



A Tradition of Stewardship
A Commitment to Service

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NAPA COUNTY BOARD OF SUPERVISORS Board Agenda Letter

TO: Board of Supervisors

FROM: Tracy Cleveland for Greg Clark - 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 & Possible Authorization of Agreement with Circlepoint

RECOMMENDATION

Agricultural Commissioner/Sealer of Weights and Measures requests the following actions related to the 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;
3. Adoption of a resolution extending the term of the NCLFAC to December 20, 2020;
4. Approval of and authorization for the Chairman to sign an agreement with Circlepoint for a maximum of \$67,000 for the term December 20, 2016 through June 30, 2018 for the maintenance of the Local Food Website;
5. Approval of Budget Transfer No. AGC002 increasing appropriations in the Agricultural Commissioner's budget (16000) by \$33,500, offset by the commensurate reduction in Appropriation for Contingency (10590), contingent on Board approval of recommendation #4 (4/5 vote required); and
6. Discussion and possible direction regarding the Agricultural Commissioner's Office conducting a Request For Proposal (RFP) to obtain services for a Food System Assessment for Napa County.

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 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 local food production, distribution, 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.

The Board of Supervisors adopted a resolution authorizing establishment of the NCLFAC and by-laws addressing procedural issues, such as the election of a Chairperson, setting and posting of agendas, minutes and other public meeting requirements, and direction to solicit applications for membership when it was established on October 5, 2010. The proposed changes to the by-laws, attached to this agenda item, include changes to the representative composition, change to attendance requirements, and change to the definition of "quorum". The NCLFAC has requested that the Napa County Board of Supervisors authorize the resolution to amend the by-laws as requested. In addition, the Agricultural Commissioner's Office, is requesting that the Board approve the resolution to extend the Napa County Local Food Advisory Council for another four year term, through December 20, 2020, to continue working toward creating a sustainable local food system for Napa County.

In May 2014, the Board of Supervisors approved an agreement with Circlepoint to develop a centralized local food website. They created a content-rich website, provided maintenance, updated the website (adding new content within 24 hours of the request), calendar development and maintenance, social media strategy and management, tracking and reporting user data. The agreement expired in May 2016, approval of the requested professional services agreement will provide for maintenance, analytics, new features, site promotion, grassroots outreach and local partnerships not to exceed \$67,000 for the term ending June 30, 2018. The NCFLAC requested the renewal of the Circlepoint contract due to the quality and timeliness of their work.

The Napa County Local Food Advisory Council has requested that the Agricultural Commissioner's Office conduct a Request for Proposal (RFP) to obtain services for a Food System Assessment for Napa County. The intent of the Food System Assessment is to help identify elements to strengthen the food system in Napa County specifically related to food production and food access for the community. If approved, the Agricultural Commissioner's Office would return to the Board once the RFP was completed to request additional resources to fund the study as the current cost of the study would not be identified until after the RFP is conducted.

PROCEDURAL REQUIREMENTS

Edit Executive Summary and Procedural Language

FISCAL IMPACT

Is there a Fiscal Impact?	Yes
Is it currently budgeted?	No
What is the revenue source?	Reduction in General Fund Appropriation for Contingency to cover the FY 2016-17 cost.
Is it Mandatory or Discretionary?	Discretionary
Discretionary Justification:	The Napa County Board of Supervisors 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 website was launched in October 2014, there have been 2,387 unique site visits, 863 Facebook likes, 44 local food providers featured, 16 local food advocates featured, just to name a few of the accomplishments of the website design and launch.

The Napa 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's).

Is the general fund affected? Yes

Future fiscal impact: The agreement extends through June 30, 2018. 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 recommend 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 part of a strategic planning process. The goals include the ability to serve as a public forum to identify and share information, research and assessments on community needs. In addition, the Council advises the Board of Supervisors on policy issues and makes recommendations to educate the community on healthy eating and local food choices, promote an increase in local food production and distribution, and increase consumer access to fresh, local produce.

The composition of the Council includes 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, business, marketing and distribution.

Napa County Local Food Advisory Committee changes to Bylaws

The NCLFAC requests the following changes to the current bylaws:

1. Changes to representative composition.
2. Changes to attendance requirements.
3. Changes to the definition of a "quorum".

Napa County Local Food Website

The agreement with Circlepoint is to continue maintenance on the Local Food website which went live in October 2014. Since its inception the website has reflected the following usage:

- | 7,761 new site users,
- | 1,494 returning site visitors,
- | 9,369 sessions,
- | 16,109 page views,
- | 77 featured articles,
- | 44 local food providers,
- | 18 local food advocates featured, and no advertising other than Facebook posts.

The contract with Circlepoint ended in May 2016, there has been minimal updates to the website since the contract expired. Circlepoint is not a local vendor, but does use a local resident for website content development and updating. Since the contract ended with Circlepoint, the number of site visits have decreased and session time has also decreased since there is no new content on the site. Approval of the agreement will continue to build the user base and keep the site viable and active.

Napa County Food System Assessment

Beginning in 2015, the NCLFAC discussed conducting a Food System Assessment in order to identify elements specific to Napa County, that could strengthen the food system locally. There is not extensive data for Napa County that speaks directly to land availability, diversified food production and food accessibility. The intent of a Food System Assessment is to help identify viable community resources and/or road blocks that impact food production and food accessibility for Napa County. If the Board provides direction to obtain a Food Systems Assessment, the Agricultural Commissioner's Office will conduct a Request for Proposal (RFP) and come back to the Board to request the funding once the RFP is awarded. The cost of such an assessment is unknown at this time.

Napa County Local Food Advisory Council Challenges

The NCLFAC has faced significant challenges over the past five years.

Farming Diversity

The Council was established to increase agricultural diversity, however, after approximately 5 years, there has been no discernible increase in non-winegrape acreage. Land values and availability within the county appear to preclude the production of crops other than winegrapes. The return on investment, relative to winegrapes, appears to be simply too low and farmers naturally farm in other regions outside of Napa County to gain a higher potential return.

Membership

Currently, the Council has no members who could be considered farmers and the focus of the Council has tended to lean toward social equity, health, and nutrition related efforts which would be better directed by County agencies whose focus more closely relates to these areas.

Financial Impacts

Significant staff time and costs, approximately \$300,000 since the Council's establishment, have been absorbed as part of the Agricultural Commissioner's budget without specific resources being dedicated to the Council. With the amount of non-dedicated resources required and the overall impact to the original Council mission (increase in crop production, food access, etc.) these financial resources may be better spent protecting the agricultural system driving our local economy from invasive pests and ensuring compliance with pesticide laws and regulations designed to protection of public, worker and environmental health.

Recommendations

As stated above, the NCLFAC has had its various challenges but despite these challenges the council has provided a positive benefit to the community and continues to educate the public on the importance of a sustainable local food system. Therefore, staff is recommending the following:

- | Extend the Napa County Local Food Advisory Council for another four year term, through December 20, 2020, to continue working toward creating a sustainable local food system for Napa County;
- | Amend the NCLFAC by-laws;
- | Approve the funding request and agreement with Circlepoint to continue to build the user base and keep the site viable and active; and
- | Provide direction to the Agricultural Commissioner regarding the completion of an RFP for a Food System Study of Napa County.

SUPPORTING DOCUMENTS

- A . NCLFAC BOS Update 12.20.16
- B . Resolution to amend NCLFAC By-Laws (clean version)
- C . Amended NCLFAC By-Laws (red-line version)
- D . Resolution to extend NCLFAC

CEO Recommendation: Approve

Reviewed By: Bret Prebula