	✓	Linda Peterson, UC Cooperative Extension
✓	Terry Garrett, Sonoma County Go Local		Nica Poznanovich, Santa Rosa Community Market
✓	Suzanne Grady, Petaluma Bounty		Lisa Preschel, Community Member
	Heather Granahan, CAFF - North Coast		Jim Shelton, Shelton's Market
✓	Trathen Heckman, Daily Acts		Rick Theis, Leadership Institute for Ecology & Economy
	Tucker Hemquist, Spiral Foods Collaborative	✓	Evan Wiig, The Farmers Guilds
	Jana Hill, Department of Health Services		

Guests:

- **Danielle Allion-Strawn**, Community Alliance with Family Farmers
- **Jen Lewis**, Department of Health Services, Health Action Program Manager

Ag Innovations Network:

- **Lisa Badenfort**, Coordinator, lisa@aginnovations.org
- **Katie Pease**, Facilitator, katie.pease@aginnovations.org

Action Items

#	Action	Who	When
1	Notes/items for May SCFSA meeting: <ul style="list-style-type: none"> • SCFSA 2015 & Beyond, discussion & planning • Community Resilience Challenge • Alliance Network – Collaborative Leadership Training, Coordinated Action (Regulatory Project) • Newsletter/website stories process • Endorsement pitches 	AIN Team	May 12
2	Go Local will distribute a widget/icon for members/organizations to put on their communications/media (subscribe to Made Local Newsletter) – to grow list	Terry	ASAP
3	Cathryn will write an article (EBT beneficiary) Gretchen@madelocal.coop	Cathryn	Submit to Go Local by May 20th
4	Krista will write an article		By May 20th
5	Draft and send an e-mail to Alliance outlining the newsletter submission guidelines and process	Lisa	
6	Finalize and distribute sample text/ask for others to use (60-words) – in progress – distribute to Go Local and full SCFSA	Cathryn Trathen	ASAP

7	Request more information on RCD letter of support request – distribute to FSA for decision	AIN Team	ASAP
8	SCFSA endorsed/signed-on to Portrait of Sonoma County Pledge	AIN Team	

Meeting Objectives

- Create a storyline that frames the stories the Alliance would like to share with the wider community this year
- Further develop communications skills for sharing the FAP and requesting endorsements
- Remain informed about the work of the FAP Pillar Teams and Alliance Committees
- Create collaborative opportunities with community partners such as Community Resilience Challenge and the Portrait of Sonoma County projects
- Understand what is offered through AIN on a Network level and decide whether to take action on the Regulatory Report. Decide on whether or not to host the Collaborative Leadership Training. If yes, decide when.
- Stay up to date on what's happening around the county through information share
- **Member Pre-Work**
 - Read the Regulatory Report, Collective Action Invitation and Collective Action Letter
 - Read outline of Collaborative Leadership Training
 - Prepare any endorsement updates

Welcome & Introductions

- **Thank you to UCCE and Ag Commissioner Linegar and his team for hosting the monthly SCFSA meetings!**
- Katie reviewed the agenda – no changes
- **Guests: Danielle Allion-Strawn**, Community Alliance with Family Farmers – Attending on behalf of Heather Granahan this month; CA Farm to School Network summit/conference

Storyline Creation for 2014 Communications Outreach

STORY DESIGN SPRINT

- **GOAL: Decide on 12 stories to publish in 3 newsletters in 2014 – identify members to write/lead each story**
 - **Personal Brainstorm** (5 minutes) – stories you would like told in the newsletter
 - **3 & 3** – Select 3 of your stories and list on 3x3 folded paper – in pictures/drawings
 - **Storyboard** – Select 1 story, make it stand alone → draw on series of 3 sticky notes → keep it anonymous → give it a name → post it on the whiteboard
- **Story Ideas/Review & Introductions:**
 - **Cathryn** – How many meals are missing?
 - **Shan** – Trathen's house → Petaluma projects → inspiration/permaculture
 - **Wendy** – Kawana community garden
 - **Gretchen** – Made Local Magazine working on the red/Portuguese potato
 - **Krista** – Future of Ag, Investing in Youth Ag Education
 - **Danielle** – Sonoma County Farm to Institution Committee Encompasses all 4 Pillars of the FAP
 - **Leah** – Connecting CalFresh with Local Food; interview CalFresh beneficiary and the CSA; highlight new Farm Bill goal (streamlining/boosting CalFresh availability at farmers' markets)
 - **Terry** – How much ag/production is needed to meet the caloric needs of one individual? Different studies, all claim 1.2+ acres
 - **Linda** – Retiring farmers, transitioning, succession planning, land preservation (story)
 - **Evan** – How much land is needed? How much land in Sonoma County is being used? What are the actual obstacles? How is land being used right now? What are the options
 - **Phina** – Ruthie's Real Meals; success story, local sustainable food delivery business
- **Decide on 4 Stories for Edition #1**
 - **Gretchen & Terry:**
 - 3-10 stories per-edition
 - Content to be curated, drafted, edited (to final version quality) by Alliance – sent to Go Local for final cleanup and publication – Go Local will not write, research, photograph

- Go Local will aggregate the FSA's stories
- Stories may be published in newsletter, website articles, magazines, radio spots, etc.
- Telling FAP stories – people and project stories
- **Discussion:**
 - The stories we brainstormed are not the stories we can write – if members are writing stories, different stories may have been chosen. The stories brainstormed were intended to be written after significant, professional research and writing. Members would select different stories if writing themselves.
 - SCFSA would like Go Local to make final decisions on which stories – SCFSA to curate and submit, then filter and publish
 - **Go Local:** This will change – process should not be concrete – we will learn as we go
 - **SCFSA needs a process for obtaining, then filtering the stories that are already in circulation throughout member organizations**
 - **Meta-Story/Themes needed... need a process for this...** How do we narrow them down?
 - **The THEME** is the FAP (pillars)
 - On the FSA website, we should feature “**big picture**” stories – content that brings the pillars together and reduces silos throughout the food system
 - Please do not forget to tell the food insecurity story – not just the ag/farmer side
 - Healthy Retail Outlet Project, Farmers Guild/access, place-based disparities
 - Is this the best use of our time? We could spend so much time discussing merits of each story.
 - **What will the criteria be then? What are we trying to say?**
- **How to get stories to Go Local for the May newsletter?**
 - **ACTION:** Go Local will distribute a widget/icon for members/organizations to put on their communications/media (subscribe to Made Local Newsletter) – to grow list
- **Who will write stories for the 1st edition?**
 - **DECISION:** Publish late May (not Memorial Day) = May 27th?
 - **DEADLINE for stories (submitted to Gretchen): May 20th** (Gretchen@madelocal.coop)
 - Recommended length? None – will end up being 2 sentences with link to remainder
 - **ACTION:**
 - Cathryn will write an article (EBT beneficiary)
 - Krista will write an article

FAP Endorsement Strategy

TRATHEN

- How are they going?
- Almost doubled since the beginning of the year
- **Cities Outreach:** The Sonoma City Council gave their resounding support for the FAP Resolution on April 7th. Phina and Francesca Fifes (Ceres Community Project) shared the presentation.
- Find low-hanging fruit! Keep asking! Engage others around the FAP!
- Next meeting – we will practice pitches
- **ACTION:** Cathryn drafted sample text/ask for others to use (60-words) – in progress (needs to be finalized). Cathryn will send to Go Local (to send to Go Local membership)
- **ACTION:** Trathen will distribute Cathryn's endorsement request/statement

Community Resilience Challenge

- Trathen gave a brief overview of the Challenge and asked members to register their actions
- Daily Acts' online request to their constituency: Endorse the Food Action Plan, Support Sonoma Clean Power
- Be a part of the Challenge! It hits multiple points within the Food Action Plan. We are creating a national lens – working on regional water management planning
- How do we get more actions that address food insecurity?
- Plug the Challenge – incorporate into presentations and projects you are involved in
 - What does Go Local and Ceres want to do with it?

- All members and organizations are encouraged to engage!
- **DECISION:** Does the SCFSA want to endorse the Community Resilience Challenge?
 - The FSA will consider this and decide at the next FSA meeting

Farm to Institution Committee

Leah Murphy, Department of Health Services reviewed the committee's recent activities

- **Recent Activity:**
 - **March and April meetings: Regrouping, considering a draft sub-committee structure**
 - Bryan Nyberg from Santa Rosa City Schools playing a very active role, as is CAFF (reaching 6000+ students with Harvest of the Month program)
 - Survey conducted on sub-committee structure, meeting frequency, etc.
 - **Decisions: 2 sub-committee (Farm to Fork, Food System Education) + steering committee**
 - **Meeting 2:30-4pm on the 4th Tuesdays of the month at Department of Health Services – 490 Mendocino Avenue, Santa Rosa**
 - Working on membership criteria – to keep momentum and cohesion going
 - Next 2 meetings: Both sub-committees will develop action plans (1-2 actions max); projects focused on the next school years. Also will develop communications plan.
 - Will return in June or July to get workplan approval and input
 - Considering role, vision and action plans – will return to the FSA
 - Will continue to liaise with the FSA
- **North Coast Regional Farm to School Network meeting - June 18th (anticipated)**
 - CA Farm to School Network (emerged out of CA F2S Taskforce) – 14 regions statewide
 - North Coast Region (7 counties); North Coast Opportunities Ukiah, Susan Lightfoot leading
 - **Event (planning launching): CA Farm to School Network North Coast Region Convening**
 - Each of the 7 counties to invite 10 F2S leaders
 - How can we build and expand F2S in each community?
 - **Looking for** venues and support; funding
 - **ASK for the SCFSA**
 - **Fundraising** (2k) for event costs; looking for corporate sponsorships
 - In-kind donations are the best bet – Healdsburg SHED, Whole Foods, Oliver's
 - Kendall Jackson has a strong history of supporting events
 - Any help with connections will be appreciated
 - **Question:** Is the FSA planning to seek sponsorships for our events in the next 6 months? Should consider this before deciding anything.
 - **Question:** Are you planning to ask a registration fee? This would subsidize the event; most folks anticipate paying for a day-long event.

Pillar Team Updates

AGRICULTURE & NATURAL RESOURCES

- **Project: Urban Agriculture Zones and Legislative Outreach**
 - **Regular meeting time** – 4th Friday of the month, 9:30-11am at 133 Aviation Blvd., Santa Rosa
 - **Moving forward on 2 projects focusing on ag land preservation and food production:**
 - **AB 551/Urban Ag Zones** – UCCE team members working with the City of Santa Rosa, DHS team members working with County Supervisor (exploring potential in Sonoma County)
 - Building list of parcels/case studies
 - This option has limitations, so the Team is working on broader solutions
 - **State Legislation** – Tony and Lisa will work with Assemblymember to discuss legislative opportunities (urban food production)

ECONOMIC VITALITY

- **Project: Sustainable Enterprise Conference Sessions (2) ♦ April 30, 2014, 2-4:30pm**
- **Session 1:** Opportunities in the Local Food System

- **Session 2:** Interactive Session – Know Your Farmer; In-person opportunities to connect to their food

HEALTHY EATING

- **Regular meeting time** – 1st Thursday of the month, 9:30-11am at 490 Mendocino Avenue, Santa Rosa – Department of Health Services Manzanita Room
- **Project:** Healthy retail outlet projects

SOCIAL EQUITY

- **Project:** Team partnering with Portrait of Sonoma County (DHS) – project TBD after POSC finalized and launched
-

Alliance Network: Coordinated Action & Collaborative Leadership Training

- Postponed until May
-

Portrait of Sonoma County

Jen Lewis, Health Action Program Manager gave a brief update on the POSC and discussed the Pledge of Support

- **DECISION:** The SCFSA will support/sign-on to the Pledge in support of the Portrait of Sonoma County
 - Launching the POSC on May 20 to the Board of Supervisors, and to Health Action Council on June 6; all data/report will be available after – public release
 - The forward section – and partners
 - Committing to partnering with the POSC, incorporate data, use POSC to create strong, place-base strategies in their activities
 - SCFSA would be named alongside approximately 30+ other local leaders/organizations
 - Seeking support of the SCFSA and any interested member organizations
 - **If interested, connect with Jen Lewis and/or Lisa - submitting names tomorrow, April 17, 2014**
-

Gold Ridge Resource Conservation District Request

GRRCD requested a letter of support from the SCFSA

- Gold Ridge and Sonoma RCDs (together) are requesting a \$300,000 line-item allocation (permanent, General Fund) from the Board of Supervisors - \$100k to GRRCD, \$200k to Sonoma RCD
- **Krista Lindley gave background info on the request; recused herself from vote**
 - For grant development; so RCDs could continue to provide services
 - \$20.5m brought in annually by RCDs
 - GRRCD currently working on fundraising - Financial Recovery and Sustainability Plan
- **Discussion:** Are there others also supporting this request? Unknown.
 - We don't know anything about the funding of the RCDs and we would like to before deciding; we need more information and answers to many questions.
 - Do other RCDs receive county funding? Yes. All counties are different, each RCDs funding is different.
 - Sonoma County RCDs mostly funded by government grants
 - **Comment:** Is there a quorum here?
 - **The SCFSA does not have a formal quorum requirement, but the small attendance is noted.**
 - There are likely supporters in the room, but we need more information – financials, management plan, administrative structure, spending priorities, general organization information – GRRCD needs to provide more info.
 - **SCFSA will report back to GRRCD – request more information – make an email ask to the FSA**
 - Specifically, we want to see need...
 - How are you funded?
 - Size of your budget
 - History of the management of the organization – organization structure
 - Spending priorities and major projects
 - **DECISION:** Lisa to work with GRRCD, request information

Information Share

- **Wendy**, Legislation/Evans bill – will bring letter of support/request next month
 - **Drip Smart, on-farm workshops**
 - **Phina** – Gleaning groups gathering, Monday, April 28th – contact Phina
 - **Evan's Event** – April 25th at Healdsburg SHED; chef, Whisky & Circumstance = \$75
 - **Santa Rosa Groundwater Management forums**
 - **Danielle, Harvest of the Month** packing (kits for schools); always needs volunteers – students, volunteers needed; meet at FEED Sonoma; 1st or 2nd Tuesday at FEED Sonoma, 12:30pm-3:30pm
-

2014 SCFSA Meeting Schedule

Sonoma County Ag Commissioner/UC Cooperative Extension Conference Room

133 Aviation Boulevard, Suite 110, Santa Rosa • 2:30-5pm

The SCFSA always the 3rd Wednesday of the month; no meetings in August or December

- June 18
- July 16
- September 17
- October 15
- November 19