



Sonoma County Food System Alliance

MEETING RESULTS

April 17th, 2013 • 2:30pm to 5:00pm

Sonoma County Department of Health Services • Manzanita Conference Room
490 Mendocino, Suite 202 • Santa Rosa, CA 95404

	Craig Anderson	✓	Wendy Krupnick
	Misti Arias	✓	Bill Leland
✓	Phina Borgeson		Jenn Lewis
	Amy Chestnut		Tony Linegar
✓	Cathryn Couch	✓	Alison Malisa
	Colin Davidson	✓	Tanya Narath
✓	Paula Downing		Tim Page
✓	Michelle Dubin	✓	Linda Peterson
	Darlene Fiscus		Nica Poznanovich
	Terry Garrett		Lisa Preschel
✓	Suzanne Grady		Richard Robinson
	Heather Granahan	✓	Jim Shelton
	Brittany Heck		Karen Shimizu
✓	Trathan Heckman		Lynn Silver-Chalfin
✓	Jana Hill		Rick Theis
	Paul Kaiser	13	Members in Attendance

GUESTS

- **Shan Magnuson**, Kaiser Permanente, Community Benefit/Health Specialist
- **Krista Lindley**, Gold Ridge Resource Conservation District, Watershed Coordinator

FACILITATION TEAM

- **Katy Mamen**, Director of Programs, katy@aginnovations.org
- **Lisa Badenfort**, Sonoma County Food System Alliance Coordinator, lisa@aginnovations.org

SUMMARY OF ACTION ITEMS

- Complete and submit SCFSA's sponsorship documents for the Sustainable Enterprise Conference (Lisa)
- Submit brief member bios to Coordinator – to be compiled and distributed (Membership)
- Develop communications proposals (2/Lisa):
 - Internal: Monthly update on all meetings and activities
 - External: Monthly update for partners, supporters and the general public
- Complete membership spring clean – finalize active membership review (Wendy, Linda, Lisa)
- Revise and distribute Food Action Plan implementation and forum-related documents (Lisa)
- Convene all Forum Planning Teams (FPTs) by the end of May 2013 (Lisa)
- **Create Documents (Lisa)**
 - Endorsement Form (from FAP Appendix A, page 48)
 - PowerPoint presentation for endorsement meetings
 - SCFSA/Endorsement FAQ (Lisa, Jana)

WELCOME AND INTRODUCTION

- **Member Introductions:** The group spent time getting to know each other and in particular, new Alliance members. All members and guests shared about their passion, path, and position. Members agreed that a list of short bios would be helpful.
- **ACTION:** FSA members will send Lisa brief bios (roughly 3-5 lines). These will be compiled and distributed to Alliance members.

HOUSEKEEPING

- **AIN Support Team Update**
 - Miriam Volat has stepped down from her role facilitating Alliances with Ag Innovations Network. AIN is committed to ensuring continued support and has a facilitation team that will fill in while a long-term support solution is worked out. For the time being, AIN's Director of Programs, Katy Mamen, will provide facilitation support.
 - The AIN team is recommending that the Alliance implement a process to finalize its meeting results. Currently, these remain in draft form.
 - **DECISION:** AIN will circulate draft meeting results to Alliance members. Members will be given one week to contact the Coordinator with any clarifications or revisions. At that point, meeting results will be finalized.
- **Coordinator's Update**
 - Lisa gave a brief update on her, and the Alliance's, activities over the past two months. A summary of activities is appended.
- **Meeting Food and Beverages**
 - SCFSA Coordinator will begin bringing snacks and coffee to each meeting
 - Coordinator to integrate member-produced food when possible
- **8th Annual Sustainable Enterprise Conference**
 - **QUESTION:** *Would the SCFSA like to sign on as an affiliate sponsor of this year's conference?*
 - **DECISION:** Yes
 - The SCFSA's sponsorship profile is complete and can be found here: <http://sustainableenterpriseconference.com/sponsor/1243/sonoma-county-food-system-alliance> *The Sustainable Enterprise Conference, scheduled for Friday, April 26, 2013 at Sonoma Mountain Village in Rohnert Park, is designed to help North Bay business, non-profit, academic, and government organizations transition to economic, environmental, and social sustainability. www.SustainableEnterpriseConference.com*
 - Jana and Lisa will be presenting on the following panel:
 - [Growing Profits: Sonoma County Healthy & Sustainable Food Opportunities](#)
- **Internal Communications Plan (eNewsletter)**
 - **QUESTION:** *Does the SCFSA want to launch an internal communications/eNewsletter?*
 - **DECISION:** Yes
 - External communications plan to be addressed at upcoming Coordination Committee meeting (May); plan to utilize SCFSA's portion of the AIN website
 - Internal eNewsletter: proposal to be drafted by Coordinator
 - **Discussion points**
 - Frequency: not more than monthly; internal eNewsletter would be useful only during months where no SCFSA meeting is scheduled
 - External method could be web/website based
 - Audience: Endorsers, supporters, reviewers, members and the general public will benefit from having one
 - Content: Strong desire for both internal and external newsletter
 - Should contain all different voices from all Alliance committees and planning teams – each entity will designate a leader who will write meeting summaries/content and work with Coordinator
 - Consider moving Info Share section to the eNewsletter to allow more time during SCFSA meetings

- **Membership Spring Clean**
 - There is a need to clarify who is formally on the Alliance and who should be listed as affiliate
 - Linda and Wendy and Lisa working to identify, contact and communicate with members whose participation has dwindled over the past 6+ months; seeking to learn about their circumstances and the level of participation they anticipate in the future
 - Prior to removing inactive members from the roster, a phone call will be attempted with each
 - **ACTION:** Lisa will coordinate with Linda and Wendy to finalize this process.

INFO SHARE

- **Linda:** [California Food Policy Council Update](#) (from March 20th meeting)
 - Several new members have joined the Council
 - Members were broken up into groups of 15-20 and asked to review several pieces of state legislation, rank the strength of each on a scale of 1-5 (while considering 14 criteria)
 - Linda has been in contact with Roots of Change staff to address several concerns, primarily the legislative analysis tasks and tardy/no advance meeting materials
 - The SCFSA continues to participate as a Consulting Member and has not ratified the CAFPC's principles – the SCFSA will need to agendize this in the coming months
- **Wendy:** Heather Granahan, [Community Alliance with Family Farmers \(CAFF\)](#) North Coast Regional Food System Manger, has created a [CAFF Facebook page](#). It is intended to serve as a hub for local farming events, news, job opportunities, etc. FSA members were encouraged to use this to post information.
- **Trathen:** [350 Home and Garden Challenge](#) – (from Daily Acts) *On May 18th and 19th, thousands of people across Sonoma County will rise to the challenge of creating a more sustainable community. Building upon the incredible success of 628 garden actions in 2010, 1044 actions in 2011 and 2,304 in 2012, our goal this year is to inspire 3,500 registered actions.*

MEETING NOTES: A new process for finalizing meeting notes has been implemented

- Coordinator will email DRAFT meeting notes to the full SCFSA within 7 days after each meeting
- Coordinator will take corrections/comments for 7 days following distribution of DRAFT notes
- Coordinator will distribute finalized notes

REVIEW & APPROVAL OF 2013 PLANNING DOCUMENTS

We reviewed several key documents that will guide the implementation phase of the Food Action Plan. Key feedback on these, as well as related decisions, is summarized below:

A. Implementing the Food Action Plan

- **FAP Reviewers:** What was the original intent in soliciting the reviewers for feedback?
 - To inform them that the FAP was complete and their contributions were significant/appreciated
 - To leverage their endorsements and input/participation in future endorsement activities
 - AIN support team working to establish final list of reviewers and contact info
 - **DECISION:** Implementation Plan Document changes:
 - Removed reviewers' role in priorities refinement
 - Move FAP reviewers section from forum planning to endorsement section
- **Planning Discussion**
 - **Goals/priorities:** How do we narrow down priorities and craft forum agendas – each goal is broad, and multiple sub-goals were selected
 - What kind of feedback are we seeking?
 - How do we educate the community on the FAP while still being able to affect change?
 - FPTs to further refine priorities and identify key stakeholders to solicit buy-in from
 - **Individuality:** Each forum will be different and a one-size-fits-all set of guidelines/processes may not be useful or appropriate
 - **DECISION:** FPTs will be the primary decision-making body regarding the scope/focus of forums
 - Empower FPTs to determine the goals/priorities for each forum; teams may select additional priorities or further-refine existing selections

- **Endorsement Planning Discussion**

- **Urgency:** SCFSA eager to launch endorsement process
 - Members had anticipated that endorsement process would begin immediately after the FAP was finalized and adopted (last Fall) but this was delayed
 - Keep endorsement process/obligations simple; avoid tying endorsements to specific goals/sub-goals; seek broader endorsement of pillar or plan
- **What does endorsement mean?**
 - Support vision of FAP or Support a pillar/goal
 - Commit to action
 - SCFSA does not provide technical support to endorsers, but acts as the hub and networker of countywide food system/FAP activities
- **SCFSA to begin Round 1 outreach immediately**
 - Need mechanism to receive endorsements
 - **Tracking: ACTION:** Lisa will update endorsement documents/forms and post the Declaration/Endorsement forms online and distribute via email
 - Declaration of Support (Appendix A, page 48)
 - County/City Resolution Template (Appendix B, page 49)
 - Devise separate tracking mechanism
 - **Endorsement Form: Changes**
 - **Data Collection** (component of endorsement document)
 - Organization Name
 - Supporting Action(s)
 - Current
 - New
 - Interests/dream/future wants
 - What support do you need?
 - Contact information
 - Support whole vision
 - Support specific pillars
- **ACTION:** Coordinator to create a brief PowerPoint document for FSA members to use when cultivating endorsements
- **DECISION:** SCFSA meetings will take place: May, June, August (undecided), October, December

- B. Roles Document**

- This document, which aims to clarify the full set of FSA implementation entities and their roles was circulated to members for review.
- **DECISION:** The communications committee will be rolled into the Coordinating Committee.
- **ACTION:** Members will contact Lisa with any questions or feedback about the roles document

- C. Forum Planning Teams Rosters, Planning Protocol, Checklist**

- Reviewed these documents, which forms a framework for forum implementation planning
- **DECISION:** Each FPT will be convened before the end of May

FORUM PLANNING

- **Economic Vitality (July 2013)**

- **Meeting Report:** first planning meeting held on April 11th
- Group quickly realized that more research is needed before they are able to establish objectives, an agenda, or plan logistics
 - Team seeking data on supply chains, multiplier effect and county land and farming
 - Jana, Lisa and Terry to hold three related community meetings
 - Jana to work with new County Economic Development staff
- North Bay Regional Food System Network Forum (2012)
 - Team trying to avoid duplicating content/agenda items from recent event
 - Lisa and Jana to meet with UC Cooperative Extension, Stephanie Larson
 - UCCE has offered to participate/contribute both content and resources

- The FPT has decided to focus the Forum on a more narrow topic: supply chain, barriers, opportunities, the economics of shifting a percentage of consumption to locally-produced foods
- **DECISION:** Forum has been moved to July to allow for additional meetings/planning needs
 - Agenda will be built utilizing feedback from each meeting
- FPT will be reconvened in three weeks
- **Healthy Eating (September 2013)**
 - County Health Services (SNAP-Ed) will participate in planning and management
 - New FPT members (to be added to roster): Suzi, Shan, Trathan, Alison (tentative)
- **Social Equity (November 2013)**
 - FPT prefers November forum: agricultural workers can attend – want something scheduled between harvest and the holidays – this is a good window
 - Department of Health Services will participate in planning and management
 - Community Transformation Grant programs have similar goals
 - FPT Signups: Suzie, Michelle (tentative), Paula (tentative)
- **Agriculture and Natural Resources (January 2014)**
 - **DECISION:** This Forum will take place in January 2014.
 - Must be scheduled for early January to avoid conflicting with EcoFarm Conference
 - UC Cooperative Extension will participate in planning and management
- **Forum Planning Discussion**
 - **QUESTION:** Can non-members join the planning teams?
 - Teams to be mindful of size; keep planning teams manageable and efficient – can also serve as advisors
 - **DECISION:** Yes, at each team’s discretion
 - Each FPT to select a Chairperson to act as forum contact and lead, take meeting notes, report back at SCFSA meetings, and work with SCFSA Coordinator
- **ACTION:** Lisa will revise the forum planning documents accordingly and recirculate

PRIORITY NEXT STEPS

- SCFSA’s sponsorship documents for the Sustainable Enterprise Conference (Lisa)
- Internal communications document/eNewsletter proposal (Lisa)
- Membership Spring Clean – finalize active membership review (Wendy, Linda, Lisa)
- Revise and distribute Food Action Plan implementation and forum-related documents (Lisa)
- Convene all Forum Planning Teams before June (Lisa)
- Endorsement Process: develop list of strategic endorsements (2nd group) (Coordination Committee)
- **Documents to create (Lisa)**
 - Endorsement Form (from FAP Appendix A, page 48)
 - PowerPoint presentation for endorsement meetings
 - SCFSA FAQ (Lisa, Jana)

ACRONYMS

- AIN – Ag Innovations Network
- CC – Coordination Committee
- FAP – Food Action Plan
- FPT – Forum Planning Team
- SCFSA – Sonoma County Food System Alliance