

Q1 2022 MEETING NOTES

COLORADO FOOD SYSTEM ADVISORY COUNCIL

Chair: Julie Moore **Vice-Chair:**

February 25th, 2022

ATTENDEES

- Members present:
 - Julie Moore
 - Derrick Hoffman
 - Laurian Unnevehr
 - Hollis Glenn
 - Tessa Hale
 - Effie Rorke
 - Karla Maraccini
 - Greg Thomason
 - Marc Jacobson
 - Ann Cooper
 - Marci Cochran
 - Wendy Peters Moschetti
 - Caroline Bushnell
 - Dawn Thilmany
 - Marci Cochran
 - Liza Marron
 - Todd Dorfman
 - Joan Brucha
 - Staff Present
 - Lilan Brislen
 - Alex DeJoy
 - Guests Present
 - Members Not in Attendance (emailed in advance)
 - Kristi Brennan
 - Members Not in Attendance (did not email in advance)
 - Joseph Conrey
 - Gabe Alan Disbrow
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- Roll call -What is the biggest misconception about the work you do?

APPROVAL OF AGENDA

- Motion to approve: Dawn
- Second: Laurian
- Vote: Unanimous (17 yay)

MEETING GOALS

1. Elect executive committee
2. Clarify council member roles and responsibilities
3. Understand next steps for existing working groups

4. Reach consensus regarding major priorities for 2022
5. Allocate Funds for key working group and council activities

NOTES

- 2 seats open currently (formerly Tony Diaz and Brian Coppom)
- Purpose of COFSAC:
 - We exist to provide recommendations and advice to the state administration (governor, governor's office, state agencies), state legislators, and other relevant entities regarding equitably:
 - Increasing **healthy food access** for all Colorado residents
 - Creating **economic opportunities for Colorado agricultural producers** and food-related businesses
 - **Strengthening** the economic, environmental, cultural and social foundations of local and regional food systems.
 - Identify opportunities for, and barriers to, the alignment of standards, rules, policies, and procedures across programs and agencies that support regional food system development
 - Recommend changes to enhance the alignment and provision of services and supports for the development of regional food systems to appropriate committees of reference of the general committee, state agencies, and other relevant government and nonprofit agencies and policy councils;
 - Assist public and private agencies in coordinating efforts on behalf of regional food systems, including securing funding and additional investments for services, programs, and access to these services and programs.
 - Make recommendations, support, and advise

MEMBER ROLES AND RESPONSIBILITIES

Participation

- Every member is expected to participate on one or more Committees during their tenure.
- Council Members are also expected to participate in at least one public engagement event per year.

Removal

- Attendance at all Council meetings is expected.
- Members who miss 50% or more of Council meetings in any rolling 12-month period, Members are on probation.
- Members who miss 75% or more in rolling 12 months, Members are considered to have resigned and then sent to the Governor's Office for potential termination. Members may request an exception from these rules for "due cause" and shall have their request reviewed by the Executive Committee.

State Agency Representatives

- Full voting members, while welcome to exercise discretion on recusal/abstention
- Able to serve in leadership roles (council, committee, working group)
- Q. Can participation in public engagement event requirement be fulfilled by attending event outside of COFSAC?
 - A. Understanding is it needs to be COFSAC related event but will check on that
- Members in state agencies can't vote on anything policy related even if COFSAC says they can

BUDGET

- - Shift from one staff person to two: Lilian 25% of time, Alex 50% of time
 - \$92,367 available funds

ELECTION OF NEW OFFICERS

- - Laurian has agreed to Vice-chair
 - Looking closer at bylaws, members need to have served on council at least one year to be chair
 - Council has agreed to waive bylaw to allow Laurian to serve as vice-chair now
 - Julie has agreed to chair with Laurian
 - Julie will serve one more year with the acknowledgment that she will be transitioning out of this role next year
 - Dawn can serve as on-call liaison if needed, but won't be on Executive Committee
 - Liza motioned to accept nomination of Julie Moore for one additional year as Chair, and Laurian Unnevehr

Second: Ann

Vote: 15 in favor, 1 against, 1 abstention

- Approval by the majority, Julie will serve as Chair and Laurian as Vice-Chair
- Requested discussion around no vote
- No comes from Julie representing economically based beef council
- Important to note Julie's Seat has changed to representing a direct marketer
 - Now role is focused on bison
 - Marci shared that in the past as chair, Julie has been very objective
 - Important to recognize her willingness to abstain in past votes to maintain objectivity

STRATEGIC PLANNING

- COFSAC is in a period of transition and self-identification
- Need to plan for upcoming sunset review
- Want to align and assist with past efforts without duplicating anything that has already been done
- Strategic Workgroup has existed but not driven the overall direction of the council , recognize need for new members and fresh perspective
- Need to develop plan that will cover 2-3 years
- Identify Strengths, Weakness, Opportunities, and Threats (SWOT analysis)
- Focus on measurable goals and actions related to internal and external initiatives
- Want to speak directly with stakeholders to see what improvements they hope to see
 - Engage with the drivers on improvements
- Idea of timeline: begin this April and finalize in October
- Strategic Planning working group would like to hire third-party external facilitator
 - Seems like good investment since everyone has many other demands outside of COFSAC
 - We need a developed plan moving into Sunset Review
- Need full council participation, not necessarily a work group structure
- Planning on retreat
- All Strategic Planning meetings/retreats outside of our quarterly meetings
- Four strategic planning sessions done outside the quarterly meetings
 - April: Kick-off Retreat (½ day in-person)
 - June: Follow up (2 hrs virtual)
 - August (2 hrs virtual)
 - October (2+ hr virtual for final review)
 - Strategic Planning workgroup to meet with facilitator in between sessions
- A similar plan for getting a facilitator was discussed in 2021 but wasn't pursued because of uncertainty of funding
- Not to exceed budget of \$30,000
- Hollis motioned for Council to approve Strategic Planning Initiative to be developed by the end of this fall to focus on internal and external goals, and to pursue procurement of facilitator of the Strategic Plan, not to exceed budget of \$30,000
- Discussion: think budget should allow for retreat, meals, childcare
 - Q. Did we want to decide entire budget details now or just facilitator? A. Open to amendment or separate planning of budget for incidentals
 - Motion: Hollis
 - Second: Marci
 - Does the council want to come back with revised budget in May? Or can Lilian and staff hire facilitator between now and May
 - 25k so we don't have to go through RFP process
- Want to make sure we look at Strategic Planning in a holistic and effective way, how do we engage other stakeholders beyond council in the SP process, how can we engage public?

- Goal to identify Drivers and influencers
 - Speak with them directly about what they see working and not working for COFSAC now, ask what we can do better, what ideas do they have
- Want to be sure we hear from the disengaged and marginalized voices, equally as important as influencers and stakeholders in these conversations
 - Want to make sure these voices are at the table as we have these conversations
- Concern that timeline and hour commitment is ambitious and will set us up for failure
 - Some members shared they would have difficulty committing to hours
 - April is already booked for some people
- Another option is to reduce number of hours or spread this out into spring 2023
 - Wouldn't be getting it done for the sake of getting it done
 - Opportunity for more thought
 - Ways to make it more integrated, for example spreading work out through committee level efforts
- Strategic planning is important, but hesitant to commit 40% of funds to Strategic Planning
 - What other funding requests are out there from other working groups before we commit this much to Strategic Planning
- See value in not delaying into next year, would a summer retreat make sense?
- Important to note the plan and ideas presented are at very early stage, only 3 peoples input went into outlining this tentative plan
- Would be expanding into 2 fiscal years, less budget concern
- Concern that it will be difficult to participate in Strategic Planning efforts and also contribute to working groups at the same time
- Also see value in not delaying as far
- Need for an in person event soon for everyone to meet each other and actually have time together
 - Meet by end of summer?
- How can some of budget be used to bring other underrepresented voices into our conversation?
 - Getting out and seeing people
 - Wendy shared that when she started on COFSAC, members elected not to do traditional Strategic Plan and traveled the state to meet people in person and hear from them on the ground in their location
 - Was extremely beneficial and foundational to earlier work in in COFSAC
- Aim for plan that is Fiscal year based
- Start later spring early/summer and push into following spring
 - Kickoff ~June
- Next quarterly meeting will be in May, could have that extend into retreat
- Motion and second still holds after this discussion (dates pending), friendly amendment to remove dollar amount
- What we want to do is same, need to fine tune timeline and budget
- Lilian and staff will move forward to hire consultant between now and May without additional vote from council

- Regional convenings will be a chance to hear from stakeholders and voices across the state
 - Will bring those perspectives into our planning process
- Q. Will RFP for consultant need to adhere to state guidelines? Usually over \$25,000 has to be competitive bid?
 - A. CSU has same rule
- Final vote to approve the standing motion for council to approve strategic planning initiative to be developed by the end of this fall to focus on internal and external goals, and to pursue procurement of facilitator of the Strategic Plan, not to exceed budget of \$25,000.
 - Vote: Unanimous

AGENCY UPDATES

- Tabled due to time constraints
- Agency reps please write update paragraph to be shared with council
 - NOTE: no written updates were received

WORKING GROUP UPDATES

- Internal assessment
 - This group formed when COFSAC was discussing Ag Worker issue brief, there were no Ag workers at the table
 - Only discussing what we do have control over
 - 7 questions from the group from August meeting:
 - 1. Who are we inviting to be at the table esp. for working groups?
 - 2. How are we ensuring that a diversity of voices are heard and that participants all feel valued?
 - 3. How are we selecting who leads working groups/committees?
 - 4. How are we publicizing meetings?
 - 5. How are we structuring meeting times, formats, agenda, etc. to make sure they are inclusive?
 - 6. How are we selecting and using decision-making practices?
 - 7. How are we taking notes?
 - Added 3 additional points from February working group meeting
 - Need for Core Values document
 - Structured Orientation for new members
 - Membership selection process
 - Do they know what they can and can't do
 - Would be an equitable process
 - Currently people who submit applications go directly to governor
 - Hoping that Lilian and Alex can work with Boards and Commissions to have more say in review process
 - Trying to engage with them in the past has been difficult, they haven't attended meetings when they said they would
 - If we push back a bit to get in writing that we want to have say in who we have on council

- Discuss any funding requests at next meeting

- Ag lands
 - Met Jan 28th
 - Published issue brief last year
 - What are next step? Dig deeper into last years topic, or recirculate issue brief and look for comments on how to develop
 - Came up with list of organizations important to touch base with on this topic
 - Identifying what to ask each org, whose role it will be to reach out etc.
 - Further structuring outreach plans
 - Evolving list of over 15 organizations chosen so far
 - Can we actually advocate for policies installed in final issue brief
 - Yes, we do have that ability to be advocates for policies
 - Want to create map to give graphic representation to programs we hope to develop
 - All current programs are reactive, want to be more proactive
 - Identify land coming onto market and have resources to obtain land to keep it from going into hands of someone who would purchase it for buy and dry
 - Need to further outline outreach process, and be sure of what asks are for these organizations
 - No funding requests at this time

- Universal School Meals
 - Put out issue brief last summer
 - Met with school nutrition directors to present this work
 - Shared with Governor's office, Chef Ann Foundation shared issue brief as well
 - Continued efforts advocating for support at federal level
 - Want to use info from issue brief to create video
 - Easier to consume version that can be shared with public
 - Might need funding to develop infographics, but CSU has someone who can do video portion
 - To get directors to participate we may want to have professional videographer
 - ~\$5,000 for graphic design (infographics) and travel

- Federal & State Stimulus Dollars (working together with Institutional Procurement group)
 - First big win: because of Brian Coppom's work have had more voice in how money coming into the state is pushed out into the field
 - Goal to make sure info is getting out and we get info out to the state
 - Compete better as a state
 - CSU puts grant info in monthly newsletter and host webinars with USDA

- Need to work on how we raise the capacity for a full set of producers/agencies/non-profits to secure and compete for these funds
- Institutional Procurement (working together with Federal & State Stimulus Dollars group)
 - Given that federal funds coming in for Local and Regional Food Systems, how do we get those dollars to local and regional food systems, beginning farmers and ranchers, BIPOC growers
 - Learn and model what public procurement of food should be in the future
 - No dissemination of issue brief has taken place yet
 - Want to discuss this at some point and decide how to get engagement around issue brief
- \$92,367 remaining through June 2022, unused funds will roll over
- Marketing put into issue briefs
 - Could mean hiring a consultant
 - Timely with elections upcoming and money coming down
 - Funding towards PR could be helpful
 - Concern that pushing info out each working group doing in themselves isn't as effective
 - Could hire someone to help get us interviews and publications
 - Important to note timing of regional convenings, Greg and Wendy will be presenting Ag Land and Institutional Procurement Issue Briefs at the Southeast convening this year
 - We can plan to center promotion of issue briefs around regional convenings in the future as well
- APPROVAL OF PROPOSED BUDGET
 - \$20,000 total (\$5,000 each to each issue based Working group) Universal School Meals, Ag Land, Federal Stimulus Dollars, Institutional Procurement for use in development of education and outreach materials and general public relations
 - IA probably won't need \$5,000 and is currently combined with SP
 - Ag land would be flexible might need day visits for NGOs, not sure if they would spend right away
 - Discussion: if every group is doing their own marketing, PR, and pushing, it might not be as effective as if we were to hire an outside consultant to do this work across the working groups consistently
 - Could increase impact of our work and get it into the hands of groups that will get us publications, features on NPR, etc.
 - Not to exceed \$10,000 to hire consultant to push the work done by issue briefs
 - Council feels comfortable with staff moving forward with hiring consultant

- Leave out incidentals associated with Strategic Planning for another day
 - Motion: Julie
 - Allocate \$55,000 toward our projects
 - \$25,000 to Strategic Planning Working Group
 - \$20,000 to issue based Working Groups
 - \$10,000 Consultant
- Second: Ann
- Vote: Unanimous approval (17 yay)

FINAL POINTS

- Website for regional convenings:
<https://foodsystems.colostate.edu/events/foodsummit2022/>
- Link to monthly Newsletter: <https://foodsystems.colostate.edu/regional-impacts/local-food-systems-newsletter/>
- Everyone should have received Sharepoint link from Alex, please reach out to her if you did not or need support with access
- We need photo and bio from everyone for COFSAC website, Alex will follow-up about this as well
- Need a brief blurb from each working group describing current projects/goals for website!! Send to Alex
- Next COFSAC meetings:
 - Thursday, May 19
 - Thursday, August 18
 - Thursday, Nov 17
 - All 11:00am-1:00pm