

Howard County FFI Meeting Minutes
October 15, 2008
6:00- 8:00 PM
Featherlite Center in Cresco

Present: Joye Meyer, Charlie Baier, Larry McGee, Rob Hughes, Ronda Hughes, Elaine Govern, Adolph Mick Gamez, Lynette Anderson, Terry Webb, Jane Zahasky, Jan McGovern, Cary Burke, Joie Lukes, Karn Anderson and Carmen Dohlman .

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

Charlie talked about the goals and gave reminder that previous webcasts can be viewed as well as reviewing handouts and previous minutes.

▪ **NE Iowa F&F Initiative's Working VISION:**

Northeast Iowa is a unique place where all residents & 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.

▪ Introductions - Each person introduced themselves and shared one change they observed in their environment related to food and or fitness opportunities since they became involved in the NE Iowa Food & Fitness Initiative over a year ago.

Regional Food & Fitness Leadership Team Report

• All members of our Regional team including youth members took part in presenting an update to the group.

Group Discussion Intro – See “*The 5 M's of Successful Communication.*”

View Webcast – “**NE Iowa Food and Fitness Initiative – A Shared Vision**”

Group Discussion:

What messages did you hear in the presentation?

We are planning local collaboration.

We have local business promoting locally grown vegetables.

Youth are at the center of the focus.

Goal is to get the entire community involved.

Schools will play an important part (students, parents, and teachers).

Surprised to learn only 1% of food we eat is locally grown.

The importance of emphasizing the built environment---Conservation Board, local individual support (donated land & money), Lake Henderson –draws people

It is good to see progress being made—dollars available to make changes

The NE Iowa FFI Regional Communication work group has identified the following 4 Markets for the Planning Phase of this Initiative:

- Schools (including staff, youth and parents)
- Agricultural Industry (including producers, businesses and lenders)
- Decision-makers (including legislators, elected officials and community foundations)
- Healthcare Providers

Of the Markets listed above (the people that need to hear this message in our county), name specific organizations, institutions and/or individuals we need to carry this message to in the coming months?

The group talked about how these organizations/individuals should be contacted and who would make the contact to see if the group wanted to hear more about FFI.

*The FFA Group- Jim Green—Elaine Govern will contact
Farm Bureau—Maybe Colleen*

Sport Boosters & Schools---youth group

Cresco Chamber & Bike Trail group—Jane

Conservation ----Cary

City Council—Ronda

Jaycees— Joie

Riceville Kiwanis and Senior Citizen Meal Site, Jan —Cresco Meal Site, Ronda, Elma Meal Site, Larry

Cresco Lions—Mick

Other Ideas:

Put this DVD on Channel 3 Mediacom—Ronda

Get the info out to Driftrunners—other recreation groups

Invite NIFF members to a county meeting

Ask Mike Gooder to come speak at a county meeting

Have DVD play on a loop at firemen's pancake event

Put out posters at election time, posters at Coop,

Have people speak to groups about the program and show DVD.

Can this DVD be shown on a TV/DVD player?

Can we get the DVD on a loop?

Wrap-Up

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

This is the best Webcast we have seen on what FFI is about.

NEXT MEETING IS: November 19, 2008 6-8 PM

THANK YOU!!!!