



## SONOMA COUNTY FOOD SYSTEM ALLIANCE

### Meeting Notes

**Wednesday, May 21, 2014 • 2:30pm-5:00pm**

The Barlow Event Venue • 6771 Laguna Parkway, Suite 100 • Sebastopol CA 95472

	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
	Trathan Heckman, Daily Acts		Rick Theis, Leadership Institute for Ecology & Economy
	Tucker Hemquist, Spiral Foods Collaborative	✓	Evan Wiig, The Farmers Guilds

#### Guests and Staff:

- Laura Colgate, Council on Aging
- Department of Health Services
  - Jana Hill
  - Leah Murphy
  - Pamela Swan

#### Ag Innovations Network:

- **Katie Pease**, Facilitator, [katie.pease@aginnovations.org](mailto:katie.pease@aginnovations.org)

### Action Items

#	Action	Who	When
1	<b>Notes/items for June SCFSA meeting:</b> <ul style="list-style-type: none"> <li>• Membership review</li> <li>• Deeper discussion about the FAP/FSA informing the work of local organizations, business, individuals. How do we be more strategic in our work?</li> </ul>	AIN Team	May 12
2	<b>Distribute link to Portrait of Sonoma County:</b> <a href="http://www.measureofamerica.org/sonoma/">http://www.measureofamerica.org/sonoma/</a>	AIN Team	With draft notes
3	<b>Newsletter:</b> Deadline to submit stories = June 3 <sup>rd</sup> Submit to Gretchen Giles	Members	June 3 <sup>rd</sup>
4	<b>Collaborative Leadership Training:</b> <ul style="list-style-type: none"> <li>• Each FSA meeting, Katie will agendize 20-minute training pieces + practice time</li> </ul>	Katie	Every month, beginning in the fall
5	Meeting venue – revisit discussion	Katie	June meeting
6	Convene Pillar Teams in June	Katie	June 30 <sup>th</sup>

## Meeting Objectives

- Review 2014 Alliance Roadmap and accomplishments in preparation for beginning a discussion on 2015 and beyond (June & July meetings)
- Check-in with members regarding health and direction of Alliance
- Assess the process for receiving city endorsements and determine next steps
- Hear about Newsletter progress and how members can contribute
- Remain informed about the work of the FAP Pillar Teams and Alliance Committee
- Decide whether to take action on the Regulatory Report
- Determine when the Alliance would like to host the Collaborative Leadership Training
- 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

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## Welcome, Introductions

### *What makes you excited about Alliance work? Where are you finding energy in this group?*

- **Suzi:** Farm to Institution Committee work and the future of the Social Equity Pillar Team; much potential
- **Jana:** Recent CDC site visit to review Community Transformation Grant; Department of Health Services has worked to align local food system efforts with the formal goals and programs of the County. New version of CTG in progress at the federal level/Congress considering.
- **Leah:** Roadmap review and the focus it provides, FAP endorsement effort (cities and businesses), Sustainable Enterprise Conference sessions led by Evan and Joseph McIntyre
- **Pamela:** Sustainable Enterprise Conference and the emerging entrepreneurialism, the energy of the FSA, upcoming EDB food system/industry workshop, future work of the Economic Vitality team and Go Local marketing; doing all of this work through the lens of the Portrait of Sonoma County
  - **Portrait of Sonoma County:** <http://www.measureofamerica.org/sonoma/>
- **Heather:** Connecting throughout the local county/food system; farm-to-market network emerging, local organizations and farms taking ownership; new relationships cultivated at Sustainable Enterprise Conference. Tracking is our biggest challenge – our partners can help. The Food Action Plan is the engine and the FSA is growing. Want to boost economic development work and meld the work of the pillars more.
- **Michelle:** Food system now part of the national conversation – groups like the FSA laid the foundation; how to sustain momentum? Also, we need to acknowledge those who led/supported the FSA.
- **Wendy:** Communications efforts like Made Local magazine, endorsements and the efforts of members to get them. Through the endorsement effort, we can build a good strategy around membership.
- **Phina:** The learning that I've been able to do – which has slowed down a bit lately. We are not pushing the boundaries for food system engagement and outreach. Original vision was to have 4 forums, which haven't happened – concerned about those who don't have the opportunity to access this conversation.
- **Linda:** A lot of great things have already been said. Membership – many members are missing/absent.
- **Evan:** People are showing up, there are many ways to connect and several missed opportunities. Maybe introduce an 'I have, I need' board at meetings.
- **Laura:** Attended Marin Food Policy Council – we are all considering the same issues. Now serving as the co-chair of the Healthy Eating Action Team. Started a beef operation to help support meals on wheels – Kaiser and Council on Aging partnered to support; working diligently to include locally sourced produce and meats.
- **Shan:** Sent out the endorsement request to hundreds of people and has brought 2 new/potential members into the FSA. Excited about Made Local magazine and Healthy Eating Action Team policy project. Would like to influence state and/or federal legislation – so much potential there.
- **Cathryn:** Contribution of the FSA = bringing the systems context to our work. The FAP can and should inform the work of what we do – would like a deeper conversation about this; could re-engage with missing members.

- **Hold a larger, deeper discussion about the FAP/FSA informing the work of local organizations, business, individuals. How do we be more strategic in our work?**
    - Workshop style?
    - Could invite reps from missing stakeholder groups – to engage
    - Identify opportunities for collaboration
  - ♦ **Krista:** What is a food system, what is an Alliance? Staying in relationships with our members/organizations. Appreciate the continuity of conversations between meetings. We spend a lot of time working on what to do about/for members that are not here – would rather spend our energy on new relationships.
  - ♦ **Paula:** The people here are an enormous inspiration. When we look at the continuum – a lot has happened, we have come a long way. How can the work of the FSA further influence our community? How do we engage more effectively? Would like to know what the Pillar Teams are doing.
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## 2014 Planning Completion

### ROADMAP REVIEW

- ♦ **Membership:** 10+ people have requested to attend as guests/become new members
    - **PROPOSAL: Move membership review to the June meeting** – to discuss outstanding process questions and bring in the folks who are looking to come on board.
      - Annual membership review vs. as-needed (discuss in June)
      - Could there be a “stakeholder seat” for groups that can’t have a consistent rep?
  - ♦ **Communications** (newsletter)
  - ♦ **Endorsements** (will review)
  - ♦ **Pillar Teams** (will review)
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## Endorsement Strategy and Action

- ♦ Alliance Members Endorsement Accomplishments
  - ♦ Sebastopol and Sonoma are signed-on; will discuss cities strategy in June
  - ♦ Practice pitches using the endorsement talking points (created by Leah)
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## Newsletter Update and Request

- ♦ Newsletter example (Terry distributed)
  - ♦ The newsletter will be distributed to our FSA list – food system stakeholders who have attended and/or connected with the FSA/Food Action Plan in some way
  - ♦ **Story sign-ups:**
    - Short blurb on each Pillar Team (and contact information)
      - Each Pillar Team to submit a summary
      - Will Gretchen and Terry approve this?
      - **ACTION:** Cathryn will reach out to Go Local and discuss
    - Krista submitted our first story!
  - ♦ **DEADLINE:** June 3<sup>rd</sup> (has been pushed back)
    - Stories can be written by members, or just identified by members – send all articles to Gretchen
    - Article must related to Food Action Plan, Sonoma County
    - Submit photos
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## FAP Pillar Teams

### AGRICULTURE & NATURAL RESOURCES

- ♦ **Project: Urban Agriculture Zones and State Legislative Outreach**
  - Cancelled May meeting – all projects in progress (3)
  - Urban Ag projects (local) – Leah, Karen, Stephanie; met with City of Santa Rosa

- State legislation (incentives for parcels >10 acres) – Lisa, Tony, Karen to meet in early June
- School/community gardens and private landowners – Heather, Krista
- Needs assessment – Karen, Lisa, Misti, Pamela
- **Regular meeting time** – 4<sup>th</sup> Friday of the month, 9:30-11am at 133 Aviation Blvd., Santa Rosa
- **Team to be convened in June.**

### ECONOMIC VITALITY

- ♦ **Project: Sustainable Enterprise Conference Sessions (2)**
  - Panel 1: Joseph McIntyre, Rich Martin, Tom Scott, Barbara Weir
  - Panel 2: Interactive session led by Evan, Trathen
  - April 30<sup>th</sup> – a great success! Several new individuals wanting to get involved with EV/FSA work.
  - **Team to be convened in June.**

### HEALTHY EATING

- ♦ **Project:** Healthy Retail Licensing (policy, program) partnership with Department of Health Services tobacco and alcohol prevention programs. Working on identifying mission, objectives.
- ♦ Some conflict in this team's project. How do we reach agreement when conflict arises? This can/should be surfaced with this larger group.
- ♦ **Regular meeting time** – 1<sup>st</sup> Thursday of the month, 9:30-11am at 490 Mendocino Avenue, Santa Rosa
- ♦ **Team to be convened in June.**

### SOCIAL EQUITY

- ♦ **Projects:**
  - **Worksite Wellness** (DHS/Jana) – extended delay; anticipated to be finalized in July
  - **Portrait of Sonoma County** – adopted by the Board of Supervisors on May 20<sup>th</sup>; Jen Lewis will attend the next Social Equity team to discuss partnership opportunities
  - **Team to be convened in June.**

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## Ag Innovations Network Updates

- ♦ **Allocation of Staff-Time** – Roles doc distributed
- ♦ **Collaborative Leadership Training Review and Decision**
  - 1-pager distributed
  - Designed as a 3-hour meeting; to substitute for one FSA meeting – this group said no in April
  - **Discussion:**
    - What's the benefit? Shared language/understanding is important – we should all do it
    - Wait until new members are brought in
    - These types of trainings don't do much unless there is a mechanism for reinforcement – we could hang something
    - Where did this come from? Looks similar to other trainings.
  - **DECISIONS:**
    - How many are interested in this training in some format? Majority – meeting very small; YES
    - Replace a monthly meeting? NO
    - Do it as another 3-hour meeting (in addition to the FSA meeting)? NO
    - Over the next 6 months, Katie will bring in 20-minute pieces (max)?
      - **Each FSA meeting, Katie will agendize 20-minute training pieces + practice time**
- ♦ **Housekeeping: Meeting Place** – Move around vs. permanent Ag Commissioner's office meeting; **will come back to this conversation later**

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## 2014 SCFSA Meeting Schedule

Sonoma County Ag Commissioner/UC Cooperative Extension Conference Room

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

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