

Quick Notes from July 30 Teleconference. Present: Judy, Teresa, Joe, Vicki, Karen

Communication Work Group Next Steps:

- Update on monies spent to date
 - \$720 Connie Benesh - Logo Design, revisions, final formatting for print and web; design of display; photo selection; display revisions & final formatting – 16 hours @ \$45/hour
 - \$694.50 Kent Foster - Production of displays
- Communication Training Plan – to what groups and when
 - see plans for Pyramid visit
- Plans for the Pyramid visit (Sept. 8 – 10)
Here's our proposal for our time with Daveda and Emilie
 - Monday, September 8 - Message training with Regional Team for 2 hours (PM?)
 - Tuesday, September 9 – Meet with Communications Work Group for 6 hours. Prioritizing communication efforts and Building internal/external communications plans.
 - Wednesday, September 10 – AM Youth training: Customizing messages and public speaking

Weave between work sessions:

- Visit NE Iowa sites to better understand our community, our environment, our culture.
 - Social event – hog roast - at Carole Glawe's farm north of Elkader - with regional team, partners, youth?
 - Training/dialogue with Co-conveners
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- Update on displays and tracking usage
 - Short discussion on usage of current displays
 - Farm Progress Show display is about ready to produce
 - Status of elevator statement for Regional and County Planning Teams
 - Judy to send to team
 - Future News Releases – how, when, where, etc.
 - Sarah has written several articles based on the webcasts. They are not in final form for general usage. Teresa has summarized and emailed to us already. Judy will send original articles.
 - Request for T-Shirts with FFI logo (how, when, etc.)
 - Joe and Vicki will do research and bring information to Aug. 27 regional team meeting. Karen sent team a website that sells organic products for promotions.
 - Before August Regional Team Meeting:
 - a. Review team members and update.
 - i. **Correct and up to date:** Team Members: Judy Isaacson, Lana Snitker, Joe Organist, Teresa Wiemerslage, Karen Foster, Vicki Rowland, Hannah Ranum, Ann Mansfield, and Brenda Ranum
 - b. Review purpose of work group and revise, if needed
 - i. **Still on target.** Purpose: Develop a communication plan for the Planning and Implementation Phases of the NE Iowa F&F Initiative. These messages will communicate transformational change - identify key messages, key audiences (internal and external), channels for communication and a campaign of simple memorable messages.

- c. **Judy is already our group leader.** Consider selecting a Group Leader to lead group meetings and serve as a liaison with the Co-Conveners
- d. Anticipated next steps for our work group
 - i. Timeline: Feb – Jan. 2009
 - ii. Steps: **This will be done as part of our work on September 9.**
- e. Anticipated budget needs between April 2009 – August 2009
 - i. **This will come out of our communications plan.**
- f. Review future meeting dates and times (face-to-face and/or teleconferences)
 - i. **Still to be done.**