



SONOMA COUNTY FOOD SYSTEM ALLIANCE MEETING NOTES

Wednesday, November 20, 2013 • 2:30pm-5:00pm
 Sonoma County Ag Commissioner's Office • Conference Room
 133 Aviation Boulevard, Suite 110 • Santa Rosa, CA 95403

	Misti Arias		Paul Kaiser
✓	Phina Borgeson	✓	Wendy Krupnick
	Amy Chestnut	✓	Krista Lindley
✓	Cathryn Couch		Tony Linegar
	Colin Davidson	✓	Shan Magnuson
✓	Paula Downing		Alison Malisa
	Michelle Dubin		Tanya Narath
	Darlene Fiscus		Tim Page
✓	Terry Garrett		Linda Peterson
✓	Suzanne Grady		Nica Poznanovich
	Heather Granahan		Lisa Preschel
	Trathan Heckman		Jim Shelton
	Tucker Hemquist		Lynn Silver-Chalfin
✓	Jana Hill		Rick Theis

Guests:

- **Leah Murphy**, Food System Health Information Specialist, Department of Health Services
- **Jen Dalton**, Coordinator, Mendocino County Food Policy Council

Ag Innovations Network:

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

SUMMARY OF ACTION ITEMS

#	Action	Who	When
1	Finalize and distribute Charter	Lisa	November 30
2	Create formal Associates list	Lisa	December
3	Contact inactive members to review status/agreement	Shan, Suzi, Paula	Nov/Dec
4	Solicit full FSA for city signups – then convene group to finalize next steps (needs, strategy moving forward)	Jana, Lisa, Phina, Paula, Shan (so far)	Dec/Jan

MEETING OBJECTIVES

- Review forum planning and endorsement strategy
- Review and set priorities for 2014
- Align Coordinator tasks with priorities
- On-board new members!

WELCOME & INTRODUCTIONS

- **Thank you to Ag Commissioner Tony Linegar and his team for hosting the SCFSA meeting!**

Go Local Magazine (Terry)

- The **first issue of “Made Local” magazine** has been released! The publication aims to bring the FAP into life – beginning with farm to table/agricultural economy, and will touch on all pillars as new issues are published.
 - Retailers are very receptive and supportive
 - Multi-media – working with sonoma radio/media groups, 5 radio stations, producing more Farm Shorts and other videos; online flipbook available on [Go Local's website](#) – to engage people on all mediums
 - **Requesting input, feedback and story support from FSA - please submit to madelocal@info.coop**
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SCFSA MEMBERSHIP

Charter Revision (proposed changes, round 2)

DECISION = all changes approved

- **Membership Section**
 - **Status** – Distinguishes difference between Full/Active members and Associates/Friends of the Alliance; creates
 - **Adding New Members**
 - **New Alliance Member Process**
 - Annual Membership Review (every November = formal review)
 - Adding new members outside of the annual process
 - **Responsibilities/Requirements**

DECISION: New Members (Gillian and Evan) = APPROVED (welcome!)

- **Gillian Fitch** is a candidate for formal membership – she is attending her 4th meeting and has been a member of the Ag and Natural Resources FPT for the past 4 months, and also serves on AIN Producer Council. She has completed a full orientation with FSA Coordinator.
 - **Background:** Gillian grew up on a small farm in Sonoma County and has strong passion/commitment for agriculture and urban gardening. She has worked as a public accountant for several years and recently shifted to growing food and working for food system change. She recently began working as a full-time farmer for Paul Kaiser with Singing Frogs Farm and is learning as much as she can from his innovative methods (CSA, business model, no-till farming, etc.). Her family is homesteading in Sonoma County and she is heavily involved in that project as well. She would like to continue to support farmers and to work on behalf of farmers and the food system.
- **Evan Wiig** is also a candidate for formal membership. He is the Organizer of the [Farmers Guild](#) and has a strong background in farming, community organizing, food system advocacy and communications ([True Grass Farms](#)).
 - All of the Guilds meets every month to network, socialize, learn, and collaborate. As the Organizer, Evan acts as a conduit, connector and convener – and he would like to extend this role with the SCFSA. Evan was nominated by Michelle Dubin – he has been vetted with the Coordination Committee and full SCFSA, and has been through a full orientation process.
 - **New Guilds established in Mendocino, Sonoma Valley, Yolo** – bringing all networks together
 - Alliance of farmers/ranchers to create a space for sharing resources, information, to spur economic viability and support those trying to make a living farming/ranching; to provide a place/environment that encourages people to choose to make a living growing food
 - **Sonoma Valley Guild meets** at the Sonoma Valley Grange, last Sunday of the month at 6pm
 - **Sebastopol meets** at the Sebastopol Grange, 1st Tuesday of the month at 6pm
 - **Question** – What has made your efforts to organize agricultural interests so successful – there have been many attempts in the past?
 - Revitalizing relationships with the local granges, reaching out to farmers (emerging and established), providing an opportunity for farmers to bring their stories, products, needs, resources, information, etc. – it grew and grew!
 - **Why do you want to be a member?** To continue to connect, network, share, collaborate – to help farmers/growers thrive
- **Discussion**
 - **How does the FSA ensure that new members are well-oriented and are able to smoothly transition/integrate?**

- Historically, when new members join, we hold an orientation – do we want to do that?
- Do we need/want to have an orientation?
- Coordinator did full orientation with both Gillian and Evan – reviewed charter, Food Action Plan implementation phase, decision-making process, and will continue
- Lisa, Jana and Wendy will remain available to new members
- **Stakeholder group representation/balance**
 - We need to keep considering gaps, and be mindful of all cross-sections of production
 - Producers – the SCFSA has long-desired to ensure balanced, adequate producer representation; well-balanced representation will make the FSA stronger/more effective

Membership Agreement - Members completed the Agreement; those not present will be emailed/contacted

Membership

- Reviewed current roster; current vs. active members
- At the October meeting, FSA decided that all members should re-commit to membership by signing the Membership Agreement (those members in attendance completed Agreement). All members will either sign it and commit (and show up), or be moved to the associates list
 - **Discussion – Why aren't people coming?**
 - No time for the meetings and/or no interest in meetings at all
 - Members are frustrated about how “process-y” SCFSA is – need to be able to offer members avenues for action in order to attract
 - We need to let it happen organically, while members take personal responsibility
- **What should be done with inactive members?**
 - Move to friends/associates list + offer them an avenue back to membership + ask them why they stopped attending, and what they would need in order to return
- **Volunteers to call inactive members – Shan, Suzi, Paula**
- **Question – Does the FSA want to do a formal review now? What do we do about gaps?**
 - No – individually/actively look throughout forum planning process
 - No one has ownership over this process – everyone seems to busy to consider membership; someone needs to be driving
 - **What has been done to date? How have we gone about it?**
 - We had a session/review (late 2012) – we could/should review that list;
 - We need to know what we have, what we are really missing
 - Secondary Stakeholder Group identification may alleviate gaps – no responses were received/no data at this time
 - We need to be thoughtful about this
 - **This is part of the Forum Planning Teams' charge – can they commit to it?**
 - Is there a strategy for this? What is our recruitment strategy? How do we identify people? How do we actually, explicitly do this to work toward a robust membership?
 - Remember – The SCFSA is relatively new – this is a very normal situation and it will pass
- **Who knows people in fisheries, food system, food system workforce (labor)?**
 - We need to table this – will bring it back in 2014
- **QUESTION: Individual/personal accountability in identifying members vs. ad hoc membership group**
 - **DECISION:** Revisit/create committee in 6 months and see how individual responsibility has worked

2014 PLANNING: FOOD ACTION PLAN IMPLEMENTATION

Pillar Forums and Action Teams

- **Healthy Eating Action Team**
 - Held the Healthy Eating Forum in September; Action Team established and moving forward. The Action Teams will be sub-committees of the FSA, so the HE Team's workplan will come back to the FSA for approval in early 2014.
- **Forum Planning Teams**
 - **Reviewed original objectives**

- **Need to identify Chairs for each committee; at the next meeting, all committees/teams will review the needs/requirements and select a chairperson**
- How do the Pillar Teams be more strategic? How do we pick a project and work on specific issues – rather than asking to the community for ideas, why not work from a proposal using the expertise and engagement already leveraged throughout the Food Forum?
 - **Partnership (action)** – What strategic alliances can we make throughout the community?
 - Economic development is happening – the FSA needs to partner with it rather than recreating the wheel. **How can we participate in the projects other community groups and businesses are already working on?** (Sustainable Enterprise Conference, Sonoma County BEST, iHub, SoCo Nexus, etc.)?
 - We need flexibility – not all teams need a big forum; not all teams will benefit
 - Healthy Eating had a natural partner – and the Action Team is chaired by individuals **who are paid to do this work in the community**
- **Review and Discuss Participation**
 - **Social Equity** - Is not holding a large event - don't want/need more members until we get to the next phase to invite more people – need to map it out and then determine if we need more people
 - **Economic Vitality** - Has decided to step back – what is going to move forward the plan into actual “things”? Need members to join the conversation – to continue. Maybe FPT doesn't need more FSA members right now, but to diversify our membership (Cathryn and Krista may attend one meeting).
 - Go Local Magazine = perfect example of how to achieve their goals in a creative way
 - **Agriculture and Natural Resources**
 - Looking at convening a working group to consider conservation and agriculture easements – doing more research on the agencies/organizations involved and the current work already being done. The team has been working with people outside of the FSA – stakeholders that will have a direct role in easements – more will come

Endorsement Strategy

- **Reviewed endorsements to Date** (and original objectives from FAP implementation plan)
 - **What does the group want to do with the endorsement process?**
 - Continue to seek member-related endorsements (individual and organizations)
 - Lessons learned; framing of the “ask” – cities are already doing fantastic work – how can the FSA support them in that and move forward in a good way; rather than a top-down ask
- **Outreach to Cities**
 - Coordinator working with Health Action City Council Liaison group to facilitate communication with cities. The FAP will be placed on the January agenda (meeting date not set yet – staff working together to coordinate; will report back).
 - Members approved a cities outreach plan in October –need sign-ups to work on/communicate with each city moving forward
 - **Endorsement group** to meet to discuss next steps – Jana, Lisa, Phina, Paula, Shan
 - **Coordinator** will solicit full FSA for signups (cities) – then convene group to finalize next steps (needs, strategy moving forward)

Next SCFSA Meeting

The SCFSA will meet on either January 15th or February 19th – notification will be sent ASAP

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