

MINUTES OF THE
NAPA COUNTY LOCAL FOOD ADVISORY COUNCIL
SPECIAL MEETING
March 27, 2017

1. **CALL TO ORDER and ROLL CALL**

(Reminder: Audio portion of meeting is being recorded.)

The meeting was held in the Grange Hall, 3275 Hagen Road, Napa, CA 94558 and called to order at 4:05 p.m. by Chair Carrie Strohl.

Roll call was taken and the following council members were present:

Victoria Bartelt, Holly Dawson, Jonathan Hall, Kristin Miller, Belia Ramos, Leigh Sharp, and Carrie Strohl

The following council members arrived after roll call was taken:

Jeannie Kerr

The following council members were excused or absent:

Jessica Mennella was absent.

2. **APPROVAL OF MINUTES**

A motion was made to approve the minutes for the special meeting held September 28, 2016 as presented. Motion seconded by Kristin Miller. Motion passed unanimously. Victoria Bartelt and Belia Ramos abstained. A motion was made to approve the minutes for the special meeting held January 25, 2017 as presented. Motion seconded by Jonathan Hall. Motion passed unanimously. Holly, Leigh, Belia, and Kristin abstained.

3. **REVIEW OF MEETING AGENDA**

Carrie reviewed the meeting agenda.

4. **PUBLIC COMMENT**

Erica Leah from NEOP introduced herself. After that, the Council introduced themselves.

5. **OLD BUSINESS**

- a. Election of Council Officers was held for 2017. Holly Dawson nominated Carrie Strohl for Chairperson. Leigh Sharp seconded. A vote was taken and all were in favor. Carrie accepted the nomination. Holly Dawson nominated Leigh Sharp for Vice-Chairperson. Jeannie Kerr seconded. A vote was taken and all were in favor. Leigh accepted the nomination.

6. **NEW BUSINESS**

- a. **Website Update**
 - i. Joy gave an update on the Napa Local Foods Website. Circlepoint is continuing its work on the Website making technical and mobile enhancements to it. Joy is working with Circlepoint to boost the visibility of the website. They have developed the aggregator. This will be a live page that will continually update. Joy discussed some of the new features of the

site including Google translate, the interactive school garden page and the new Local Foods Advisory Council (LFAC) page. The minutes will still be located on the County website. Belia explained the minutes can't be posted until they are approved. Carrie suggested adding that as information for the public. Joy advised the Website will go live with the updates next week. She will send an email out and asked all to look at it and review everything before then.

- ii. Anna thanked Joy for all her work on the Website. She asked all to handout the Local Food.com cards included in the packets that were given and to advertise the Website. Currently there is a hashtag for Napa Local Food but if anyone would like additional hashtags, Circlepoint can add them. Anna also requested all Council members submit their own bio. There is a handout to aid in this. She prefers each person do their own. They can send them in to Joy as soon as possible. Joy will send out an example of a bio and a range word count desired. Joy then briefly explained the handouts for new or existing members in the folders/packets provided today.

b. **EBT Presentation**

- i. Allison Muller, a Cal-Fresh Analyst from H&HS was invited to speak to the Council last September where she gave an overview on Cal Fresh and EBT. She was invited back since EBT is now going to be a focus for subcommittee work. She passed out a handout that was in the Napa paper and a fact sheet on the Cal Fresh Program. She explained that Cal-Fresh is a nutritional supplement program that is federally mandated, state supervised and county operated and how eligibility is determined to receive benefits. There has been a steady decrease in Cal-Fresh caseloads over the past 3-4 years. There are more eligible for benefits than actually receive them. In fact, CDSS says almost 20,000 people could be eligible in Napa County but only a little over 7,000 receive them. She is continuing to work with their partners to spread the word to those who may be eligible. Allison spoke of the pilot program called Double Up going on now in Santa Clara County. Allison will send an email out with more information on this program. Carrie would like the Council to work on getting the word out on these benefits and get more to participate. Dave Layland said getting people with benefits to come to the Farmers Market is his biggest challenge. Allison offered that she would be happy to partner with Dave. She said other counties do have strategies that they can try in Napa County. There is a newspaper insert that will go out the first week of May and Allison said they

could add something that highlights the farmers markets in it as well.

c. Subcommittees

- i. Carrie mentioned that based on Allison’s presentation, the Food Council may want to think about EBT more broadly than just partnering EBT directly with the Farmers Market.
- ii. Carrie spoke with Gail Feenstra who attended the last Local Food Council meeting. She is interested in working with us on the Food System Assessment RFP. Gail has done a number of these already and they typically take 18 months to complete. Carrie noted the subcommittee will be looking for a way to find the agency, individual or organization that is willing to partner with us to do a Food System Assessment (FSA). However, it will be up to us to determine what that FSA should be. Greg said the subcommittee must first identify the scope of work before the RFP can be started. The scope of work is the most important part of the process. Carrie recommended including the Farm to School activity into the RFP.
- iii. Carrie questioned and asked the Council to think about how Food Day could be different from the past years. Vicky thought it should focus on education and what local fresh food is. Holly thought we should come up with a theme first. Belia suggested centering Food Day more on kids rather than adults; perhaps having kids giving presentations. Jonathan thought accessibility should be the theme. Carrie then had the councilmembers divide themselves up into smaller groups, with 3 minute rotations, to explore the topic of subcommittees. They were to brainstorm and write down ideas and after sitting with all the groups each should choose the group they were most interested in being a part of. After rotations were completed, Carrie asked for a verbal commitment from everyone. The results were:

Kristin -	EBT
Leigh -	Food Day/RFP
Holly -	Food Day
Vicky -	RFP
Jeannie -	Food Day
Jonathan -	RFP
Carrie -	RFP
Belia -	Food Day

7. COUNCILMEMBER REPORTS/COMMENTS

None.

8. **NEXT SCHEDULED SPECIAL MEETING DATE**

Meeting adjourned until next regularly scheduled meeting on 5/22/17.

9. **ADJOURNMENT**

Meeting adjourned at 6:03 p.m. by Carrie Strohl.

CARRIE STROHL, Chairperson

ATTEST:

LINDA KELLER, Council Secretary