

MEETING MINUTES

DATE: March 13, 2008	LEADER: Dan Lane/ Darla Kelchen
TIME: 6:00- 8:00	RECORDER: Nancy Yelden
PLACE: Clayton Co. Extension office	GROUP: Clayton Co. Food and Fitness team

MEMBERS PRESENT: [X]	X	Joan Ellen Follon	X	Terese Jurgensen
X Donald Sly	X	Haleisa Johnson	X	Nancy Yelden
X Brenda Ranum	X	Darla Kelchen	X	Heidi Feuerhelm
X Dan Lane	X	Brandon Freidlein	X	Brian Rodenberg
X Joyce Cheine	X	Tim Engelhardt	X	Margaret Corlett
X Judith Crandall	X	Kim Gau	X	Renee Kraus
X Fran Passmore	X	Carole Glawe	X	Vicki Carolan
X Kirsten Michelsen	X	Dick Fette		

1. Reviewed Minutes
2. Reviewed Agenda

<p>Welcome & Introductions</p>	<p>Welcomed new members, Introductions and encouraged new members to refer to website: www.iowafoodandfitness.org to update them on committee's purpose and objectives. Enjoyed a delicious meal provided by Clayton Ridge Farms, Tom and Jayne Augustine from Guttenberg. Tom and Jayne shared information on their processing & catering business.</p> <p>Committee shared policy changes noted since last meeting.</p>	<p>Committee posed the question to Tom and Jayne how the NEIF&F coalition could help them in their business: Educate the public on advantage of buying local. Stress the quality of products. Marketing for locally grown is a priority and is always an on going process. Most challenging is: Being able to handle the fixed costs when demand may be slower. Best type of advertisement for their business has been: "Work of Mouth", Direct Marketing, Quarterly newsletter.</p> <p>Welcomed 3 new members: Dick Fette, Kristen Michelson, and Donald Sly.</p> <p>Informational</p> <ul style="list-style-type: none"> - Brenda shared many business in the 5 counties are supporting wellness/exercise programs for employees. - Brenda shared that the Iowa Department of Ag Stewardship has sent a letter to all institutions in our area explaining that they may purchase local fruits and vegetables and do not have to go through a specific vendor. Brenda will have this letter posted on the web site. 	
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Regional Team Update	<p>Brandon: 5 Youth team members are attending conference with Kellogg team & youth from 9 other sites in Tucson, Az. Concession stand survey at Clayton Ridge school has been completed and consensus was participants do want healthier food choices. Brandon assisted the Clayton Ridge school wellness committee on completing the health assessment.</p> <p>Haleisa, Brian & Tim: Regional Team has developed several work groups for Regional Team members to work on: Resource, School, Minority, Youth Communication, Built Environment, NIFF Coalition, and Vision Deployment Matrix. Tim and Brian are serving on the Built environment work group. Working on an assessment of what is available in each community in the counties. Clayton Co. will have 19 assessments that will need to be completed.</p> <p>Haleisa is serving on the Conference Committee. This committee has decided to postpone the conference for this spring until fall.</p> <p>Haleisa is also on the Vision Deployment Matrix who is working on revising the vision statement that needs to be submitted to Kellogg.</p>		
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<p>Web cast #10 Building a Local Food System, Part 3- Planning For Our Future”</p>	<p>Viewed web cast and broke into sub committees to discuss the following questions. Each sub committee then reported back to the group. #1: What would it take to make NE IA a unique place where all residents & guests of every age experience, celebrate & promote healthy locally grown food every day? What would this look like?</p> <p>#2: If our success was completely guaranteed, what bold steps might we choose to grow the food, make it accessible & promote consumption of the local foods?</p> <p>#3: What conversation can you take to others you know that will help create new possibilities around local healthy foods for our future in NE Iowa?</p>	<p>#1. Highly Local Local markets next to trail heads. Esthetics-eye appeal is important. Center of the Community Education is important. Community Gardens Nutritional value education. Co-ops: creating demands & markets Mobile Farmers markets rotate between communities. Educate on how to cook local grown foods. Distribution system for local foods – central location to order.</p> <p>#2: Website to order Farmers Market items. Tax breaks at state level to promote local grown foods. Process costs subsidized. Geo-thermo raised vegetables – indoors.</p> <p>Freshness, Taste, Health Benefits Save energy costs High Quality Community Building and Supporting local Share the stories with others.</p>	
	<p>Next meeting will be April 10, 2008 from 6-8 PM at Central State Bank meeting room in Elkader.</p>		