

Marin Food Policy Council
Meeting Notes
January 17, 2017
[HHS campus](#)

Next Marin Food Policy Council meeting: February 21, 2017, 3:00 – 4:55 p.m. [HHS campus](#)

Attendees:

Steering Committee – Becky Gershon (SF-Marin Food Bank); Bonnie Nielsen (UCCE Marin); David Lewis (UCCE Marin); Lauren Klein (UCCE Marin); Lori Davis (Sanzuma); Reba Meigs (HHS); Steve Schwartz (Interfaith Sustainable Food Collaborative)

Committee Members – Kathy Carver (ExtraFood.org); Kathy Koblick (HHS Public Health); Miguel Villarreal (Novato USD); Shannon Lovelace-White (AIM); Sheila Kopf (SF/Marin Food Bank); Shirin Vakharia (MCF); Susan Martinelli (West Marin Community Clinics)

Guests – Diane Woloshine (Oakland Coalition for Healthy Children); Ethan Strull (MCYC – Food Justice subcommittee); Lolis Ramirez (Tramutola Advisors); Robin Dean (Public Health Consultant); Sandy Ponek (Canal Alliance); Wendy Pacheco (YLI)

Welcome and Council Representative Announcements – Lori Davis

- Novato’s Lu Sutton school garden torn down – parents were prepared to remove trees, but they were bulldozed because removal costs were judged to be too high: lack of communication. Superintendent has promised that a new garden will be built bigger and better.
- Veda Florez – Forum on Equity sponsored by Novato Multicultural Commission on Saturday 1pm

Reflections/Theme/Survey Results – Lauren Klein & Lori Davis

- **2015** Food Equity, continued into **2016**, in addition to Ag Production
- **Interests for 2017:** more Food Equity; SSB education and campaign; more Ag Production (Urban Ag and Community Food Production, Home Gardens, etc); Healthy Food Incentive pgms for restaurants (US Healthful Council’s REAL Certification prgm; education and incentive programs for healthy food for concession stands, mobile vending trucks; getting extra food where it is needed (ie: food recovery); emergency and disaster food resources (potential effects of climate change); including breastfeeding in all food access and health topics; more collaboration within MFPC members; Food Justice per Marin Climate Action Plan; Cont Ag Production in Urban Ag, farmworker food access; Bee-keeping incentives;
 - Food Access, Food Assistance, Community Food Production (3 buckets from EAR)

- Pick a few actionable topics rather than 1 large theme, fill in guest speaker slots with presenters to forward learning on each topic
- Small group discussions during meetings
- **Proposed speakers:** Seniors (Commission on Aging), St. Vincent's, Ritter House, farmers, other FPCs and orgs doing related work, next BOS champion? Supervisor Rodoni said that Liza Crosse will still work with him for the next few months. Someone to discuss what is happening federally – (legislators themselves, or staffers)? Huffman's office was interested in staying engaged with First 5's Hunger Forum. Also: School Garden Network of Sonoma County, Michael Dimock, HHS Home Food delivery person, Sup Kate Sears; Dana Armanino, CDA; Jodi Timms &/or Girija Brilliant, Commission on Aging; Michael Pollan; Natu Tuatagaloa (Lori); Novato Director of Parks & Rec, Pam Shinault; Judi Shils, Conscious Kitchen/Turning Green; Daphne Miller, MD –Food, Nutrition & Health; Eli Zigas, SPUR; Denver Urban Gardens Director
- **Proposed stakeholder recruitment:** -School Administrators, Local Farmers, Novato Community Garden, Seniors (Amy Dietz, HHS Aging and Adult Services, Commission on Aging), Rep from St Vincent's de Paul, Ritter Ctr Rep, Farmer(s): Mann Family Farms, Mickey Murch, Gospel Flat, Straus, Novato Business Assoc for restauranteurs, Rita Kesler, San Rafael School District, Canal Alliance, Other equity non-profits in Marin.

SSB Panel – Diane Woloshine (Oakland Coalition for Healthy Children) and Robin Dean (SSB campaigns in Berkeley, Oakland, and San Francisco in 2014 and 2016)

- Steering Committee has been researching steps involved in taking a leading role in an SSB tax campaign – aka fund MFPC endeavors campaign. November meeting MFPC had a quorum vote to lead – if we have the capacity. Next steps:
 - Subcommittee formed
 - Apply for funds (secure fiscal sponsor – additional?)
 - Form and hire a team (coordinator, political consultant, mini grants for MFPC members)
 - Confirm scope (Marin County? San Rafael? Just unincorporated?)
 - Implement with 2018 ballot date

Diane Woloshine, Coalition for Healthy Children in Oakland

- Oakland FPC was a big supporter in the Oakland SSB, but wasn't a leader
- Encourage you to build a really strong coalition; SSB industry is a HUGE foe with endless resources – spent \$25 million to defeat SSB
- **Political consultants and political champions are critical**
- **Timing** is NOW for SSB taxes because the data is getting stronger

- 9.3% of food stamp dollars and 7.1% of non-food stamp dollars is going to Sugary Sweetened Beverages
- **Scientific evidence / data:** Strategic Plans, Reports, and other Stats important for officials (ie: Health and economic effects of obesity). Examples of other communities using SSB tax funds wisely (such as Berkeley and Mexico). Dental played a key role in fundraising, polling data, education and visibility in the community
- **Social infrastructure and systems in place:** an area where you can reach populations at risk, good visibility. Schools are a critical partner: pre-education and parent groups
- **Political will:** you need resources, and someone who will advocate for those resources (political strategist). Now there is a movement going: Berkeley, Mexico, Oakland, San Francisco, Boulder, Philadelphia. Charismatic champion that is liked by all – community and BOS (ie: Barbara Boxer for Oakland). Get city council support from the beginning, even before consultants..
- **Fundraising is critical:** Oakland jumped right into a campaign committee without a fiscal sponsor because of the limitations of fiscal sponsors (such as limits to funding).
- **Building the movement:** endorsement phase (elected officials, labor orgs, food access groups, Sierra Club, Heart Association, businesses and restaurants, key individuals, etc), coalition building (structure), fundraising (individual, organizations, philanthropy).
- **Coalition building:** subcommittees (communications, fundraising, outreach). Schools, violence prevention orgs & other social justice groups (thinking more broadly than just food access and healthy food choices).
- **Fundraisers:** house parties, dinners, events, individual solicitations, major donors, paid fundraiser.
- **Education and visibility:** press conferences, community events & presentations, canvassing, phoning, direct marketing. Close to 4,000 lawn signs and retail signs in key places (doctor and dental offices, businesses, residences). Flyers explaining the lies that Big Soda was claiming about the SSB tax.

Robin Dean, Public Health Consultant (worked on 4 of 5 last SSB tax efforts – SF twice, Berkeley, and Oakland)

- **Why Marin is poised well to succeed:** 56% of Marin voters are registered Democrats, which is promising for a SSB tax, Marin has already done some ground softening and pre-education and is thinking about garnering resources, and gets to learn from past campaigns. Marin County would be the only *county* nationwide to pass a soda tax.
- **BUT, it'll be a HUGE battle:** \$10 million spent to defeat SF SSB tax in 2014, last year nearly tripled.

- **Phases:** pre-campaign, during campaign year (get measure on ballot, education, get out and vote)
- **Fundraising is Critical!!!** Could take 3 months from initializing to receiving funds.
- **Endorsements** are as well: voters are persuaded by people they trust. Reached out to restaurants in April (a bit too late!) Merchant walks in February talking to businesses every week. Endorsers become your volunteers and donors!
- **How are you going to win?** Plan; don't get distracted (weekly goals and metrics); recruit diverse volunteers (phone banking, canvassing, events...); use online tools such as national databases; social media (FB, twitter, blogs, Instagram, snapchat, etc); communications group dedicated to media outreach.
- Robin is interested in helping MFPC if it chooses to pursue leading the SSB tax issue

Discussion

- **Campaign Committee:** treasurer, co-directors, register with Secretary of State (governing body for the campaign itself). This entity can then make decisions on behalf of the campaign. Can partner with another entity that gets CA \$ for education, could be part of your coalition. You would have to report every expenditure. Go this route so you don't lose control, also didn't find non-profits that were a good fit. **Recommend that MFPC waits on this decision.** Remember that the SSB industry will be watching our choices.
- **What role did Berkeley or Oakland FPCs play?** Berkeley FPC played a critical role in the campaign. Berkeley's Ecology Center staffs the BFPC, needed funding, needed the SSB tax funds. Berkeley felt ready. Many BFPC members did the initial outreach and education at farmers markets and other events. Oakland FPC is more community-driven and works on food vending, food job development, entrepreneurship. Supportive of the measure and helped phone bank, but not a ton more.
- **Budget:** Oakland: Tramutola fellows (youth) offered essential low cost labor. 120 election workers on election day. 45 phone bankers and canvassers for the last 3 weeks of the campaign – included Spanish language callers. Paid \$100/day. About \$400,000 total. San Francisco: \$300,000 total for entire campaign year of 2014 (campaign strategist, manager, coordinator, plus some part-time communications and outreach staff). 151,000 total voters in Marin County, 30,000 in Novato, only about 20,000 likely to cast a vote. Don't go for a 2/3 vote. Build your budget around your likely voters. Endorsers and funders feed the campaign. \$20 million in SF in 2016. Ballot measure needs to be submitted by August (year?) for November 2018 ballot (by March (year?) for June 2018 ballot).

CA Food Policy Council Report/Other Policy follow-up – Steve Schwartz & David Lewis

- Summary of last year's meetings and speakers and policy requests (emailed previously, also attached. Please consider the role you and your organization may be able to take (last column), come prepared to discuss at the February MFPC meeting.
- CAFPC has been under Roots of Change. This role has changed as of about a year ago, CAFPC is becoming its own entity and wants support ratifying that. Is CAFPC ready and capable to take on the role Roots of Change has occupied. Will email more, and discuss at the February MFPC meeting.

Closing – Lauren Klein

*****Prospective Member Presentations to continue in February***

Meeting adjourned at 4:55 p.m.

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