



SONOMA COUNTY FOOD SYSTEM ALLIANCE

Meeting Notes

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

Arlene Fracis Center for Spirit, Arts and Politics • 99 6th Street • Santa Rosa

	Misti Arias, SC Ag Preservation & Open Space District	✓	Tucker Hemquist, Spiral Foods Collaborative
✓	Phina Borgeson, Interfaith Sustainable Food Collaborative		Jana Hill, Department of Health Services
	Amy Chestnut, Sonoma Land Trust	✓	Wendy Krupnick, CAFF/Community Garden Network
	Laura Colgate, Council on Aging	✓	Krista Lindley, Earthworker Farm
✓	Cathryn Couch, Ceres Community Project		Tony Linegar, Agricultural Commissioner
	Paula Downing, Sebastopol Farmers Market	✓	Shan Magnuson, Kaiser Santa Rosa
✓	Michelle Dubin, F.E.E.D. Sonoma		Leah Murphy, Department of Health Services
✓	Terry Garrett, Sonoma County Go Local		Tanya Narath, Leadership Institute for Ecology & Economy
✓	Suzanne Grady, Petaluma Bounty		Linda Peterson, UC Cooperative Extension
	Heather Granahan, CAFF - North Coast	✓	Julia Van Solen Kim, UC Cooperative Extension
	Trathan Heckman, Daily Acts	✓	Evan Wiig, The Farmers Guild

11 members present

Guests:

- **Guest**, Affiliation

Ag Innovations Network:

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

Action Items

#		Who	When
1	Notes/items for September SCFSA meeting: Continue priority-setting and 2015 planning Membership committee to return updated proposal	AIN Team	May 12
2	Member Shares (October signups): Community Alliance with Family Farmers (Heather) UC Cooperative Extension (Julia)	Heather Julia	October FSA meeting
3	Membership Committee will return proposal on guest policy Incorporate notes below in membership discussion	Membership Committee	Before October Coordinating Committee meeting
4	Healthy Eating Action Team (add language to timeline and scope): Document intention to produce/catalogue best practices Why Windsor was chosen – Windsor Wellness Partnership	Shan/HEAT	ASAP
5	FSA 'Buddies' to connect with new members. (Katie will send original invitation and connect buddies and members. Buddies will follow-up and meet with new members in August. <ul style="list-style-type: none"> • Krista and Jason • Shan and Rachel • Michelle and Erin • Evan and Alessa 	Krista, Shan, Michelle, Evan, Lisa, Suzi, Phina, Tucker, Wendy	

	<ul style="list-style-type: none"> • Suzi/Lisa and Lana • Phina and Karen • Tucker and Misti • Wendy and Brittany 		
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Meeting Objectives

- Hear about the work of FSA members in an effort to stay informed and possibly assist with determining the future direction of the Alliance
- Complete the 2014 new member roster and finalize outstanding membership details so all members understand current membership guidelines and member on-boarding process
- Determine next steps for the cities endorsement strategy and the fall endorsement campaign in an effort to share the FAP with the larger community and receive their commitment to work toward a sustainable food system in Sonoma County
- Review and approve the Healthy Retail Outlet Work Plan developed by the Healthy Eating Action Team
- Begin a discussion about the future of the FSA, including a process for determining goals and raising funds, to assist with a fluid transition of focus and funding in 2015

Member Pre-Work

- Please see Lisa's e-mail regarding Endorsements and follow-up with personal endorsement tasks
- E-mail Katie with any additional names for the New Member Roster to be finalized at the July meeting
- See Stakeholder list (attached) and determine primary and secondary stakeholder representation in preparation to share at July meeting

Welcome, Introductions and Information Share

- **Michelle** – Excited, inspired and grateful for all of the food system action/energy
- **Suzi** – 3rd Annual fundraiser (Brews and Bites) went very well – a great turnout and a great celebration!
- **Phina** – Ed Burke, School Food Services Director at (Calistoga Schools) is looking to connect with the Alliance; would like to invite him to attend as a guest
- **Katie** – Fresno is making great headway in Farm to School. The production and distribution networks are so different than Sonoma, their challenges are so complex, but they're doing well. Contra Costa is working on their Charter and moving right along. We will begin working in San Diego again the next few months – they're looking into assessments and food access.
- **Krista** – Spent time with family/growers in southern Oregon – discussing the FSA and farmers markets – using water indiscriminately up north – lots of pride in our water use behaviors here in Sonoma!
- **Tucker** – Theme for the past few months has been of change and transition! After 7 years we moved our family farm and are moving through the transition. Spiral has been working on their lease/land and are launching their cannery/preserves component.
 - **August 2nd/3rd Canning Workshop Series** – focusing on Cottage Foods; seeking presenter
- **Cathryn** – Meeting with the SF Giants (building organic garden in the park) – working with them on strategy on organics, community outreach, branding
- **Evan** – Had a spectacular Guild event last month! In the midst of our first crowdfunding campaign and
- **Terry** – **September 17th North Bay iHub event**
 - CAFF, UCCE, DHS and Go Local are doing 2 TedEx-like talks at the SHED in Healdsburg and the food accelerator program in Penngrove; C-media will do a video. Planning 3 15-minute videos. Will be produced as the ag/food part of this series; will be a free event
- **Wendy** – **CAFF and Community Garden Network**
 - **Aug 9-10th Gravenstein Apple Fair** – Seeking volunteers (will get free passes and aprons); lots of new features this year
 - **Heirloom Expo booth** – Farmers Guild and Spiral will join the collaborative booth; others welcome

- Historically, several organizations have shared the space – and shared the cost (\$300)
- [Composting Workshops](#)
 - Singing Frogs Farm 4-6pm, \$9, July 21st
 - CAFF vineyard composting workshop, July 31 at Clos du Bois, \$25 with lunch
- **Shan** – Kaiser Santa Rosa’s work in Roseland and Kawana areas attracting funding from regional KP; directing most to healthy retail outlet projects; potential initiative grant funds coming!
- **Julia Van Solen Kim, UC Cooperative Extension**

UC Cooperative Extension and UC Agriculture and Natural Resources are currently soliciting input on proposed Advisor positions. There are 128 positions being considered across California, with the likelihood of only 40 to 50 being funded, and we want to help make sure that the proposed position in Sonoma County are among the ones that get chosen! As such, I am asking for you to take a moment of your time to provide input on the proposed Advisor positions that matter to you. The deadline is July 21st and providing input is quick and easy!

First, review the proposed position descriptions below and decide which position(s) relate to your field of work or matter to the communities you serve (for most of you, that would be the Nutrition Family and Consumer Science Advisor and/or the Small Farm Advisor):

- [Nutrition Family Consumer Science](#) – The health and well-being of local residents will be enhanced through the education and research program of this position. This will include, in addition to nutrition education, family financial literacy and programs to meet aging population needs.
- [Small Farms Advisor](#) - This position is proposed to complement existing advisors by providing focused attention to specialty crops, truck farming, and production gardens. Additionally, this position will deliver extension programs to meet the needs of new and beginning farmers.
- [Youth Development](#) – This position will be responsible for all youth development programming, including ongoing partnerships and collaborations with schools and youth organizations. The position will have particular focus on science literacy and addressing the achievement gap for all youth.
- [Dairy Advisor](#) – Milk and dairy production is on an up rise in the region with a corresponding needs for technical expertise in organic production, pasture based and multi-species dairy operations. This position will be strategic in supporting the needs of niche dairy operations, including farmstead and artisan cheese making, so that the region’s comparative advantage in dairy production can be enhanced and strengthened.

Second, click the link for the position(s) you are interested in providing input on (underlined hyperlink above) to go to a web page where you can enter your comments and review the more detailed two page position proposals for each proposed position (which I’ve also attached to this message).

Finally, in your own words, briefly comment on the relevance and potential impact the proposed position(s) could have with local needs in the communities you serve, including:

1. Potential benefits the position will have for the community
 2. How you or your organization might work with the person in the position
 3. How the position could complement and collaborate with local initiatives and efforts (such as HEAT, Sonoma County Food System Alliance, the Food Action Plan, etc.)
- **DISCUSSION: Should the Food System Alliance sign on as a full body in support of these positions?**
 - Questions around methodology (nutrition, obesity prevention programs, dairy, etc.); what programs/projects will be implemented and what kind of services will be offered?
 - We don’t all agree on these things – this seems rushed
 - **Call the question** – show of hands of those who support – decision/vote rescinded
 - Our members have different perspectives on what these positions should do
 - Organizations can submit their own comments on behalf of themselves/organizations

- UC Advisors are neutral and have the expertise to advise/support organic and non-organic, large and small-scale agriculture
 - Discussion closed.
- ◆ Healthy Communities training (Change Lab Solutions) – call Jana Hill for registration assistance.
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Member Shares

SUZI GRADY, PETALUMA BOUNTY

- ◆ Healthy food for everyone (broad mission allows for flexibility and adaptability)
- ◆ A lot of our work supports direct services programs, collecting and redistributing food, growing/production, disseminating food to pantries and other nonprofits
- ◆ Working to get the food insecure involved in their own services/programs
- ◆ **Programs:** gleaned program, community gardens (9), information/expertise support, fundraising, capacity-building/training for food-related organizations, eco youth corps
- ◆ Fundraising for an educator position to take our services to the next level
- ◆ Working with farmers markets on coordinating market match programs – markets are in competition with each other and are all trying to implement programs/initiatives that improve food access
- ◆ Partnering on data collection projects with Department of Health Services
- ◆ Have a small Kaiser grant – funds our garden – partnering with Petaluma Health Center on nutrition education
- ◆ Working to raise awareness – why does it matter if we and our neighbors have access to healthy food
- ◆ Piloting CSA project with First Light Farm
- ◆ Pushing to change definitions that impact regulations (farmers)

EVAN WIIG, THE FARMER'S GUILD

- ◆ Guild began as an informal group of young farmers and ranchers that got together for dinner and began sharing resources (approximately 2 years ago)
- ◆ Many new farmers emerging – the food system is increasingly diverse now – more than just farmers/ranchers attending – chefs, distributors, processors, etc.
- ◆ Production (as a business, as an institution) has changed dramatically – unique products
- ◆ Horizontal networking and learning
- ◆ 7 Guilds throughout Northern California – each is unique and serves its own purposes
- ◆ Recently became 501(c)(3), researching fundraising models, launched crowdfunding campaign; 1.5 FTE

NEXT MEMBER SHARES:

- ◆ Community Alliance with Family Farmers (Heather)
 - ◆ UC Cooperative Extension (Julia)
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Membership Share

MEMBERSHIP PARKING LOT (document)

Recommendations from Membership Committee on 'Parking Lot' items from June, inc:

- ◆ **Membership Criteria**
 - Interested
 - Can Listen, participate and do work
 - Stakeholder representation (be proactive in 2015)
 - Determine where Alliance needs reps (be proactive and recruit for these)
 - Determine where we are strong? (If potential members in these categories, discuss with them how they feel their contribution would enhance the Alliance, given similar existing representation)
 - How is the Alliance representing the community? Discuss new members using the following lenses:

- Current work that Alliance is doing, skill needs of Alliance
 - Skills that potential members have
 - Demographics
- **'Friends of the Alliance' Criteria**
 - People who have been members but cannot attend
 - Active committee members (past or present)
 - Involved or expert community members
 - Friends receive Newsletters and Notes
- **Secondary Stakeholder Representation**
 - Determined for all members in July and Nov
- **Representing Individually or Organizationally (Alternates)**
 - Members can represent either individually or organizationally
 - Alternates- can come to take notes/report back to member but do not vote or participate as 'active' member
- **Guest Policy**
 - If guests would like to attend in the interest of becoming a new member the on-boarding period would be the time for this as it allows new members to try out the Alliance for a few months before joining.
 - Guests are welcome as speakers, sharing information the Alliance has requested
- **On-Boarding a new Member Again**
 - 'Friends' can be added to membership w/o review but with buddy
- **On-Going Work Of Membership Committee**
 - The committee would like to enhance member development, and find a variety of ways to hear the voices that are not represented on the FSA.

• **DISCUSSION**

- **Guest Policy** – The old policy allowed for guests (staff coordinated/oriented); how do we allow guests/flexibility and avoid becoming insularly?
 - Differences in guests – some visitors, some prospective members, some food system leaders that want to connect, some are very random and can be disruptive
 - Alliance members can be responsible enough to orient guests to avoid disruption?
 - **We could create a policy for guests** – notifying guests about rules of engagement; we need policy that works across the board
 - **DECISION: Need more discussion time on guest policy – Membership Committee will discuss and return with more**

• **DECISIONS: Guest policy not approved (will go back to Membership Committee)**

- **Add to guest policy/discuss:**
 - Alliance members orient guests
 - Keep policy open
 - Guests who are not invited
 - Write-out guest policy
- **New members** (that have formerly left the FSA) – add sentence about clarifying why they left in the first place and resolve the needs
- **Other pieces approved**

• **Stakeholder group sign-ups (secondary)**

- Ag support - Krista, Evan
- Education - Cathryn (non-school-based education), Wendy, Phina, Suzi

Finalize New Member On-Boarding plan for 2014

- Review process July-November
- **APPROVED** new member roster
- **'Buddies' for new members**

- Krista and Jason
 - Shan and Rachel
 - Michelle and Erin
 - Evan and Alessa
 - Lana, Lisa and Suzi
 - Phina and Karen
 - Tucker and Misti
 - Brittany and Wendy
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Assessment

- ♦ **POSTPONED TO EMAIL**
 - ♦ Cities Endorsements
 - ♦ Fall Endorsement Campaign
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Healthy Eating Action Team

Review and approve Healthy Retail Outlet Action Plan by Healthy Eating Action Team

- ♦ Timeline/scope document distributed
 - ♦ Healthy Retail Outlet Project (piloted in Santa Rosa – losing funding 9/1) – continuing as a pilot in Windsor; current staff within Department of Health Services – program very successful
 - ♦ Projects require funding – partnered with tobacco prevention
 - ♦ **APPROVED w/changes**
 - **Feedback/please add to document:**
 - Document intention to produce/catalogue best practices
 - Why Windsor was chosen – Windsor Wellness Partnership
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Alliance Next Steps: 2015 and Beyond

- ♦ Coordinating Committee reviewed funding, budget, priorities – to develop a fundraising plan/goal, priorities must be set first
 - ♦ Ag Innovations Network has committed to raise the funds for Alliance operations
 - ♦ September – FSA to begin priority-setting for 2015; defining our work for years to come – where to we need to focus our energy?
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2014 SCFSA Meeting Schedule

Meetings are always the 3rd Wednesday of each month, except August and December ♦ 2:30-5pm

- No August meeting
- September 17
- October 15
- November 19
- No December meeting