



A Tradition of Stewardship  
A Commitment to Service

Agenda Date: 10/16/2018  
Agenda Placement: 9C  
Set Time: 9:50 AM  
Estimated Report Time: 20 Minutes

## NAPA COUNTY BOARD OF SUPERVISORS Board Agenda Letter

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**TO:** Board of Supervisors

**FROM:** Tracy Cleveland for A. Humberto Izquierdo - Agricultural Commissioner  
Agricultural Commissioner

**REPORT BY:** Jaspreet Faller, Staff Services Analyst II - 253-4973

**SUBJECT:** Report from the Local Food Advisory Council, Amend By-laws, & Authorization of Amendment No. 2 to Agreement with Circlepoint

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### **RECOMMENDATION**

Agricultural Commissioner/Sealer of Weights and Measures requests the following actions related to the Napa County Local Food Advisory Council:

1. Accept a report from the Napa County Local Food Advisory Council (NCLFAC);
2. Adoption of a resolution amending the NCLFAC by-laws; and
3. Approval of and authorization for the Chair to sign Amendment No. 2 to Agreement No. 170596B with Circlepoint, extending the term to December 31, 2020, amending the scope of services, and increasing compensation by \$102,690, for a new maximum of \$169,690 for maintenance of the Local Food Website.

### **EXECUTIVE SUMMARY**

The Napa County Board of Supervisors established the Napa County Local Food Advisory Council (NCLFAC) in 2010 to advise the Agricultural Commissioner/Sealer of Weights and Measures and Board of Supervisors regarding development and facilitation of a sustainable local food system, and to provide a forum for public input regarding related issues. The NCLFAC was directed to assist Napa County staff in promoting local food production and consumption, in undertaking a review of County regulations to identify and address barriers and opportunities associated with food production, distribution, and access, and in recommending to the Napa County Board of Supervisor's Legislative Subcommittee needed changes in State law for incorporation into the County's legislative platform. Today's agenda item includes an update regarding activities of the NCLFAC.

Resolution 2010-128, authorized establishment of the NCLFAC and adopted by-laws addressing procedural issues, such as the election of a Chairperson, setting and posting of agendas, minutes and other public meeting requirements, and the direction to solicit applications for membership when it was established on October 5,

2010. In December 2016, the by-laws were amended to change the representative composition, change the definition of a "quorum," and change attendance requirements. Today's action requests further amendment to the by-laws including a change to expand the purpose of the council to include food access, changes to the representative composition, and a change to the term of office. The request for an expanded purpose to include food access is being requested as a result of findings documented in the Emergency Food System Study conducted by Napa County Health and Human Services, in which food insecurity and the coordination of services to address food insecurity was found to be a gap in our community.

Circlepoint has been providing website development and maintenance support for the NCLFAC since May 2014, when it first developed a centralized, content-rich local food website. In December 2016 the Board approved Agreement 107596B with Circlepoint to provide maintenance, update the website (adding new content within 24 hours of the request), develop and maintain a website calendar and social media strategy, and track and report user data. The agreement was amended in April 2018 to extend services to December 31, 2018. Approval of Amendment No. 2 will provide for site maintenance, analytics, development of new features (including an interactive farm trails map), site promotion, grassroots outreach and local partnership. The requested amendment increases compensation by \$102,690, for a new maximum of \$169,690, and extends the term of the agreement to December 31, 2020. The NCLFAC requested an amendment to the agreement with Circlepoint due to the quality and timeliness of their work and the importance and value of the website to the community.

### **PROCEDURAL REQUIREMENTS**

1. Napa County Local Food Advisory Council Report.
2. Public comments.
3. Motion, second, discussion and vote on the items.

### **FISCAL IMPACT**

Is there a Fiscal Impact?	Yes
Is it currently budgeted?	Yes
Where is it budgeted?	Agricultural Commissioner
Is it Mandatory or Discretionary?	Discretionary
Discretionary Justification:	The Napa County BOS established the Napa County Local Food Advisory Council to advise the Agricultural Commissioner/Sealer of Weights & Measures and the BOS regarding development and facilitation of a sustainable local food system and to provide a forum for public input regarding related issues. The local food website provides the community with extensive content pertaining to local food issues. It was created to provide an easy way for Napa County residents to find locally grown, sustainable food, learn more about local food resources, and come together as a community to support the local food system. NapaLocalFood.com is intended to be a one-stop-shop for all things local food in Napa County, including a list of the local growers, retailers, farm stands, farmers markets and community supported agriculture (CSA).
Is the general fund affected?	Yes

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Future fiscal impact:	The agreement extends through December 31, 2020. Appropriations will be budgeted accordingly in the next fiscal year.
Consequences if not approved:	If the item is not approved, the website will not be maintained, the community will not have a centralized informational hub or website containing updated local food related information and the NCLFAC would not be as effective in promoting local food production and consumption.
Additional Information:	

### **ENVIRONMENTAL IMPACT**

ENVIRONMENTAL DETERMINATION: The proposed action is not a project as defined by 14 California Code of Regulations 15378 (State CEQA Guidelines) and therefore CEQA is not applicable

### **BACKGROUND AND DISCUSSION**

The Napa County Local Food Advisory Council (NCLFAC) was established in 2010. The purpose of the NCLFAC as stated in the bylaws, is to advise the Agricultural Commissioner/Sealer of Weights and Measures regarding development and facilitation of a sustainable local food system, and to provide a forum for public input regarding related issues. The NCLFAC assists Napa County staff in promoting local food production and consumption, in undertaking a review of County regulations to identify and address barriers and opportunities associated with local food production, distribution, and access, and in recommending to the Napa County Board of Supervisor's Legislative Subcommittee needed changes in State law for incorporation into the County's legislative platform.

In 2012, the NCLFAC created goals as a part of a strategic planning process. The goals include serving as a public forum to identify and share information, and conducting research and assessments on community needs. In addition, NCLFAC advises the Board on policy issues, makes recommendations to educate the community on healthy eating and local food choices, promotes an increase in local food production and distribution, and increases consumer access to fresh, local produce.

The composition of the NCLFAC includes fifteen (15) members from various sectors of the community, including municipalities (cities of American Canyon, Napa, Yountville, St. Helena, and Calistoga), agricultural producers, community-at-large, public health/nutrition, institutions, marketing and distribution.

### **NCLFAC changes to Bylaws**

In response to some of the challenges detailed below, the NCLFAC requests the following changes to the current bylaws:

1. Changes to the purpose of the Council - expanding the purpose to include food access and tasking the Council to serve as a forum for collaborative, coordinated action to improve the local food system.
2. Changes to the representative composition - deleting 3 positions in agriculture and/or marketing and/or distribution of agricultural products and deleting 3 positions in public health and nutrition, education, and/or institutions and replacing deleted positions with 6 positions in agriculture, public health and nutrition, and education.
3. Changes to the terms of office - reducing the term of service from 4 years to 3 years.

**Napa County Local Food Website**

Amendment No. 2 to Agreement No. 170596B is to continue maintenance on the Local Food website which went live in October 2014 and to develop an interactive map for visitors to explore local food options in Napa County. Between July 1, 2016 and September 11, 2018, the website has reflected the following usage:

- | 15,617 new site users
- | 2,504 returning site visitors
- | 18,121 sessions
- | 24,858 page views
- | 5 Facebook articles
- | 5 Google articles

Amendment No. 2 will extend the term of the agreement to December 31, 2020 and increase the budget by \$102,690 for the next two-year cycle. The Agricultural Commissioner's office has budgeted funds in the current fiscal year to cover the increased costs. Appropriations will be budgeted accordingly for the next fiscal year.

**NCLFAC Challenges**

- | Focus has expanded from original purpose
- | Food access and social justice issues are consistently brought to the council
- | Lack of legislative understanding
- | Member representation and community attendance has fluctuated
- | Representation of the Agricultural and Hispanic communities
- | Continuance of funding and staff time provided by the Agricultural Commissioner's Office

**SUPPORTING DOCUMENTS**

- A . NCLFAC BOS Update
- B . Resolution to amend NCLFAC By-Laws (clean version)
- C . Amended NCLFAC By-Laws (red-line version)

CEO Recommendation: Approve

Reviewed By: Leigh Sharp