



SONOMA COUNTY FOOD SYSTEM ALLIANCE MEETING NOTES

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

Ag Commissioner's/UC Cooperative Extension Office • 133 Aviation Boulevard • Santa Rosa

	Misti Arias, SC Ag Preservation & Open Space District		Tucker Hemquist, Spiral Foods Collaborative
	Erin Axelrod, LIFT Economy		Wendy Krupnick, CAFF/Community Garden Network
✓	Phina Borgeson, Interfaith Sustainable Food Collaborative	✓	Krista Lindley, Earthworker Farm
	Amy Chestnut, Sonoma Land Trust		Tony Linegar, Sonoma County Ag 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		Linda Peterson, UC Cooperative Extension
✓	Terry Garrett, Sonoma County Go Local		Karen Shimizu, Catholic Charities
✓	Suzanne Grady, Petaluma Bounty	✓	Julia Van Solen Kim, UC Cooperative Extension
✓	Brittnay Heck, Gold Ridge Resource Conservation District		Evan Wiig, The Farmers Guild
✓	Trathen Heckman, Daily Acts		

Ag Innovations Network:

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

Guests:

- Angie Corwin, Community Alliance with Family Farmers
- Kati Hachmeyer, guest of Suzi Grady

Action Items

#	Activity	Who	When
1	AIN will draft survey and distribute to members, leaving 2 weeks response time –focus area priorities/selections	Katie	ASAP
2	AIN will incorporate Charter language updates	Katie	Finalize in February
3	Create 2015 Alliance Roadmap	Katie	For Feb meeting

Meeting Objectives

- 2014 Survey review to share successes and determine improvement areas for 2015
- Prioritize Focus Area themes/topics to begin exploration in February!
- Review changes to charter regarding new membership process from 2014
- Hear from each of our pillar teams about the great work they are doing

Welcome • Agenda Review • Information Share

OPENING: SHARE A 2015 GOAL (WORK WITH EACH OTHER TO ACHIEVE)

INFORMATION SHARE

- **Ortiz Plaza Project Design Review Hearing** to consider/adopt a Mitigated Negative Declaration
 - *SCFSA has been asked to support project's success via a letter (group) or individual letter/advocacy*
 - **SEE HANDOUT FOR FULL DETAILS**
 - **Hearing = February 4, 2015 at 1:30pm** [Sonoma County Permit and Resource Management Department \(PRMD\)](#), 2550 Ventura Avenue, Santa Rosa
 - Proposed = 30 units of farmworker housing located in unincorporated Larkfield area; 1.75 acre site
 - Funding contingent upon receiving conditional approval by the Design Review Committee
 - **[Sonoma County Hunger Index Forum](#)**
 - **February 19, 2015 • 4:00 PM - 7:00 PM**
 - Redwood Empire Food Bank • 3990 Brickway Blvd., Santa Rosa, CA 95403
 - Joseph McIntyre moderating, Social Equity Team partnering and participating
 - **[The Farmers Guild Guild-Raising](#)**
 - **February 14, 2015 • Petaluma Veterans Building, [1094 Petaluma Boulevard South, Petaluma](#)**
 - 1:30-6pm – Interactive Gathering to Empower Farming Communities
 - 6-10pm – Celebrating the Romance Between Field & Fork
 - **[Leadership Institute- A call to advance Social Equity workshop](#)**
 - Please join us and bring the voice of food to the table!
 - **[Chow Down Hoe Down](#)**
 - **February 8 • 12-4pm • SoMo Village Event Center in Rohnert Park**
 - Local food & beverage showcase with 25 local foodmakers.
 - Free admission, free samples with food & drink for sale, and live music!
 - **[2015 International Year of Soils](#)**
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2014 Accomplishments & Evaluation

[2014 ACCOMPLISHMENTS REVIEW](#) – see handout/attachment

- Ag Biz Council (inclusion)
- FAP work driving County policy and programming
- New members

[2014 MEMBER EVALUATION REVIEW](#) – short and long versions available

- Facilitation – What are the needs of the Alliance regarding facilitation? – Spend 20 mins. determining in Feb. meeting?
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Food Action Plan Pillar Teams

AG & NATURAL RESOURCES

- **Meets the 4th Friday of each month, 9:30-11am**, Ag Commissioner's Office, 133 Aviation Blvd., Santa Rosa
- **Project: Event on Land Access** – Planning in progress; Sonoma Land Trust, SCAPOSD, Farm Bureau, UCCE, Farmers Guild leading planning team; educational component; how to connect/lease land; several ag partners

ECONOMIC VITALITY

- **Meets the 4th Monday of each month, 3-4:30pm** at Ag Innovations Network, 101 Morris Street, Sebastopol
- **Project: 10 in 10 Week** – Import substitution; move \$200m/year to get folks involved; theme and focus message
 - Also participating in **Sustainable North Bay mini-project on festival/fair food**; pilot project – ultimate goal is to create a local foods pavilion at the Sonoma County fair; piloting a smaller piece at the Gravenstein Apple Festival
 - Fair food innovation – localize as many parts of food products as possible; questions about the retail aspects/components

- Is this a Pillar Team project? Or a Go Local and Sustainable North Bay project?
- What about a vegetarian option?
- More discussion welcomed

HEALTHY EATING ACTION TEAM (Shan)

- **Meets monthly; contact Katie or Shan**
- **Project: Healthy Retail Licensing (pilot)** – Developed scope of work for HEAT; identified Windsor as ideal pilot city; partnered with Windsor Wellness Partnership (Health Action Chapter); educated group on policy and healthy retail projects; identified city champion; drafted FAP endorsement/resolution – under consideration – Council will be asked to support when feedback received

SOCIAL EQUITY

- **Meets monthly**, contact Suzi, Phina or Tanya, location TBD
 - **Project: [Sonoma County Hunger Index Forum](#)** (in partnership with Ag Innovations Network)
 - **February 19, 2015 ♦ 4:00 PM - 7:00 PM**
 - Redwood Empire Food Bank ♦ 3990 Brickway Blvd., Santa Rosa, CA 95403
 - Joseph McIntyre moderating, Social Equity Team partnering and participating
 - SE Team meeting with Hunger Index Forum Planning Team through February 19th – schedule TBD
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Food Action Plan Endorsements

ENDORSEMENT UPDATE

- Individuals: 296
- Organizations: 69
- Cities: 4; Town of Windsor in progress; Sebastopol, Sonoma, Healdsburg, Petaluma complete

DISCUSSION/PLANNING

- **Endorsement Team met to discuss 2015 endorsement strategy – meeting notes/proposal below:**
 - **Food Action Plan goals and existing support – how to leverage that?**
 - The FAP goals are a framework – use to inform/educate the community, how we talk about the need for food system change, how we engage new members
 - Greater awareness, engagement
 - Endorsements are a part of the 2015 planning conversation
 - Where can this go? What is the importance of the endorsement effort?
 - What’s going on in the county under the Food Action Plan goals?
 - **Proposal (approved):**
 - Continue seeking city endorsements – consider next steps on impact/ FAP goals and/or policy advocacy
 - What can next steps look like in the cities that have endorsed? What does success look like? Where are the levers? Discuss as 2015 planning moves along
 - Individual and organizational endorsements still open, but not a priority
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Membership Updates

Reviewed Membership Parking Lot/Updates document (feedback):

- **Guest Policy** : Approved, but clarify guest policy on meeting participation and guests being observers; let facilitator know when guests want to attend
- **Alternates: Clarification needed**; how do we solve for meeting participation requirements?
 - Proxies are different than alternates
 - If member is stepping down, alternates = seated immediately
 - If member is not stepping down, alternates cannot participate as regular member
 - ***Need language drafted to address former members that want to rejoin FSA

- ♦ **Annual Membership Process**

- Request to revisit; overwhelms FSA; can twice/year be achieved?
 - Try annual process in 2015; revisit in 2016
 - **Comment** – Membership process isn't always inclusive of many stakeholders; to a re-joining member the process doesn't feel flexible or inclusive
 - **Inclusivity**–Discuss the invitation regarding being a part of the Alliance. How do we extend and enact an inclusive invitation to those interested in being a member of the Alliance?
 - **Diversity** – **TO DISCUSS** – what does “diversity” mean?
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2015 Planning

On Capacity...

- ♦ Where/how do we want to prioritize our work?
- ♦ Surfacing/preparing the Alliance for reduced staffing
- ♦ Pillar Teams – Will need to decide whether or not to continue

Where We Left Off/Review...

FOCUS AREA → RESEARCH AND POLICY + COMMUNICATIONS = STRUCTURE

- ♦ November FSA meeting = Alliance answered questions about priorities and needs in Sonoma County food system
 - How to move forward with this planning process? How to determine focus area?
 - January 2015 Coordinating Committee: Reviewed all input from Nov FSA meeting – themed all responses
 - Seeking broad direction – what more do we need to know to be impactful in the community?

- ♦ **DISCUSSION: MEMBER RESPONSES**

- What happened to the Theory U model? Still a need to connect “purpose” and “focus area.”
- We are short on time
- We are missing the production agriculture reps – Eco Farm Conference – keep them in mind
- Theme/focus area doesn't necessarily mean a “project”

- ♦ **DISCUSSION: FOCUS AREA**

- Most of the focus area feedback could be directed at 10 in 10 week
- What about the **theme of “soil”** – the foundation of everything; and as a metaphor
- What aligns in the community? Most of the progress we made in 2014 was made in partnership with other community groups/agencies – SEC, Hunger Index – we should stay involved
- **How do Pillar Teams fit into this?** Do they go away, become fully integrated, etc.?
- **Looking for an area for further exploration**
- **What does FSA want?** Many want to move/action, many want to explore new ideas.
 - Entertain new ideas as focus areas (8)
- **What about the constraint/need to raise funding???** We need to help AIN get funding in place to continue our work.
- How do we find a common goal – get everyone on the same page?
- Was the question right? We asked about the highest need of the Sonoma County food system – not about what the FSA should work on; would interpretation have been different?
 - This was a metaphysical question – not about a specific project
 - We should come to a focus area – **there is some urgency here** – funding considerations
- **What's most important for the FSA to work on – is different than what is needed?**

- ♦ **DISCUSSION: GROUP SUGGESTIONS**

- **STRAW POLL (on buckets from list)**
 - Land – 3; 3 by sea
 - Supply chain – 1
 - Food access – 5

- **CONCERN = How can we maximize impact across pillars AND use a straw poll?**
 - Supply chain is the only option that cuts across all pillars
 - What's a project, program, theme that allows us to cut across – supply chain is not a focus or a theme
 - Chain = linear
- **HOW CAN WE GET TO A DECISION IN FEB**
 - **Some interaction/planning between meetings needed – should an ad hoc group meet?**
 - The Coordinating Committee + more members?
 - As many people as possible – doing this in a committee would exclude people
 - We just did this – KP and Suzi themed the ideas and brought back
- **VOTE BETWEEN IDEAS**
 - Open up opportunity for input – what are themes that would allow the FSA to maximize impact across all pillars
 - OR – use the data we already have – go back to the drawing board – review how the info is presented – we reframe and choose from those
 - Those that don't participate – they need to participate in an electronic process
- **SURVEY MEMBERS – 2 week response window**
 - Members provide their thoughts on maximizing impact across all pillars
 - Take one of the focus areas/theme options – identified by KP and Suzi
 - List the ideas and come back with other
 - List the bubbles we wanted to vote on today + add an "OTHER" column
 - Let members see what has been brought to the table
 - **PROCESS: Take existing ideas – what ideas have already come forward – add other category – in FEB – bring all back and determine focus area at February meeting– select 1 + comment box**

NEXT ALLIANCE MEETING: February 18, 2015, 2:30-5pm, location TBD

2015 Meeting Schedule (meetings always held the 3rd Wednesday of each month at 2:30-5pm)

- March 18
 - April 15
 - May 20
 - June 17
- Late 2015 schedule may change:
- July 15
 - September 16
 - October 21
 - November 18