

MEETING MINUTES

DATE: October 9, 2008	LEADER: Darla Kelchen/ Dan Lane
TIME: 6:00- 8:00	RECORDER: Nancy Yelden
PLACE: Clayton Co. ISU office	GROUP: Clayton Co. Food and Fitness team

MEMBERS PRESENT: [X]	X	Darla Kelchen		
X		Dan Lane	X	Brian Rodenberg
X		Carole Glawe	X	Dick Fette
X		Margaret Corlett	X	Julie Zittergruen
X		McKenzie Johnson	X	Tim Engelhardt
X		Heidi Feuerhelm	X	Diane Fette
X		Barb Sauser	X	Nancy Yelden
X		Fran Passmore		

1. Reviewed Minutes
2. Reviewed Agenda

Welcome & Introductions	<p>Introductions and encouraged members to refer to website: www.iowafoodandfitness.org to update them on committee's purpose and objectives. Meeting minutes and agenda are listed on the county web site www.claytoncountyiowa.com</p> <p>Enjoyed a delicious meal from "The Irish Shanti" at Gunder. Home of the Gunderburger!!!!</p>	<p>Shared change you've observed in your environment related to food & fitness:</p> <ul style="list-style-type: none"> ● Making healthier choices in eating. ● seeing healthy smaller portions offered in St. Pt. restaurants. ● doing more canning/freezing at home ● at worksite doing more wellness program planning. ● working with daughters to teach how to can. ● shopping for fresh foods at Harvest Tyme & making better choices. ● doing more canning. ● Elkader Fitness Coop is trying to organize and offer member owned fitness center in Elkader. ● 11/8 has Fun Run on Pony Hollow Trail, seeing restaurants more conscious of locally grown foods. ● more evidence in community for locally grown food. ● doing more biking ● reading more articles in papers regarding food & fitness.
Update	Monthly updates from Kellogg team are sent by e-mail and posted on web site.	

<p>Regional Team Update</p>	<p>Built Environment Issues: lots of delays with flooding. ISU rep shared information on trails. Sub committee looked at what indoor options there are for winter activities.</p> <p>Schools W/G: On 10/15 15 of the 17 of school districts will be attending Regional meetings with 2 people from each school. Participants will be nurses, PE instructors, food service, and administrative. Will be looking at how to promote physical activity. Plan 5 meetings this next year.</p> <p>Youth W/G: very active. The new coordinator has lots of energy and ideas to work with youth on.</p> <p>Visionary Matrix W/G: looking at standards and will continue to discuss.</p> <p>Communications W/G: Banners available with NEIF&F info & logo to use at community events. Discussed the 5M's of communication: market, messages, messenger, medium, and materials. Working with "Pyramid communication" to help us get the word out. Also working on elevator statements. Will develop presentations that we can use in our jobs or with the public.</p> <p>Resource W/G: Carolyn Corbin, from Upper Exploreland is now the grant writer.</p> <p>Inclusive W/G: No report.</p> <p>Community Planning W/G: continue to work with Luther College, IDPH, and PH agencies on Wellmark letter of intent for grant application to assist with community needs survey.</p>	<p>Brian, Carole, and Tim gave report.</p>
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<p>Web Cast: “NEIF&F Initiative- A Shared Vision”</p>	<p>Viewed the web cast and met in small groups to discuss following questions: - The NEIF&FI Regional communication work group has identified the following 4 markets for the Planning phase of the Initiative? Schools, Ag industry, decision makers, & healthcare providers. Of the markets listed above name specific organizations, institutions and or individuals we need to carry this message to in the coming months.</p>	<p>Schools: FFA/4-H, Day Cares, Head Start In-service Day- offer presentation Scholl Booster clubs- Athletic and Music Parent Volunteer Committees Family Consumer Science classes- education public on canning and freezing fresh produce Community Colleges Ag Industry: Green houses utilizing space in winter Award banquets- Dairy, Beef, Pork, show banner Farmers Market- locally grown Younger producers needed to grow locally grown – labor intensive Community Gardens – rent a space Hobby Farmer- Specialty product Processing Mentoring- whose done it & who can teach it Decision Makers: City /council members/mayors – get wor4k out to them by showing this video Educate decision makers Showing video to community groups Sharing our mission Legislators / Supervisor Tourism Industry: Welcome Centers, Day Trips, Event Planners. Health Care: Hospital axillaries Assistive Living Centers / Nursing Homes Wellmark- training programs for wellness Alternative Medicine Fitness Centers</p>
	<p>Next meeting will be November 13, 2008 from 6-8 PM, Location to be determined. Darla will e-mail committee members with site location.</p>	

