

Northeast Iowa Food & Fitness Initiative
Winneshiek County Planning Team
April 16, 2008
Meeting Minutes

PRESENT: Lorraine Borowski; Donella Darrington; Rick Edwards; Karen Foster; Jeanett Hansen; David Cavagnaro; Stephanie Hughes; Elizabeth Kane; Georgie Klevar; Jenn Kuehner; Lyle Luzum; Sue Luzum; Ellen Macdonald; Ann Mansfield; Michelle and April McLain-Kruse; Eric Nordschow; Janelle Pavlovec; Bob Raymond; Randy Schissel; Randy Uhl; and Krista Vanden Brink.

SHARING: During introductions and sharing the following food and fitness related items were mentioned:

- Four mini-grants had been awarded to Winneshiek County producers to assist them in increasing local food production
- Work on the Iowa Great Places grant, which includes food & fitness components, continues
- Wellmark Grant -- studying obesity in first- and second-graders
- 30 people have asked for plots in the Decorah community garden
- Seeds of Peace – donations to El Salvador
- Fork to Fork – master gardener talks, spreading the work about homegrown food
- Go the Distance
- Family is putting in a garden
- Youth sport camps
- Grow lights at the Decorah Public Library
- Meat production promotion
- Healthy food provided at Natural Gait event
- Grand opening of the Oneota co-op

REGIONAL TEAM: The following were reported from the last regional meeting:

- Youth team – reported on their trip to Arizona. Clayton Ridge School Health Fair.
- Communications – Working on a budget request, graphics and logo. Waiting on final vision statement so that key messages can be developed.
- Inclusive team – Learned the 9 components of diversity and recognized the need to focus on all areas. The team purpose is to work to ensure diverse populations have access to the planning process; to investigate and report on needs of various communities; and to educate and be educated by the various diverse populations represented.
- Schools – Ann reported that schools are reconsidering their vending machines; a workshop may be held concerning school menus
- Built environment – The working group is conducting an inventory in all 5 counties, with a final report by June. Photos will be included.
- Community Health Assessment – Krista reported that an assessment needs to be completed to develop a baseline. The assessment will give the 5 counties the ability to document change.

- Vision Deployment Matrix – A new draft of the vision statement is ready. Eric reported the team is working on “mental models,” where we see things now and what we want to see in the future.
- NIFF Coalition – recently completed producer/lender meetings in each county. Held a meeting with Hal Schroer, a food consultant from Minneapolis about the next steps in food-system development. Approved mini-producer grants.

WHAT’S RIGHT WITH THE WORLD: A 12-minute video titled “Celebrate What’s Right with the World” by National Geographic photographer DeWitt Jones. He suggests how we can approach our lives and the FFI with celebration and confidence as we plan for the future.

WORKING VISION: The group reviewed and discussed the following proposed working vision for FFI. **“Northeast 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.”**

During discussion of the vision statement the group made the following comments:

- The group agreed the biggest challenge in the vision was the “every day” aspect of physical activity
- They thought the statement was stronger if the word “all” was left in
- The word “residents” includes youth to elderly
- We should help create a demand for change
- W.K. Kellogg has mentioned we have great “social capital” in the area

COATTAIL EFFECT: The Planning Group also briefly discussed the “coattail” effect of having other grant funders interested in the Northeast Iowa Food & Fitness Initiative efforts. These funders have demonstrated a willingness to consider funding projects.