

NORTHEAST IOWA FOOT & FITNESS INITIATIVE  
WINNESHIEK COUNTY PLANNING TEAM  
OCT. 14, 2008  
MEETING MINUTES

**PRESENT:** Johnice Cross, Dean Darling, Donella Darrington, Liz Dovenberg, Rick Edwards, Stephanie Hughes, Bill Ibanez, Elizabeth Kane, Elaine Lore, Lyle Luzum, Sue Luzum, Ann Mansfield, Eric Nordschow, Janelle Pavlovec, Brenda Ranum, Liz Rog, Randy Uhl, Krista Vanden Brink, Julie Cull.

**INTRODUCTIONS:** During introductions, participants were asked to share food and fitness related changes they have observed recently. Comments included:

- Plant Peddler's interest in growing vegetables in their greenhouses so the area has a 12-month growing season
- An increase in vegetable gardening and canning of vegetables
- Heavy use of the Trout Run Trail and playground equipment
- Growing a vegetable garden for the first time in 30 years
- Biking/walking promoted at Luther College (getting to and around campus)
- Work on a possible recreation center in Decorah
- Huge increase in request for gardening seeds from Seed Savers
- Local food provided to new Luther staff members
- Food & Fitness Initiative is more commonplace
- Use of more cloth bags at grocery stores
- MicroEnterprise Loans available for small ag producers
- Talk of local food has increased
- A need to coordinate food demand with food production
- David Cavagnaro transforming his farm into a teaching environment
- Grown Locally sales have increased about 40 percent this year
- Half of Grown Locally sales are through institutions
- Farmers Market – greater attendance and more Luther students
- Farmers Market – more people asking where the food is produced

**REGIONAL TEAM:** Regional Team Member Rick Edwards began by saying he has challenged himself to eat one locally-grown food item per day. While attending an out-of-town conference he kept his record intact by bringing his own jelly for his morning toast. A report of the following Regional Team activity included:

- An inventory of the Built Environment in the five counties continues to be taken
- Luther students may be assisting with the inventory as part of a class project
- A questionnaire is being developed for the 18 school districts in the five counties to find out how much they make facilities available
- The Built Environment Team has been working with ISU landscape architect Chris Seeger on community maps

- Community Health Assessment work continues. The assessment will create a baseline for the five-county region
- The Communication & Events Planning Team is working on a web cast and a presentation to use with community groups
- The Inclusive Team has received \$1,000 for each of five communities for projects such as buying bike helmets; FFA is growing food for schools
- NIFF Coalition – met with a consultant working with PlantPeddler, a Cresco business which is beginning to grow food in its greenhouse operation
- NIFF also reports increases in local food production sales
- School Engagement Team met with school administrators how ways to impact food & fitness in schools

**SUCCESSFUL COMMUNICATION:** The 5 M’s of Successful Communication were discussed. They include:

- Market – Reaching the people you want to reach. Identifying, understanding and prioritizing your market will help you determine the rest of the 5 M’s. Markets are specific. Your entire community is not a strategic market. Break them down into smaller groups by identifying specific characteristics
- Messages – Messages are what you want to communicate to your market. Should be clear, consistent and geared to the group you want to reach
- Messenger – The messenger is the person you want to communicate your message. Choosing the right messenger means identifying who is influential with your market
- Medium – Medium is the mode of getting the message across. It is the bucket that holds the specific materials used to communicate a message
- Materials – Materials are tools that reinforce your message

**WEBCAST:** After viewing the “Northeast Iowa Food & Fitness Initiative – A Shared Vision” web cast, participants offered the following key messages from the web cast:

- Goal is to make the healthy choice the easy choice
- Transparency of information
- Organization is in place
- Level of cooperation among the five counties is high
- There is an invitation to become involved
- There is outside support for the FFI
- Places where we live, work and play affect our health
- Success has been happening all along
- The reward comes in pieces as we move forward
- All children deserve to grow up in healthy environments
- FFI provides the vehicle for the above statement to happen
- It is an optimistic message

Participants then were asked “Who do we need to get this message to?” They responded:

- A five-county Board of Supervisors meeting will be in Howard County Nov. 6
- Schools
- City Councils
- Luther – at an administrative level
- NICC
- Upper Explorerland
- Keystone AEA
- Dieticians/nurses
- Hospital CEOs
- The business community