

NE Iowa Food & Fitness Initiative
Fayette County Planning Team Meeting Minutes
September 18th, 2008
4:00, ISU Extension Office, Fayette

Attendees: Donna Story, Joe Organist, Scot Michelson, Sheryl Struthers, Vicki Rowland, Deb Kahler, Barbara Ashby, Karen Kober, Daryl Grove, Martha Bartenhagen, Rich Witt, Sue Burrack, Karla Organist, Ruth Schemmel, Dan Burkhart

1. Committee Members shared changes made in their lives as it related to food and fitness, since their involvement in FFI:
 - More careful about portion sizes
 - Seeking out and eating more locally grown food
 - Shop local farmer's markets as often as possible
 - More aware of where to find local food and what's available
 - More conscientious about food and fitness – making fundamental changes always in mind.
 - Knowledge and awareness of current opportunities for physical fitness and activity.
 - Constantly checking ingredients in processed foods.
 - Making more of an effort to grow own food.
 - Joined a CSA
 - Notice trails more
 - Increased levels of physical activity
 - Quit drinking soda/pop
 - Buy more veggies.
2. Thanks to Joe, Dan and Ruth for the food. Discussed a "restaurant challenge" menu at some point.
3. Regional F & F Leadership Team Report:
 - Committee members were given the Regional Team Summary report for review.
 - Youth coordinator, Lynette Anderson is currently making visits to all schools.
 - Fayette walkability map was briefly shared, Scot is collecting feedback from community members on the map.
 - Built environment group is now working on an inventory for indoor facilities, Scot passed around a listing of facilities for feedback and photos.
 - Recapped the Communication TAP team's visit to NE Iowa. Discussed messages and markets briefly.
 - School work group is making big strides in getting almost 100% participation from our schools in meetings set up to work on change. Will be having a representative from each district to attend monthly meetings.
4. Strategies Discussion:
 - Reviewed the Hierarchy of Choices model and progress made to date on core values, purpose, and vision.
 - Reviewed the draft strategies, answered the following questions:
 - Do they make sense and seem to be a good fit? Apparently YES! Our group really wanted to talk tactics – but what we realized was that every tactic we came up with fit nicely under one strategy or another. We also felt that strategy number one helped narrow down our "market focus".
 - Who needs to be a part of our discussion in order to address these strategies? School volunteers, people who serve on various committees throughout the school. Civic clubs, community groups, churches, city councils & mayors, lawmakers, producers, buyers, board of Supervisors, nursing homes, hospital staff, 5-county subgroups – eventually everyone.
 - How do you see yourself working to support these strategies? Continue to volunteer and attend meetings, finish the trail from Clermont to Elgin, carry out our message, parks, wildlife and fisheries will remain very involved – fits into the initiative.
 - What other questions or thought need to be considered? How will FFI use people who are not affiliated with an organization to further our strategies – how do we reach them?
5. Next Meeting October 16th, 2008. 4:00 – 6:00, ISU Extension Office.

Our Vision:

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