



SONOMA COUNTY FOOD SYSTEM ALLIANCE MEETING RESULTS

Wednesday, October 16, 2013 • 2:30pm-5:00pm

Sonoma County Ag Commissioner's Office • Conference Room
133 Aviation Boulevard, Suite 110 • Santa Rosa, CA 95403

	Misti Arias		Bill Leland
✓	Phina Borgeson	✓	Krista Lindley
	Amy Chestnut	✓	Tony Linegar
	Cathryn Couch	✓	Shan Magnuson
✓	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
	Trathan Heckman		Karen Shimizu
✓	Tucker Hemquist		Lynn Silver-Chalfin
	Jana Hill		Rick Theis
	Paul Kaiser		
✓	Wendy Krupnick		

Guests:

- Gillian Fitch, Pangea's Promise at Pocket Creek Farm and Singing Frogs Farm
- Autumn Buss, Community Garden Network

Ag Innovations Network:

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

SUMMARY OF ACTION ITEMS

#	ACTION	WHO	WHEN
1	Charter revisions to be returned to Coordination Committee	Lisa	November
2	Coordination Committee to draft proposal on proxies	Coordination Committee	November
3	Members to sign membership agreement in November	Lisa/Membership	November 20 th
4	Discuss endorsement strategy (cities) at supplemental meeting	Lisa/Membership	Nov-Dec
5	Discuss at future meeting – SCFSA Associates/Friends <ul style="list-style-type: none"> • Relationship, communication, contributions to the SCFSA 	Paula/Membership	November 20 th

MEETING OBJECTIVES

- Create outreach plan for new membership (to coincide with forums)
- Adopt membership protocol for non-participating members (draft presented by Coordination Committee)
- Outline a meeting schedule for 2014
- Hear updates on: Forums, FAP Endorsements, Website, Newsletter, CA Food Policy Council

WELCOME & INTRODUCTIONS

- **A very big thank you to Tony Linegar and Gretchen Melendy for hosting our FSA meetings!**
 - **Guest: Gillian Fitch** is attending her third meeting and has requested to be made a formal member; she has been a member of the Agriculture and Natural Resources Forum Planning Team for the past 3 months, and is now employed by Paul Kaiser (Singing Frogs Farm). She will be serving in Paul's place/as his representative
 - **Autumn Buss, Community Garden Network**
 - All members and guests introduced themselves and their organizations
 - **Katie Pease** introduced herself and shared about her background and new role(s) as facilitator with Ag Innovations Network and the Food System Alliance Network – Sonoma, San Diego, Fresno, Contra Costa
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INFORMATION SHARE: *To share local food system news and events with Alliance members and their networks; to facilitate relationship-building, collaboration and problem-solving*

Heather: [Community Alliance with Family Farmers](#)

- **CAFF and FarmLink Fall Harvest Mixer** will be October 17th at Hop Monk Tavern in Sebastopol. Come join North Coast CAFF and FarmLink next Thursday Oct 17th for a happy hour mixer at the HopMonk Beer Garden 4-7! Whiskey and Circumstance, infamous farmers and strummers, will be playing on the outside stage, and we'll have nibbles and some great raffle prizes for you, too! Holler back by Friday the 11th if you can.
- **Harvest of the Month:** 238 classes were served by– government shutdown impacting program finances
- **AB 224 (Gordon):** Signed by the Governor; supported by CAFF – will be working on local implementation

Tanya: [2013 Leadership in Sustainability Awards](#) honorees - Paul Kaiser (Leadership Institute Fellow and owner of [Singing Frogs Farm](#)), Cathryn Couch (executive director of the [Ceres Community Project](#)), William P. Gallaher (Chairman of the Board of First Community Bank), and [Alvarado Street Bakery](#).

Shan: [Kaiser Permanente Community Benefit](#) announcing its 2014 grants cycle – will put the SCFSA on the distribution list; will grant approximately \$300k; will focus on healthy eating, active living (HEAL)

Colin: [Whole Foods Sebastopol](#) has raised enough to fund/donate 8 salad bars and 9 gardens for schools; going forward, Whole Foods would like to do more outreach with SCFSA and food system community to identify schools for future projects.

Tucker: [Spiral Foods Cooperative](#) is seeking two new board members – looking for 1 from the Food System Alliance; please contact Tucker. Spiral recently hired a General Manager (Wayne Weisler).

Krista: [Gold Ridge RCD's field trips program](#) promotional video will be released

Wendy: [Locastore](#) having a 1-day sale/open house (October 18th) – corner of Bloomfield and Hwy 116

- **3rd Annual Heirloom Expo: September 10-12th, 2013** – tabled for CAFF and the SCFSA and 12 other food system-related nonprofits; played Phina's food system trivia game (questions from the FAP and Community Food Assessment) – winners get apples – very popular game

Linda: [Beginning Farmer/Rancher](#) class presented business plans and presentations; lenders and investors provided guidance and invaluable feedback to students.

Phina: [Sonoma Valley Gleaning Project](#) has a high school senior as an intern this year – is an excellent way to unlock more youth participation in our local food system

Paula: [Sebastopol Farmers Market](#) holding a dinner/fundraiser on November 9th at the Sebastopol Grange; all food from local farms, music, speakers (Terry Garrett and Heather Granahan) – to benefit senior dollar program and an individual needing support.

COORDINATOR REPORT

- Newsletter and website projects update – content for both projects will soon require member-provided content; please send along story ideas and photos
 - Reviewed events/meetings from July-October
 - Food Day Resolution – Phina will accept the Gold Resolution for Food Day from the Sonoma County Board of Supervisors on October 22nd at 8:30am.
 - Report throughout meeting
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GO LOCAL MAG-O-DIGI-ZINE PROJECT (TERRY)

Terry reviewed his background in media/marketing – goal to serve the public good through media

- **Vision:** Take the Food Action Plan and convert it into stories – a magazine about growing and making more locally, importing less. Tell compelling stories while encouraging investment in our local food system.
 - Communications arm of the Food Action Plan
 - This publication will make local food system exciting – promoting all components in Sonoma County
 - Made Local Magazine will promote 10 in 10 while incorporating all components in the food system
 - **FAP Goals alignment** – 3.1, 4.1, 4.3 specifically related – will be covering the whole plan/feature all 4 pillars
 - Working with investors, business, producers, writers, media professionals
 - Distribution – FREE; at all grocery stores; 5 radio stations will promote
 - Message = “I CHOOSE LOCAL FIRST”
 - Kickstarting the multiplier effect, more civic engagement, sustainability, ↓ food miles
 - 10% local purchasing in 10 years = \$300m/year (for Sonoma County)
 - Multiplier effect = \$100m
 - Sonoma County = \$2B in retail/consumer food sales (currently)
 - Not increasing purchasing but SHIFTING to local purchasing to increase economic multipliers
 - **Request to SCFSA:** Please be willing to promote, participate, contribute story ideas
 - **Questions:**
 - What does online distribution look like?
 - In progress – the Sonoma Go Local website will host sign-up options and feature the stories, media, videos, etc., newsletter in process
 - Is this a for-profit business?
 - Yes, ad sales is going well – aim is to make a commercial media product + have a positive impact on the community
 - In stores/hard copy – and online
 - 8 ½”x11” printed in all grocery stores and select restaurants
 - Terry will arrange for food system organizations to get hard copies for their offices
 - Competition with other publications in Sonoma County? 2 entities – Go Local moving forward
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FOOD SYSTEM ALLIANCE MEMBERSHIP & CHARTER REVISION

- The Coordination Committee was charged with reviewing the SCFSA membership, deciding a new member protocol, and to review member participation – all of these issues culminated into revising the SCFSA Charter
- Katie reviewed the standard membership review guidelines employed in several other FSAs – the Coordination Committee is proposing that Sonoma employ one in Sonoma as well
- **Discussion (by section)**
 - **Affiliate members**
 - What will these individuals be doing?
 - Lisa – Gave example of community organizers assisting with the social equity project
 - Paula – Can they engage with the SCFSA at least once a year? Would like to meet with the affiliates to know more substantive information about them - TABLED
 - Wendy – we could do some outreach to them – let them know
 - Structure of the “Friends of the Sonoma County Food System Alliance”
 - Can there be a blast out to those folks? Agree – like this
 - **TABLED for later discussion**

- **Agreement:** Associate members sections, stakeholders that are non-participatory, provide correction, typos/hyperlinks
 - **Stakeholder Groups**
 - **Agreement:** Revision to “Production Agriculture (including farming and ranching)
 - **Agreement:** Annual Membership Review Process
 - Put Responsibilities that are in New Members – into Responsibilities piece
 - **Decision:** Staff will clarify language on Membership and return to Coordination Committee
 - **Question: Are proxies allowed?** – TABLED – Coordination Committee to draft proposal
 - **Decision:** All members will sign the Membership Agreement in November
 - **Discussion:** Gillian and Evan’s membership status to be confirmed in November
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FOOD ACTION PLAN ENDORSEMENT STRATEGY

- Reviewed implementation effort and current endorsement strategy
 - **The endorsement process is not moving – why?**
 - **Boards’** agendas are difficult to get on (Wendy)
 - Land Paths, Water Coalition, Community Garden Network
 - **Buy-In** – what does endorsement get us? I’m not motivated
 - **Not productive**
 - Getting people to read the FAP, understand the FAP, the implementation process = difficult
 - People don’t care, are too busy
 - People don’t know what the FAP is – why we are asking them to endorse?
 - Not a priority – people are very busy
 - We want people invested in the Food Action Plan – we want people to know how much common interest we have
 - Endorsement is not the only way to do it
 - Want a more organic process to gather support and participation
 - Hold off on it now – it’s harvest; exhausted
 - Timing bad – harvest, gleaning
 - **What do we want?**
 - Find common interest
 - Engage with the Food Action Plan
 - A more targeted, impactful endorsement goal – no critical mass necessary
 - Capture some of the good things happening – highlight/promote
 - Know about the FAP
 - Use it as a way to let people know it exists
 - More relationships with people/organizations (is endorsement even necessary?)
 - **Consideration:** Website project was designed to accommodate a critical mass of endorsers
 - **Cities Strategy:** The SCFSA has expressed an interest in getting the cities to endorse the Food Action Plan
 - Agreement that the SCFSA would like to work on a more targeted effort – cities strategy
 - **Decision:** Cities strategy to be discussed at another meeting – November/December
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NEXT SCFSA MEETING

Wednesday, November 20, 2:30pm-5pm
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