



SONOMA COUNTY FOOD SYSTEM ALLIANCE MEETING RESULTS

May 15, 2013 • 2:30pm to 5:00pm

Community Action Partnership • 1300 North Dutton Avenue • Santa Rosa, CA 95401

	Craig Anderson	✓	Wendy Krupnick
	Misti Arias	✓	Bill Leland
✓	Phina Borgeson		Jenn Lewis
	Amy Chestnut		Shan Magnuson
	Cathryn Couch		Tony Linegar
	Colin Davidson	✓	Alison Malisa
	Paula Downing	✓	Tanya Narath
✓	Michelle Dubin		Tim Page
	Darlene Fiscus	✓	Linda Peterson
✓	Terry Garrett		Nica Poznanovich
✓	Suzanne Grady		Lisa Preschel
✓	Heather Granahan		Jim Shelton
	Brittany Heck	✓	Karen Shimizu
	Trathan Heckman		Lynn Silver-Chalfin
	Jana Hill		Rick Theis
	Paul Kaiser		11 Members Present

GUESTS: *Krista Lindley, Gold Ridge Resource Conversation District*

FACILITATORS: *Katy Mamen and Lisa Badenfort with Ag Innovations Network*

MEETING OBJECTIVES

- Update members on Forum planning progress
- Get input and sign-off on communications plan
- Identify high-priority FAP endorsers and create outreach plan
- Equip FSA members with everything needed to secure endorsements

SUMMARY OF ACTION ITEMS

#	ACTION	WHO	WHEN
1	Create a Food Action Plan introduction handout	Lisa	Before June 11, 2013
2	Purchase the URL: sonomafoodaction.org	Lisa	TBD
3	Consult with Ag Innovations Network's webmaster	Lisa, Katy	TBD
4	Make additions to Media/Press and Events Outreach Plan	Lisa	Before June 11, 2013
5	Revise Declaration of Support Form	Lisa	ASAP
6	Locate narratives for photos in FAP presentation (Preuss)	Lisa	Before June 11, 2013
7	Identify complete list of Food Action Plan Reviewers	Wendy, Linda	Before June 11, 2013
8	Draft email/letter template for endorsements	Heather	Before June 11, 2013
9	Edit and distribute email/letter template for endorsements	Lisa	Before June 11, 2013
10	Create/distribute endorsement grids Google Document	Lisa	Before June 11, 2013

11	Upload and distribute link to FAP Introduction presentation	Lisa	Before June 11, 2013
12	Discuss SCFSA events tabling kits process	Wendy, Krista	Before June 11, 2013
13	Create a Food Action Plan/SCFSA FAQ	Jana, Lisa	Before June 11, 2013

WELCOME

- Katy welcomed the group and then reviewed the agenda.
- Thank you to Karen Shimizu and Community Action Partnership for hosting this month's SCFSA meeting!

INFORMATION SHARE

- **Michelle Dubin:** [F.E.E.D. Sonoma](#) (Farmers Exchange of Earthly Delights) is holding their official grand opening on May 19th. F.E.E.D. Sonoma is located at: 6780 Depot Street, Suite 120, Sebastopol, CA 95472.
- **Terry Garrett:** Clover Stornetta Farms has joined Go Local Sonoma County, complete with an entertaining new design for their trucks and billboards (Clo Local, Sonoma County). The article can be found [here](#). The GoLocal branding effort continues to gain momentum throughout the North Bay region.
- **Tanya Narath:** [The Leadership Institute for Ecology and Economy](#) is accepting applications for the [Leadership for a Sustainable Future Class of 2013-14](#). The final application deadline is May 22nd; sponsorships/sliding scale opportunities are available.
- **Wendy Krupnick:** Shared a flyer announcing the following event:
 - [Public Banking Institute Conference](#): June 2nd-3rd at Dominican University in San Rafael
- **Heather Granahan:** [Community Alliance with Family Farmers \(CAFF\)](#) is on high alert – working to elevate local voices in the 2012 Farm Bill reauthorization process.
- **Suzi Grady:** The [P.L.A.Y. Program](#) (Petaluma Loves Active Youth) is a collaboration between Petaluma Health Center and Petaluma Bounty that provides families with nutrition, farm-based education, cooking demonstrations, and eight weekly Bounty Boxes from the Petaluma Bounty Farm. To donate (Sponsor-A-Box program), please contact Suzi at 707.765.8488 or suzi@petalumabounty.org.



DISCUSSION: A request was made to have the FSA engage in farm bill advocacy. Does the SCFSA have a system to take positions on major public/government projects?

- The Alliance is not set up for this at this time. The group did not express interest in developing this idea further.
- Members were directed to a couple of organized efforts to influence the farm bill and encouraged to engage: [National Sustainable Agriculture Coalition \(NSAC\)](#) and California [Climate and Agriculture Network \(Cal-CAN\)](#).

Forum Planning Teams Updates

- **ECONOMIC VITALITY** (Terry)
 - **Focus/Priorities:** **Forum will be held July 26th**, and will focus primarily on **Goal 3.3: Expand the capacity of the local food supply chain to create more jobs in Sonoma County, and center around the goal of reducing imports and exports while shifting 10% of purchasing to local food/products.** The FPT determined that more data was necessary to build a Forum that could provide beneficial information about the local food economy and help stakeholders identify the true needs, barriers and opportunities throughout the supply chain. Jana, Lisa, Karen and Terry have held three meetings to discuss what is being produced, imported, exported, etc. in Sonoma County.
 - **Meetings held:** UC Cooperative Extension, Sonoma County Agricultural Commissioner, Sonoma County Economic Development Board, Sonoma State University (Economics)

- **Next Steps:** FPT is thrilled that Joseph McIntyre will facilitate the Forum and work with the team to craft a well-designed and informed agenda.
- **Discussion:** Several members requested that the Forum address non-institutional purchasing – the FPT intends to do so.
- **HEALTHY EATING** (Alison): The SCFSA and Sonoma County Department of Health Services will be co-producing/managing this Forum (Jana will coordinate with HEAL and SNAP-Ed programs).
 - **Focus/Priorities:**
 - *5.5: Support innovative strategies to increase the retail availability and affordability of healthy, local food and beverages to decrease the prominence of unhealthy options*
 - *6.1: Promote awareness and enrollment in food assistance programs*
 - **Logistics:** This FPT is still considering size, scope, format
 - **Venue:** Looking into the Sonoma County Fairgrounds
 - **Budget:** County DHS will report back on HEAL/SNAP’s budgets for the Forum
 - **Panel/Format:** Group will continue to consider formats, agenda, size, speakers
 - The Economic Vitality Forum is organizing around the central goal of shifting 10% of purchasing to local food; FPT could identify a similar central goal to organize around
 - Considering a bilingual Forum (local nonprofit to provide volunteers)
 - Begin with panel presentations → breakout groups (organized by neighborhood)
 - Provide overview of key data/trends in SNAP enrollment, hunger and food insecurity, obesity, diabetes (by ethnicity and income), neighborhood health, price equity/justice
 - Social/reception: planning to invite local businesses to provide cooking demonstrations
 - **Forum Planning Team Meeting Schedule:** 2nd Thursdays in June, July and August
 - **Dates:** June 13th, July 11th, August 8th • 4pm-5:30 pm
 - **Location:** Ceres Community Center • 7351 Bodega Avenue • Sebastopol, CA 95472
- **SOCIAL EQUITY** (Suzi):
 - FPT has not resolved which FAP Goals/Sub-Goals the Forum will focus on, but had a very robust meeting and laid a strong foundation
 - **Primary Objectives/Goals:**
 - **2-Pronged Approach: Underrepresented Communities + Solutions/Programs**
 - What are the needs on both sides? What is needed to establish safe, fair and effective workplace practices and business models?
 - Because this pillar/FAP **Goal 9 is lacking data**, a major component of the Forum will be to engage with underrepresented communities and explore their greatest challenges
 - **Buckets/sectors to explore during the Forum:**
 - Immigration and Labor
 - Worker wellness/quality of life (view of the workers is critical to this Forum)
 - Worker development
 - Successful/positive organizational/management tools and business models
 - **Data/information needed** (FPT to gather from local programs and County staff):
 - County/Community Transformation Grant funded programs
 - California Human Department Corporation
 - Labor/Organizers: Graton Day Labor Center, North Bay Labor Council, North Bay Organizing Project
 - Businesses: What models are working for both workers and owners?
 - Farmers/Producers
 - **Logistics:** FPT will have several meetings before finalizing a date/time
 - **Venue:** Forum to be held in the Sonoma Valley
 - **Dates:** FPT holding November 14-16th; anticipating an afternoon event (w/reception)
 - **Questions/Considerations**

- Do we address agricultural/farmworkers only at this Forum? Is it too much to incorporate all food system workers?
- How do we consider and present the differences between small and large farmers?
 - Each have entirely different sets of challenges, needs and opportunities
- How can we address immigration reform without political controversy/tension?
- **DISCUSSION:** Members suggested programs/business with positive best workplace practices
 - E.g.: Bloomfield Farms, Singing Frogs Farm, Amy's Kitchen

DISCUSSION: Forum Size ♦ How Wide to Cast the Net?

- ♦ **Forum size** (participants) has been a question/issue for all three Forum Planning Teams
 - **Key questions:**
 - Planning larger forums could leverage increased engagement, but could also inhibit the FPT's ability to identify targeted/specific action(s) for the Action Teams to take up
 - At what point will the forums become learning days/planning meetings, rather than goal-specific opportunities for FAP action and engagement?
 - ♦ **Invitation Strategy:** Each FPT is building a strategic list of invitees (will populate the endorsement lists)
 - **Targeted Invitation Lists vs. Open Forums:** Who will be excluded? Who will be missed?
 - ♦ **Question:** Will bringing in/inviting the general public achieve enhanced community buy-in?
 - This is different for each pillar area
 - Food access/social equity has a very broad appeal; by casting a wide net in this area, we will be able to leverage community buy-in more effectively, reaching underrepresented communities
 - ♦ The decision on forum size ultimately falls with each FPT
 - ♦ **Documentation:** Should the FSA record and distribute the forums to those who could not attend?
 - This could result in participants not sharing freely
 - It is suggested that FPTs document the presentations only (audio and/or video)
 - ♦ **Common Threads/Themes for each FPT to communicate about throughout the planning process**
 - **Forum Size:** Large vs. Small
 - **Invitation Strategy:** Targeted/Closed vs. General/Open
 - How many will be invited?
 - Who may be excluded and what could be missed if invitation lists/forums are closed?
 - **Recommendation:** FPTs create strategic invitation list, but also allow for some openness for others interested in working on FAP issues to present themselves.
 - **Role of Media:** documentation needs
 - ♦ **RECOMMENDATION:** AIN facilitator/convener support to forums includes video/recording mechanism
 - ♦ **ACTION:** Lisa to create a Food Action Plan Introduction handout

Communications

- ♦ The Draft Communications Plan includes outreach plans for the SCFSA website, eNewsletter and Media/Press and Events. Katy reviewed each, then took questions/content feedback from the group.
 - **SCFSA WEBSITE**
 - **DECISION:** AIN/SCFSA will purchase sonomafoodaction.org (or a similarly-named URL)
 - **DECISION:** The main SCFSA main page will be redirected to the new URL
 - **DECISION:** SCFSA Coordinator and Facilitator will consult with Ag Innovations Network's webmaster to design/plan the proposed website arrangement. An implementation timeline will be presented to the Alliance in June/July.
 - Will consider if and how a visual/interactive map of could work
 - **SCFSA NEWSLETTER**
 - No changes proposed
 - **MEDIA/PRESS AND EVENTS**
 - **Additions to Events List**

- [Sonoma County Farm Bureau Ag Days](#)
 - Ag Education Workshops at the [Gravenstein Fair](#)
 - [Butter & Egg Days Parade and Festival](#) (Suzi coordinating)
 - **Members signed up to contribute to media outreach** (coordinating, writing, editing)
 - **Writing:** Alison, Heather, Gretchen
 - **Editing:** Linda, Heather, Suzi, Gretchen, Wendy
 - Gretchen Giles: Journalist/volunteer; Terry to connect with Lisa
 - **DISCUSSION: Events Outreach**
 - **QUESTION:** Who is already involved in local food related events (with their affiliated organizations)? What kind of outreach do we want to do?
 - Because the FSA has so many FAP implementation activities in progress this year, tabling was not identified as a priority by the Alliance, but the group will support those individuals who are interested in tabling on behalf of the FSA/FAP.
 - **SCFSA Events/Tabling Kit:** Can the FSA develop/use an events kit for tabling?
 - Members would like to create a kit for FSA members to take with them when they table for their own organizations (piggy-back)
 - This could be an easy way to empower members to do FSA/FAP outreach
 - Would like Phina's trivia game (+ other interactive games) included in the kit
 - **Proposed Contents:** Kits should be disposable, and be used as a tool to teach the community about the local food system, the FSA, and the Food Action Plan
 - Interactive tool (i.e., Phina's trivia game)
 - Prizes/treats
 - Newsletter/database signup sheets and endorsement forms
 - FAP information/handout
 - **QUESTIONS:** Who will fund, maintain, and build these kits?
 - **Sub-Group** to look into this further: **Wendy and Krista**
 - **ACITON:** Lisa to create a **Food Action Plan Introduction handout**
 - **ACITON:** **Draft Communications Plan approved** (with changes)
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Food Action Plan Implementation: Endorsement Strategy

- In preparation for the launch of the Endorsement process, the FSA reviewed the Declaration of Support Form, the FAP Introduction slideshow/presentation, and began populating the endorsement grids.

DECLARATION OF SUPPORT FORM

- This document should be viewed as a short-term tool to use while the online endorsement process is established. The FSA has decided to use this form as a pilot/beta test with the membership – to allow for fine-tuning and revision.
- **DISCUSSION:**
 - **Step Back: What do we want to know?**
 - To capture who should be invited to each forum?
 - To get supporters to commit to new action?
 - To track FAP activities/action?
 - **Suggested Edits/Changes:**
 - **Confusing:** The “Supporter Information” portion is confusing and overwhelming
 - May cause interested stakeholders to put form away and forget about it
 - **Revised language:** The following language was decided on:
 - **Supporter Info:** Please describe up to 3 actions you are currently active in
 - **Action:** Is there an activity you would like to take further action on?
 - **Goals:** Is there a goal you would like to focus/work on?
 - **Collaboration:** Are you looking to collaborate with others on related projects?

- **Disclaimer:** This information will be used to connect your organization with other like-minded food system advocates; (disclaimer exists already)
- Change “New” to “Additional” action
- Design this form for individuals, then provide a space where they can add their organization if they want (so as to not prevent individuals from signing on)
- **Add:** Looking to collaborate on similar projects?
 - **Add:** Is there a project/activity you’d like to take further action on? Please specify which FAP Goal.
 - **Add:** Is there an issue you would like to communicate?
 - **Add:** Invitation to engage/communicate
 - **Add (list opportunities):** joining the Alliance, receive our newsletter, communicate with the FSA, contact AIN staff/Coordinator
- **To Consider...**
 - **Privacy:** allow supporters to keep their phone number and/or email private
 - **Representation:** Supporters may want to sign-on, but will not have the authority to represent their organization; make it clear that individuals can sign-on independently
- **Several members supported scaling back the form. If we simplify the form:**
 - ***We want to encourage supporters to sign-on to the Plan and get their organizations to endorse – without preventing either (with a complicated or confusing form)***
 - **Challenge:** Several members agree that we are asking for too much detail on the form – but also agreed that we need the detail to automatically populate the website
 - **Capacity:** If information on goals/sub-goals is not obtained through the Declaration Form, does the FSA have the capacity to contact each supporter to collect the information necessary to populate the website/database?
 - **ACTION:** Lisa to create a FAP summary (stating the Goals, Sub-Goals, background info)

FOOD ACTION PLAN SLIDESHOW/PRESENTATION

- **ACTION:** Lisa to locate the narrative for each photograph

ENDORSEMENTS: Identify High-Priority Target Endorsers

- **Group 1 (FAP Reviewers):** Members signed up to contact each Reviewer to request their endorsement
 - **DISCUSSION:** Several Reviewers are missing from the list
 - Lisa has been working to identify the 80+ contributors that reviewed the FAP in 2012, but has not been successful
 - **ACTION:** **Wendy and Linda** will work with Lisa to identify an accurate list
- **Group 2 (Major Entities):** Members began populating the list of high-priority endorsers
- **ACTION:** **Heather** will write, and Lisa will edit and circulate, a template email/letter to send to the FAP Reviewers and selected entities when members solicit their endorsement
- **ACTION:** Lisa will create and publish a Google Document so members can populate/track the endorsement process
- **ACTION:** Lisa will upload and distribute the link to the FAP Introduction slideshow/presentation

NEXT MEETING

- **Date/Time:** Wednesday, June 19th, 2:30pm-5pm
- **Location:** Sonoma County Ag Commissioner’s Office
- **Address:** 133 Aviation Boulevard, Suite 110, Santa Rosa, CA 95403