



SONOMA COUNTY FOOD SYSTEM ALLIANCE

Meeting Notes

Wednesday, June 18, 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, Earthworker Farm
✓	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:

- Julia Van Solen Kim, UC Cooperative Extension

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 July SCFSA meeting: Suzi (Petaluma Bounty) & Evan (Farmers Guild) – <i>Member Share</i> (Organization Presentations)	AIN	July 16 th SCFSA meeting
2	Distribute/email Healthy Communities Colloquium – Department of Health Services training	AIN	ASAP, in notes
3	Distribute/email information on food incubator/accelerator project (application process)	Terry	ASAP
4	Membership Team to discuss: Stakeholder representation, clarity on criteria, clarify “friends” list, mentor system, process for on-boarding a prior member again	Katie, Wendy, Phina, Cathryn	ASAP
5	Membership: Bring any potential new members to Katie before the July meeting to incorporate those candidates in this year’s list of considerations	FSA members	Before July 16 th meeting

Meeting Objectives

- Begin annual membership review and onboarding, to include review of: annual process, member responsibilities, current member roster and potential new members
 - As determined in May meeting, begin Member Share to give Alliance members the opportunity to share their work with each other (personally and/or professionally) as well as the big questions they are sitting with
 - After two cities have endorsed the DHS we will review the cities endorsement strategy to understand what is working, areas for improvement and to determine the best strategy for moving forward
 - Stay up to date on our first Go Local Newsletter and request more article submissions
 - Stay up to date on what's happening with the Pillar Teams and DHS2I Committee
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Welcome, Introductions and Information Share

- **Thank you to DHS and Ag Commissioner Linegar and his team for hosting our SCFSA meetings!**
- Katie reviewed the agenda – no changes

INTRODUCTIONS

... a word that starts with the same (first) letter as your last name that describes you

- **Michelle** – Received a 75k grant from the Wallace Foundation for a new truck
 - [Thursday Night Barlow Street Fair](#) starts next Thursday, June 26th, working with Paula Downing and the Sebastopol Farmers Market (thanks for all of your help, Paula!)
- **Evan** – Farmer's Guild is officially a nonprofit organization – fiscally sponsored by Ag Innovations Network
 - [Free Farmers Fest](#) – July 1, 6-9pm – all are encouraged to attend, support
 - Looking for an intern – please send to Evan
 - Starting the "[Free Farmer Campaign](#)" – opportunity for farmers to voice their independence; more information to come next week
- **Tayna (neighborhood)**
 - Chair of the Community Advisory Board; annual [Community Grant Program](#) deadline is July 1
 - Sunday, [Front Porch Farm](#), 10am-1pm – Evan (and a panel of farmers) speaking; lunch included
- **Krista**
- **Cathryn** – 2 Ceres benefits coming up in July
 - [July 1 benefit at Zazu for Ceres](#); fixed price dinner, teens do all serving and cooking (\$49/person)
 - [July 17 Osmosis Day Spa benefit/event](#) – Indian dinner, sacred music, foot baths
- **Julia**
- **Phina**
 - Sonoma Valley Gleaning Project orientation
 - Interfaith Sustainable Food Collaborative doing great work
- **Wendy** – [Heirloom Expo Booth](#) – if FSA members want space, please contact Wendy or Krista
 - CAFF held a Pack Smart workshop at Laguna Farms (last week); toolkit for packing/farming to be available soon
 - [CAFF compost workshops](#)
 - July 21 vegetable compost – Singing Frogs Farm
 - July 30 – vineyards – large-scale composting – Coppola Winery
- **Paula**
- **Heather** – CAFF experiencing tremendous growth; working with Go Local as new members/partners
 - Go Local has created "CAFF Grow Local" logo
- **Trathen** – [Daily Acts' events](#)
 - June 28 – Healdsburg greywater workshop
 - June 28 – Windsor water-wise tour
- **Shan**
- **Terry**
 - **July 29** – [Santa Rosa Chamber Agri-Business BBQ](#) at Shone Farm – Go Local and FAP will be featured
 - **Food incubator/accelerator project** – Two By Sea and Kenwood Restaurant owner; purchased old hatchery – will accept applications in the near future; looking for food producers
- **Suzi**

- Petaluma Bounty hiring a Bi-Lingual Bounty Hunters Coordinator (hiring)
 - [Toolkit](#) published – to help farmers enroll in CalFresh
 - [Southern Sonoma County food resource guide](#) available
 - [July 21 – Brews & Bites for Bounty](#)
 - **Katie**
 - [Healthy Communities Colloquium – DHS](#)
 - July meeting will be at the Arlene Francis Center – notice/info will be sent out
 - Need another newsletter article for our first edition!
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2014 Membership Review

3 Steps

- Review our Charter (membership portion)
- Review current roster (moving inactive members to “Friends of” list)
- Review new recruits
- Also – accept a few new members who have been attending already (Lindley, Van Solen Kim, Colgate)

Proposed Process (from Coordinating Committee)

- New members to be invited to the September meeting – orientation/buddy system
- Trial period: September-October (bystander role)
- Throughout the year, when members want to join, they will be encouraged to join a Pillar Team

Discussion

- **Why an annual process?** Adopt everyone at one time, decrease interruption, cohesion, deeper relationships
 - How do we onboard members? Idea = create a packet of new member information
 - What happens if prospective members want to share during the trial phase? Are they prohibited?
 - Primarily, they will be encouraged to play an observer/learning role but are also welcome to contribute
- **Stakeholder balance**
 - Is stakeholder balance a consideration with these new members? There continue to be gaps.
 - Some stakeholder groups have a difficult time attending; why not accept and work with who is present and interested?
 - How intentional about recruitment are we? We have had a lax process.
 - In the past, we specifically did not want too many people represented in each stakeholder group
 - There is a need to work with the existing list.
 - Agreement with concern about stakeholder group representation – who shows up builds our agenda; this balance should be built into our membership process
- Ratio – 17 active members, 9-11 new recruits = a big group/addition
- If new members are brought on in an organized way – they can also participate in the January goals/priorities-setting process
- **QUESTION: Is there a small team that wants to work on these questions?** Yes. This team will deal with the stakeholder balance/diversity group, details of the process, criteria, etc.
 - **Membership Team volunteers = Wendy, Phina, Cathryn**

Charter (membership portion)

- Membership requirements, Friends of the Alliance list

Membership Review

- Reviewed Membership Review/Update
- Members review prospective member list
- **DISCUSSION: Move inactive members to the ‘friends of’ list?**
 - Should they just be removed completely, then allow them to apply/ask to be on the friends of list?
 - Should “Friends” get the agenda/minutes?
 - **DECISION: Membership Team will address this**

New Recruits

Existing nominating members spoke to each of the recruits.

- Laura – approved
- Jason – approved
- Lana – approved
- Julia – approved; serves on Healthy Eating Action Team, is one of two UCCE reps (discussion = Julia and Linda's role/jobs are quite different)
- Alessa – approved; Suzi/Evan will reach out to inquire if she is available this year
- Ariana – approved
- Rachel – approved
- Gretchen – status unknown
- Autumn – request rescinded
- Erin – approved
- Amy – request rescinded
- **Member NOTE:** Reviewing and voting on each candidate is not appropriate; individuals can be blacklisted, be subject to personal attacks, etc., through processes like this (member will support all candidates as a slate and remove herself from the rest of the discussion)
 - **Response:** Many members feel they are capable of objectivity and mature decision-making
- **Other Recruitment Efforts**
 - What if we/members have guests/candidates in mind right now?
 - If members want to bring ideas to Katie before the July meeting, she will incorporate those candidates in this year's list of considerations

LIST APPROVED

- Colgate, Van Solen Kim added as formal members immediately
 - Krista Lindley has moved into two new roles/jobs – Earthworker Farm and Hoofbeat Stables, and will stay on as Alliance member
 - The RCD will likely not send a representative in Krista's stead
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Alliance Member Share: Cathryn Couch

- Cathryn provided a organization background and project update on Ceres Community Project
 - Oakland
 - Social Advocates for Youth
 - San Francisco Giants
 - Wholesome Wave pilot
 - Multiple projects/grants planned
 - Serving primarily a low-income population; What happens when they need to transition off of our services (after 24 week program services cease)?
 - How do we take responsibility for ripple effects?
 - How do we educate kids and their families?
 - How Ceres teens are learning:
 - Direct, embodied learning
 - Community service contribution
 - How do we make this the same experience in our school system?
 - How do we make healthy, organic, fresh food accessible to all?
 - July presentations – Suzi and Evan
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Endorsements: Cities Strategy Review

- Trathen reviewed endorsements update
- **Who has blasted their e-lists?**
 - Terry (magazine, website)

- Two city resolutions adopted – what’s next?
 - **ACTION: Campaign/outreach to endorsements list – September (proposed)**
 - Get endorsers to promote the FAP throughout their networks
 - **IDEA/DISCUSSION: What about planning a massive e-blast/outreach effort?**
 - Across organizations (FSA member organizations)
 - Using the 2nd newsletter launch
 - Alacanto (software) to aggregate multiple lists
 - A message that we all do through our networks
 - To be sent in November
 - Use all of our logos
 - Simple messaging
 - **Food Day in OCTOBER 24th** (+ F2S month)
 - Begin push in end of September – Food Day as the deadline/target
 - **ACTION:** Endorsements list to newsletter list
 - Cathryn, Tanya, Evan, Phina, Wendy
 - **ACTION: Krista will staff an endorsement/FAP booth at Farmer’s Guild event**
 - **Cities Strategy**
 - **DECISION:** Between now and the July meeting set with a City Councilmember to connect around the FAP and work to get the FAP resolution on the agenda
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Newsletter Update and Article Request

- New banner = Made Local and Sonoma County Food System Alliance Newsletter + short summary/briefs of each organization + a designated area/indicator for FSA content
- Gretchen created a submission process – it’s been sent out
- Story flow is every two months; the FSA is only partnering on 3 articles

ACTION: Authors/content for next edition:

- (Edition #2) Phina – Interfaith Sustainable Food Collaborative roundtable lunches (food and justice components)
 - (Edition #1) Evan will draft and submit an article this week on - Free Farmer Campaign
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Pillar Team Updates

AGRICULTURE & NATURAL RESOURCES

- **Project: Urban Agriculture Zones and State Legislative Outreach**
 - **Regular meeting time** – 4th Friday of the month, 9:30-11am at 133 Aviation Blvd., Santa Rosa (Ag Commissioner/UC Cooperative Extension conference room)
 - State and local ag land preservation and urban food economy projects in progress
 - Meeting next week

ECONOMIC VITALITY

- **Project:** Invest Local Conference, Sustainable Enterprise Conference Sessions (both complete)
 - SEC sessions = success! The EV Team will be convened **June 19** to discuss next steps and future projects
- **Terry and Nick/CropMobster** – looking into metrics and economic impacts of food waste in Sonoma County (40% waste); need an agricultural economist to assist
- Pamela and Steve from Sonoma County DHS are both on board (joined) to support team projects moving forward

HEALTHY EATING: Healthy Retail Outlet Projects

- **Regular meeting time** – 1st Thursday of the month, 9:30-11am at 490 Mendocino Avenue, Santa Rosa – Department of Health Services Manzanita Room
 - Windsor selected as pilot city for healthy retail project; Windsor Wellness Partnership (Health Action)
 - Working with 3 small retail stores to implement a healthy retail outlet program

- Will reach out to the City Council to try and work together to develop city-wide initiatives/incentives to institutionalize healthy retail options
- General Plan update upcoming – HEAT has an inside champion in the Planning Department to work with

SOCIAL EQUITY

- ◆ **Projects under consideration:**
 - Worksite Wellness (DHS) – delayed
 - Portrait of Sonoma County (DHS) – planning phase
- ◆ Meeting June 19 – re-convened after several months

FARM TO INSTITUTION COMMITTEE

- ◆ **August 6th CA Farm to School Network convening**
 - ◆ 7 counties (10 local leaders from each) attending; inviting local producers/models
 - ◆ Workshops during the day; training food service directors
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2014 SCFSA Meeting Schedule

- July 16- 2:30-5, Arlene Francis Foundation, Santa Rosa
- No August meeting
- September 17
- October 15
- November 19
- No December meeting