

Howard County FFI meeting Minutes
August 27, 2008
6:00- 8:00 PM
Laura Rose Lobby at the hospital in Cresco

Present: Elaine Govern, Matt Kabliska, Charlie Baier, Larry McGee, Rob Hughes, Colleen Peckham, Ken Paxton, Don Burnike, Adolph Mick Gamez, and Cary Burke.

Welcome by Charlie & Matt. A meal was served. People introduced themselves.

“Thinking about the NE Iowa Food & Fitness Initiative Vision, name a key audience that we should take information to in the future (ex. Schools, Workplaces, Medical Community, Producers, Legislators, Youth, Churches, etc..” The group was asked to vote using a blue dot (1st choice), a red dot (2nd choice) and a yellow dot (3rd choice) for the audiences they think should be a priority to be engaged in the FFI.

Results:

Schools 5 blues 2 red	Restaurants/bars 1 red
Workplaces 2 red 1 yellow	Senior 0
Med Community 1 red	Libraries 0
Producers 4 yellows	Grocery stores 0
Political 3 blues	Youth 2 yellow
Churches 1 yellow	Fitness center 2 red

Charlie and Matt talked about the goal and were to view previous webcasts as well as reviewing the handouts.

Brief Summary of Reg. Food & Fitness Leadership Team Meeting was given by Rob Hughes, Elaine Govern and Larry McGee.

Matt introduced this month’s webcast –

The webcast explained the NE Iowa’s Theory of Success that is guiding the work of the FFI as we active our vision.

Viewed and Discussed Webcast - –“Northeast Iowa’s Theory of Change” (13 min.)

- If Quality Relationships lead to Quality Thinking, can you think of FFI examples where building Quality Relationships has led to Quality Thinking?

*** Quality of Collective Thinking**

Network of farmers markets

100-mile bike trail

Skate Board Park

Riceville Bike Trail

Early Childhood Center—Wisdom & Wellness-Elma & Lime Springs

Youth/school interaction—healthier school food
Plant Peddler growing vegetables
Goal- permanent farmers market locations
Mennonite involvement

- If Quality Thinking leads to Quality Action, can you think of examples related to the work of the NE Iowa FFI to date?

- * **Quality of Collect Action:**

Classes on preparing local foods—canning
Decreased healthcare costs—less claims, decreases in diabetes, more weight loss
Measure bike trail usage
Community bike rides/walking/running
Safe routes to school
Increase in farmer's market business/CSA
Improved access to healthy foods
Increase in the number of producers

- If Quality Action Leads to Quality Results, it will be important to understand how we measure progress throughout the next 9+ years.

- **Measure progress**

Increase in tourism and population
Increase in canning, food education, and gardens
Increase in organic food—fewer chemicals used
Spin off niche markets—i.e. clothing etc
Corporate wellness policies
Increase in organized fitness activities

Next steps: Identify and begin sequencing strategies and tactics for our Community Action Plan.

Wrap-Up

EACH PERSON NEEDS TO BRING 3 OR 4 MORE PEOPLE WITH THEM TO THE NEXT MEETING!

NEXT MEETING IS: September 17, 2008 6-8 PM

It will be at a different location so we can bring more people to the meeting.

THANK YOU!!!!