

DRAFT MEETING MINUTES
FOOD POLICY COUNCIL
JULY 14, 2014

ATTENDEES:

Peggy Backup	Jen Dalton	Tarney Sheldon	Megan Watson
Dan Gjerde	Paula Gaska	Michelel Rich	Scott Cratty
Sheilah Rogers	Cliff Paulin	Benj Thomas	Jim Marrill
Steph Logsdon	Julie Puffer	Kenny Logsdon	Miles Gordon
Elizabeth Archer	Julia Van Soelen	Kim	Devon Jones

The meeting was called to order by Cliff Paulin at 2:05 p.m.

- I. Introductions were made.
- II. Meeting Minutes from June were approved.
- III. Updates/Presentations
 - a. Michele Rich from Healthy Mendocino County presented on the Healthy Mendocino website. The Healthy Resources part of the website launched in Jan.2013, to improve communication and community health. Today she presented on indicators that relate to food and nutrition and those relative to the work of the Food Policy Council. The dashboard includes indicators, measures of health and social determinants of health. All the data is comparative, which gives us an at-a-glance view of how we show up against other communities. All factors she shared are related to food access and food policy. Helps when targeting grants, communications, marketing efforts, etc. They are always looking for more health and food news stories. They have an e-newsletter you can sign up for on their homepage. They are always updating it and adding new information. They have a healthy food and nutrition center on the homepage. There's an events calendar for people to add activities and such like public meetings and classes. The Report Center shares basic reports. Food Action Plan is located here. Customize a report feature that helps you create a link and place to remember all the data you need for a variety of purposes. Nutrition Center is linked to off the homepage and Community pages menu on the left-hand side offers a variety of relevant reports and data in the nutrition category. Promising Practices database informs professionals and community

members about documented approaches to improving community health and quality of life. This is one of the most searched pages. Funding options are also available on the site. They've had about 8,000 users over time and every month 600-800 visitors.

ACTION: To learn more or submit content: Contact Michele Rich via the Contribute Content link.

- b. Tarney Sheldon presented on the Regional CA Food Policy Council Meeting. She and Terry d'Selkie attended on June 23. This full day meeting was organized by the CA Food Policy Council, Roots of Change and CA Food and Justice Coalition. Key points for us to know about: There was a presentation of the Legislative Report and they asked each FPC to contribute to the new report to be released on Food Day and they hope in September to give us an opportunity to sign-off and/or provide input.

Miles Gordon provided some background and mentioned that the MCFPC abstained because of language of the report being too direct an endorsement. He asked if the CAFPC would offer an opportunity to craft the language.

Tarney said the CAFPC wants to have another regional meeting to offer opportunity for each council to share input on work that would impact the legislative direction of the CAFPC. There was also discussion regarding regional collective action that the group might take in the areas of: food security and elected officials (making sure that this year in particular FPCs might host election forums/debates, etc. or that we get to insert food system questions into the dialogue and/or invite elects to attend our meetings.) There was an idea to have a pitch party to do some marketing around the legislative goals. And, another group talked about creating common messages for the region and/or statewide. Another group talked about sharing stories and getting the word out about how food policy affects people's lives (What is food security? How does healthy food policy impact you?), creating a shared document that people in each region can use.

Follow-up/Actions: everyone was going to talk to electeds and candidates. Steering committees were formed to create a Prezi.

Peggy Backup asked if there was a conversation about Food Stamp Match programs in the Food Security topic. Tarney didn't know specifically.

Tarney has a list of contacts and information if anyone would like it.

Next steps: In Sept they will send out a legislative report. Miles will most likely get a draft. They will want stories for the Prezi so there will be a call for content that highlights our work in the region.

- c. Julia Van Soelen Kim presented information about positions for advisors that are being proposed to the statewide UC system. She has requested that we advocate for the need for these positions. This is a request for funding of the positions that would be posted in 2015 and hired sometime in 2015-2016 that would be funded for a very long time. It's a great opportunity for us to have impact and double the size of the office in Mendocino County. The proposed positions: Dairy Advisor focusing on cow and other dairies and shared with Marin and Sonoma Counties to be based in Sonoma County. A 4-H position that would help provide academic oversight and implementation of best practices in youth development. The next is a Small Farms Advisor position that would work with diversified farms in row and tree crops in both Lake and Mendocino Counties. This position would focus on anything other than pomology and viticulture and they would like them to be fluent in sustainable energy practices. The last one is an Integrated Pest Management Advisor based out of Hopland and working across the north coast. They are all related to policy in a variety of ways. She will follow up with details via email.

Action/Next Steps: She has requested 1) If we feel comfortable endorsing the positions as a group. We can simply write a small comment. 2) Please endorse as individuals and members of organizations and state why we want these positions, in our own words. Commenting just takes a moment. The positions close for public comment next week.

Since the timing is close, Cliff Paulin proposed that we vote on endorsing it. There was a unanimous "YAY" vote. Miles Gordon pointed out that we need this help since our UCCE advisors often focus on viticulture, that public comment works and encouraged others to contribute comments as

individuals. Cliff Paulin pointed out that the Small Farms Advisor position being based in Mendocino and Lake County would have large impact.

Jen Dalton will make the comment on behalf of the FPC and send the link to the email list.

- e. Jen Dalton introduced Megan Watson who will be helping us out for the next 5 weeks. She will be focused on making new connections on the coast for presentations of the FAP, creating a stand along website for the FPC and researching activities and fundraising options that other food policy councils employ.

Jen also mentioned that the Ukiah Library requested that someone from the FPC represent the FAP at their First Friday event that will highlight the Seed Library and seed art. Sheilah Rogers volunteered to do it. Jen will send information to her.

Jen read through the agreed upon goals and actions from each of our sectors to remind everyone of our focus. We will discuss and review them at the September meeting.

They are:

Our Land & Water:

11.10 is number 1 priority: Ensure continuing supplies of agricultural water.

Others that are important:

11.1 Support food-producing lands and community gardens by identifying and enacting relevant city and county codes, zoning policies and land use agreements.

11.4 Advocate for the continuation and refunding of the Williamson Act.

Our Health:

7.1: Support food banks' ability to obtain more locally produced food.

9.5: Implement school, non-profit, private, local government and community wellness policies.

Our Economy:

5.10: Support the creation of an appropriately sized and located multi-species meat processing facility.

6.1: Support the development and marketing of Mendocino-branded foods and related value added products.

Our Community:

12.2: Develop, plan, and implement local food policy through community-driven, inclusionary planning including agricultural institutions (University of California Cooperative Extension, Farm Bureau, Granges, Food Policy Council, etc.).

Our Farmers and Food Producers:

1.2: Create a community based agriculture information clearinghouse for farms, labor, land, markets, investment opportunities, grants, and other funding opportunities.

IV. Announcements

1. Cliff updated the group on the MCOG process. They asked the FPC to provide recommendations on City codes. The grant concluded on June 30. We met with the Ukiah Planning Commission and the equivalent of the Willits Planning Commission. The 4 areas of focus are: Community Gardens allowed Use by Right in all zoning districts (Point Arena may adopt as well), (Fort Bragg just updated their land use code which is more permissive); Cottage Food Law – recommendation is to update home occupation code and amend it to allow a single employee as per state law. The next issue was Backyard Animals: both Ukiah and Willits heard suggestions around a more permissive zoning stance; currently you need a \$500 minor use permit to keep chickens (and bees) and there's other language that limits animals; Urban Produce Stands which means allowing those with community gardens or home gardens to set up produce stands on a seasonal basis. We did some work on the Cottage Food Act with the County as well. Currently in most areas there isn't an issue with compliance but on smaller parcels it's restrictive so we looked at amending that language as well. It was great to address some

of the goals in the FAP and get the planning departments collaborating.

Scott Cratty mentioned that the planning commission spoke to him. He has some issue with the farm stands. When investigating the stands there is issue of whether food is grown locally, competition with the farmers market, marketing of organic or not. So something that makes that easier to happen is a little scary.

Cliff responded that it was mentioned that policing may be difficult but it was discussed that the produce needed to be locally produced. Willits has language that addresses the issue, that addresses selling only local produce. He suggested that this body might be an advocate for fairness here. He asked Scott's opinion of valid stands for people who are selling their own produce. Scott mentioned our famers are barely making it so any non-market based competition makes it more difficult. Elizabeth Archer said they could become certified producers for a low cost. Devon Jones asked if there was a contract they could sign. Cliff mentioned that there would be an administrative permit for some oversight of agreed upon terms, including signage, lines of visibility, etc.

Kim Van Soelen Kim asked for background on how the opportunity came about. Cliff shared that the issue of local food production came about in the Vision Mendocino 2030 research and asked FPC to participate as an expert.

2. Megan Watson announced a possible amendment to AB551, which is a type of urban Williamson Act that gives a tax incentive to support agricultural production on urban property. As of now, any urban population in Mendocino County does not fit the definition, which applies to metropolitan zones of 250,000 people or more.

Julia Van Soelen Kim mentioned that another issue with it is that it does not include multi-unit housing.

It's was sponsored by Philip Ting from San Francisco

Miles asked if there's a benefit to requesting an amendment. No definitive answers emerged. But since the law just passed, it seemed unlikely at this time.

- VI. FAP Presentation Follow-up
 - a. Ukiah City Council: May 28th (Miles, done)
 - b. Board of Supervisors: July 22
 - c. Ukiah Mainstreet: June 5 (Jen, done)
 - d. Ukiah Rotary: May 20 (Cliff, done)
 - e. Healthcorps: Steph
 - f. MCFARM: Scott
 - g. EDFC: Scott
 - h. Mendocino County Office of Education: Oct. Terry
 - i. Farm Bureau: Jen
 - j. Little Lake Grange: Jim and Michael F.
 - k. MCHC: Jim
 - l. College Culinary: Sheilah (done)
 - m. Farmer's Guild: Steph and Michael F.

We brainstormed other ideas. Cliff Paulin asked if it would be interesting to host a Food and Farming Forum for candidates. Benj Thomas mentioned that it may not be an issue with enough traction for some of the candidates and that individual meetings might be more effective. Miles Gordon mentioned that a few years ago there was some traction and that perhaps we create sound-bites regarding the benefits of supporting the food system in terms of economy and health.

Devon Jones suggested we draft questions and send them out. It's an opportunity to educate before they are elected.

Devon Jones suggested we send out a questionnaire and Benj Thomas mentioned that we could publish the results without endorsing. That attention may lead to more awareness.

Miles Gordon mentioned he would be happy to meet with candidates.

Sheliah Rogers mentioned that next week Pamela Patterson of West Company is going to a national rural conference and will present the meat

processing facility with the hopes of some funding ideas. She's also presenting the Food Policy Council.

Paula Gaska mentioned that West Company is hosting a rebuilding a better business series and there's a farm accounting and bookkeeping class focused on new farmers. She will send information to Jen who will disseminate.

Meeting adjourned at 3:35.

Next meeting: Monday, September 8 ~ 2:00-3:30, No Meeting in August