



SONOMA COUNTY FOOD SYSTEM ALLIANCE Meeting Notes

Wednesday, September 17, 2014 ♦ 2:30pm-5:00pm

O'Reilly Media, Inc. ♦ 1005 Gravenstein Hwy. North ♦ Sebastopol, CA 95472

	Misti Arias, SC Ag Preservation & Open Space District	✓	Jana Hill, Department of Health Services
	Erin Axelrod, Permaculture Skills Center	✓	Wendy Krupnick, CAFF/Community Garden Network
✓	Phina Borgeson, Interfaith Sustainable Food Collaborative	✓	Krista Lindley, Earthworker Farm
	Amy Chestnut, Sonoma Land Trust		Tony Linegar, Agricultural Commissioner
✓	Laura Colgate, Council on Aging	✓	Shan Magnuson, Kaiser Santa Rosa
✓	Cathryn Couch, Ceres Community Project	✓	Leah Murphy, Department of Health Services
✓	Paula Downing, Sebastopol Farmers Market		Tanya Narath, Leadership Institute for Ecology & Economy
✓	Michelle Dubin, F.E.E.D. Sonoma	✓	Jason Nichols, Workhorse Organic Agriculture
✓	Rachel Gardner, Food for Thought	✓	Alessa Palmaer, Mindful Meats
	Terry Garrett, Sonoma County Go Local		Linda Peterson, UC Cooperative Extension
✓	Suzanne Grady, Petaluma Bounty	✓	Lana Russell-Hurd, Greenbelt Alliance
	Heather Granahan, CAFF - North Coast	✓	Karen Shimizu, Catholic Charities
✓	Brittnay Heck, Gold Ridge Resource Conservation District	✓	Julia Van Solen Kim, UC Cooperative Extension
✓	Trathan Heckman, Daily Acts	✓	Evan Wiig, The Farmers Guild
✓	Tucker Hemquist, Spiral Foods Collaborative		

Guests:

- ♦ Doria Escobar
- ♦ Esther

Ag Innovations Network:

- ♦ Joseph McIntyre, joseph@aginnovations.org
- ♦ Katie Pease, katie.pease@aginnovations.org
- ♦ Dan Schurman, dan@aginnovations.org

#	Action Item	Who	When
1	Articles for newsletter and website ♦ Members needed to write articles for upcoming newsletter	All members	ASAP
2	Endorsement Effort (eblast) ♦ Organizations to distribute <ul style="list-style-type: none"> ○ Petaluma Bounty ○ CAFF ○ Daily Acts ○ Interfaith Sustainable Food Network (maybe, Phina will check) ○ Community Garden Network ○ Sonoma Land Trust (maybe, Amy will check) ○ Ceres (maybe, Cathryn will check) ♦ Finalize content	Trathen, Michelle	ASAP
3	AGNR Team Awareness Campaign; bring forward more info to FSA	Wendy	October 15

Meeting Objectives

- Welcome new members to the Sonoma County Food System Alliance (SCFSA)!
 - Hear about the aspirations of members' organizations and how they coincide with the Food Action Plan
 - Ensure alignment on goal setting process (Sept-Nov)
 - Reflect on our work to date to determine what is serving the community well and places we might shift our role (including goals and structure) to increase our effectiveness.
 - Finalize e-mail endorsement effort details and make sure all members are clear on their next steps.
 - Hear from each of our pillar teams to stay up to date on their efforts across the County
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Welcome New Alliance Members, Introductions & Member Shares

INTRODUCTIONS

- Brittnay Heck, Gold Ridge RCD
- Jason Nichols, Workhorse Organic Agriculture
- Karen Shimizu, Catholic Charities
- Paula Downing, Sebastopol Farmers Market
- Suzi Grady, Petaluma People Services Center
- Trathen Heckman, Daily Acts
- Shan Magnuson, Kaiser Community Benefit
- Doria Escobar, St. Joseph Health System Community Benefit (former)
- Leah Murphy, Department of Health Services
- Amy Chesnut, Sonoma Land Trust
- Dan Schurman, Ag Innovations Network
- Wendy Krupnick, Community Alliance with Family Farmers, Community Garden Network, SRJC
- Krista Lindley, Earthworker Farm
- Heather Granahan, CAFF
- Lana Russell-Hurd, Greenbelt Alliance
- Joseph McIntyre, Ag Innovations Network
- Michelle Dubin, FEED Sonoma
- Katie Pease, Ag Innovations Network

MEMBER SHARE

Heather Granahan, Executive Director, Community Alliance with Family Farmers (CAFF)

- Group of ag support organizations hosted a booth at the Heirloom Expo (annual shared booth/event)
 - Partnering with Go Local on a new "Grown Local" label – just for Sonoma County agriculture/producers
 - Distributed CAFF Annual Report; CAFF publishing many new materials and brochures
 - Farm to School Network – CAFF holding this statewide "piece" for the national organization; supporting with local procurement, farm to market
 - 2 grants ending soon, but CAFF is working to continue these great efforts on the North Coast! Several of the programs and services are really taking flight – farmers and supporters are taking ownership and creating great work – water/drought, knife skills, succession planning, procurement, membership, educational workshops
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Dreaming the Sonoma County Food System Alliance in 2015 & Beyond

Discuss and Align on the Sept-Nov Process for Goal Setting

- Goal – By November, have a set of priorities solidified
 - To realign the Alliance – have been working for the past 2 years with the current structure/plan
 - To help Ag Innovations Network in their resource development/program alignment efforts
- What we've learned, what we want to carry forward/what has worked?
 - October and November will focus on "looking forward"
 - Who do we want to join us? What do we want to be doing?

Reflection of the Alliance Work to Date

FAP Implementation Phase - Current plan/outline:

- **Overview:** Pillar Teams + Endorsement Effort + Communications + Membership process and recruitment
- **Endorsement Effort**
 - **Goal** = 100 organizations, 1000 individuals, all 9 cities; 2 cities complete, 3 in progress, 4 for 2015
- **Pillar Teams** - 4 teams, each was to plan one forum/project (selected from FAP goal/s)
- **Membership** - Process solidified – annual process
- **Communications** - Website and newsletter (website complete; 3 members create stories for 3 newsletter editions/year)

Ag Innovations Network

- **Joseph McIntyre, Ag Innovations Network**
 - Reviewed Alliance trajectory/history – Food Forum, Health Action
 - **What is really needed in our community? What are the issues of the day?**
 - Trends – food movement becoming more politically active (sugar-sweetened beverage taxation), organizations are looking at political/policy action, scaling-up small/local programs (driving demand for new services), aligning around common goals more effectively, land use policies
 - Alliances are about sensing what is going on and needed in a community, then leading/jumping on it; there aren't a lot of bodies that do well at thinking about what is truly needed, then collaborate
- **Dan Schurman, Ag Innovations Network**
 - AIN committed to having staff in Sonoma County, as the FSA shores up its priorities, we will need to coordinate to ensure an effective fundraising effort
 - Who sees value with what the Alliance is doing? Priorities, projects, goals.
 - Katie, Dan, Lisa = AIN team leading Sonoma funding effort

Learned

- Important to document what members are doing and share with community
- Complex system; we can “zoom up” to big picture
- Food system is very complex and may be perceived through many different lenses
- Endorsements – goals, accountability; 2014 process stellar
- Events for each Pillar = ambitious
- Staying checked in with Pillars
- Ag Innovations Network is key to moving forward
- Getting resource allocation right
- Good balance between Pillars and Alliance body
- Pillars had challenges; bringing people in
- Pillar problems – slow to do something – Social Equity – because there is no real owner at the Alliance table
- Need to balance action and reflection
- Keeping group focused
- Power of community/intention
- Set goals but not concrete steps or frameworks for achieving them
- FAP goals are very broad – more like missions
- Don't understand measurements for success, impact
- If we want to be successful with endorsements, we need to hold ourselves accountable
- Endorsements – one on one asks are more effective than blanket asks
- Goal-setting process tricky (with pillar teams); disjointed
- FAP dense and difficult to approach – break down better

Annual review/survey

- Which goals has your organization worked on this year?
- Which goals do you foresee your organization working on next year?
- Which goals do you see present the greatest need in our county?
- Which goals would you like to see the FSA take on next year?

Bring Forward

- FAP dense and difficult to approach; breakdown, complexity, not approachable
- Network incubator – strategies and actions
- Bringing back ongoing learning
- Recording minority voice; don't lose in process
- More alignment – between FSA and Health Action (county outcomes), CAN-C; networking
- Portrait of Sonoma County; align with poverty and economic development
- Sharing our work with community; alliance building between community partners – where to be strategic, how to connect with others working in food system
- More whole group work and learning
- More ongoing education about issues, info exchange
- Action Teams – that we are making something happen
- 2 kinds of working groups – goal-oriented/project and organizational support
- Local politics/policies
- Get specific
- Avoid siding between organizations
- Meeting theme = change outreach on Food Action Plan, change communications
- Document actions of FSA or partners
- Engage our endorsers
- Revisit FAP and goals for FSA and FAP
- Greater inclusion, sharing and action from pillars
- Increased membership
- Continue to get the FAP endorsed
- FSA as catalyst, incubator for ideas, actions, strategies
- Record minority voice; don't lose it in the consensus decision-making process
- Find the right balance between thinking/planning and action; be smart about resources
- Use FAP as leverage for change more effectively
- Connect FAP (explain and promote) with Go Local – Go Local to address all pillars/be inclusive

Food Action Plan Endorsements

OVERVIEW

- Trathen and Michelle (Lisa, AIN) leading endorsement effort
- Seeking endorsements from cities, individuals and organizations
- Goal = 2-9 cities, 100 organizations, 1000 individuals
 - Shooting for 9 cities, understanding there are resource challenges

CITY OUTREACH/PRESENTATIONS

- Sebastopol – complete
- Sonoma – complete
- Petaluma – Trathen and Suzi will present to the Petaluma City Council on October 6th
- Healdsburg – Linda, Trathen and Joseph will present to the Healdsburg City Council on October 20th
- Windsor – Shan and the Healthy Eating Action Team are meeting with Councilmember Salmon to discuss their Healthy Retail Outlet Project and a FAP resolution/presentation in October; will schedule presentation ASAP
- Santa Rosa – Tanya is working with the City of Santa Rosa to schedule a presentation this winter
- Cotati, Rohnert Park and Cloverdale – no meetings scheduled; will focus on in early 2015

FALL ENDORSEMENT CAMPAIGN & EBLAST

- Plan – Launch a push to member networks Sept 26 – Oct 24 (Food Day); same language, distributed same day
 - Trathen and Evan drafted content for FSA members to distribute to their networks; Lisa and Trathen are working on prepping a blast to the current endorsers
 - 2 versions – 1 for current endorsers, 1 for the general public (to be sent via FSA member organizations)
 - Which organizations will be distributing – how can we coordinate the message?
 - Option A vs. Option B and subject line choices reviewed
 - **Organizations that can distribute**
 - Petaluma Bounty
 - CAFF
 - Daily Acts
 - Interfaith Sustainable Food Network (maybe, Phina will check)
 - Community Garden Network
 - Sonoma Land Trust (maybe, Amy will check)
 - Ceres (maybe, Cathryn will check)
 - **Social media blast** – for organizations and individuals that cannot distribute a full email blast; no decision made
 - **Action:** Trathen and Lisa will revise/prepare
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Pillar Team Updates

AG & NATURAL RESOURCES – Meets the 4th Fridays at 9:30-11am at 133 Aviation Blvd., Santa Rosa

- **AGNR – Awareness campaign (Food Action Plan in Action)**
 - Framing existing and new efforts cohesively promoting together
 - Opportunity to be more skillful about sharing Food Action Plan
 - Launch a series - 3-4 months of themes; connect with other organizations; promote together
 - Example: Entrepreneurial business, promoting crop diversity
 - Example: Farmers Guild holding a workshop, FSA/AGNR can help promote/message
 - Are you already doing something related to the FAP? Let's promote it together – like it's a “month” – working together, supporting each other
 - Idea – Promoting crop diversity
 - AGNR team would launch – requesting full FSA support
 - Support by sending social media blasts, videos, articles, Facebook
 - Specifically reach out to endorsers
 - **Discussion:** What are the intentions, what is our capacity, what does this get us
 - Reframing things the FSA is already doing – increases impact of the FAP in the community

- How do we make complexity (food system) more simple; we are trying to make the food movement accessible and effective – we have a dream
- AGNR has brainstormed list of themes
- **Decision** – Will discuss further as concept/ask comes together; Wendy will send out information

ECONOMIC VITALITY – Meets the 4th Mondays at 3pm at Ag Innovations Network, 101 Morris Street, Sebastopol ; no report

HEALTHY EATING ACTION TEAM – no report

SOCIAL EQUITY – Meets the 4th Tuesdays at 3:30pm at Ag Innovations Network, 101 Morris Street, Sebastopol ; no report

2014 SCFSA Meeting Schedule

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

- ♦ **October 15th, November 19th, no December meeting**