

NE Iowa FFI Communication Group Meeting Notes Teleconference - March 19, 2008

Present: Judy Isaacson, Lana Snitker, Brenda Ranum, Ann Mansfield, Karen Foster (joined at 9:15 a.m.)

1. Review what we've done.

- Went over the notes from the subcommittee meeting at the regional team meeting. Karen said they spent most of their time with a reporter from the Fayette paper. Joe found Judy's notes and information at the end of their meeting time, so didn't spend time on those items [I will attach that piece to this email]. Judy shared the following from the Regional Team meeting notes:

- 1) need to develop a framework for the key messages (The group will focus on this at our Regional Team meeting next week)
- 2) put together a presentation and train a speaker's group
- 3) discussed need for consistent branding and message. Want the public to know where to look for FFI info and that it will always be there.

Discussion:

Also saw a need to update the webcast that introduces and gives an overview of the project. Karen asked who we would get for the branding aspect (tabled until budget discussion below).

- Brenda and Ann— update on the vision statement status and anything else that might impact today's discussion, including the status of the conference subcommittee.

- 1) Vision Deployment Matrix Group has been working hard and has crafted the following working statement:

"NE Iowa is a unique place where all residents and guests experience, celebrate and promote healthy locally grown food with abundant opportunities for physical activity and play EVERY DAY. Healthier people make stronger families and vibrant communities. "

We will take a slightly revised version that Judy shared to the Vision Deployment Matrix work group when they meet face to face on April 9. It reads:

"Northeast Iowa is a unique place where healthier people are making [or creating] stronger families and vibrant communities. All residents and guests experience, promote, and celebrate healthy, locally grown food and abundant opportunities for physical activity and play every day."

- 2) Status of the Conference Group. Brenda shared why the Conference committee decided not to hold a conference in June. However, Ann met with the Starmont School Policy committee earlier this week. Most schools are now getting out of school the week of June 2 - 6. They were very interested in a conference that targets schools and how we can learn from them and they can learn from each other on how to build capacity for this initiative. This group had suggested we needed to have displays at county fairs and other summer events in the region to increase our visibility.

2. Look at a list of possible items to include in our communications request for next year's budget

<p>Printing of promotional materials Discussion: This is just a ballpark figure with no definite products identified at this time</p>	\$1000
<p>Free Lance Writers for stories, news articles, etc. @ \$25 per article Discussion: Teresa has found a person to write articles at \$25/article. Judy is reviewing two of her articles now. We would give a freelancer the topics and they could write the articles. It was suggested work group members should gather names of people who could write so we have a pool of people to draw upon.</p>	\$500
<p>Displays (1 large and smaller one or two panel tabletop displays for each county) Discussion: We could use these at a variety of places. Karen shared the idea of using a cartridge type display that pulls out like a window shade. It is a frame-like a banner stand that is pulled up from the floor and hooked at the top. Each banner could be individualized by county...if needed. Karen will bring a sample of the cartridge display and costs to our next Regional Team meeting. Judy mentioned that the ISU Farm Progress Show Exhibit committee would like to include a FFI display at the show August 26-28.</p>	\$2000
<p>Graphic designer to design a logo (most timely) and template designs for brochures, newsletter, wallet message cards, etc. From Connie Benesh, a graphic designer that Judy has worked with. Rough estimate based on \$45/hr for:</p> <ul style="list-style-type: none"> • Logo design – 4 hours+ • Brochure – 4 hours • Business Card – 2 hours • Newsletter – 2 hours+ <p>This is really rough. Would adjust things according to the time that it really takes. Also – for the logo – I'm not sure if you already have a vision of what you would like it to convey or colors to include or even if you're looking for me to come up with a few different concepts (which will take more time than just one).</p> <p>Discussion: Graphic designer would design a logo (most time involved) and template designs for brochures, newsletter, wallet message cards, etc. We adjusted the time upward to reflect the logo development. Karen asked if we need to get quotes from several people. Ann reminded us that we are needing to work efficiently because of our time constraints. We need to have easy access to people so we can move ahead. (See below for further discussion about displays, etc.) Judy agreed with Ann that in this instance, it would be nice to work with someone she knows, but overall she wants to use people in the five counties as much as possible.</p>	\$1000
<p>Hours for Judy to coordinate efforts (12 hours per month @ \$25/hour = \$300/month) for 8 months New Information (not shared during our teleconference). Judy got a better handle on actual cost of her time through ISU. It would be approximately \$35.60 per hour (her salary, plus FICA and possibly other benefits – but definitely not including health insurance or retirement). So the total cost for 12 hours per month for 8 months would be about \$3420; if it was 8 hours, that would be \$2280.</p>	\$2280 to \$3420
<p>Total</p>	\$6780 to \$7980

3. Prioritize the items we plan to submit to the resource subcommittee.
We will work on this on March 26 at the regional meeting.
4. Other items?
 - a) More on displays:

Karen offered her husband to do the displays at cost. He is a photographer and has access to needed equipment, including a wide color printer. She also pointed out that we will need high quality photos to use on displays. Again, husband can help. She also thought the display estimate in the proposed budget were good prices.

Ann asked if we could have anything ready for the Oneota Co-op Open House on April 4 and 5. Judy noted it would be impossible to have our final brand and display ready. Lana noted it would be good to always have the same message, but since we don't have that yet, what do we present in the meantime? Ann suggested we put something together at a modest cost for now. Karen offered to have Kent work with Teresa to put something together. Judy - Teresa does have a flyer on-line that could be used easily modified to use with a display. [Copy attached to the minutes to review]. We could come up with something but we don't want to invest much money. Could do a five county look with different photos. We want to have it broad enough so we aren't promoting a direction we won't eventually go.
 - b) Brenda suggested we send our plan to Denise Rhiner for her input. We want our communication tools to help us get through our planning phase of Vision, Strategies, Tactics and Activities AND move us into our Community Action Planning. Judy wants Denise's input and guidance as we draft the key messages.
 - c) Karen asked about using strategic planning methods. Noted she finds this useful in her job to create direction and focus. Judy shared that Denise Rhiner has a sample communications planning process she has shared with Judy, Brenda, Ann, and Teresa. Judy will bring copies March 26. [I'll also send you a pdf copy]
 - d) Back to the proposed Communications Group budget. We need to have our budget request to the Resource Group by April 14. Brenda asked us to prioritize our request in case full funding isn't available. That way the Resource Group can proceed when they meet.