

## Work Group Reports – May & June 2009

### Human & Financial Resource

- Final Report – Submitted to RC&D on April 24, 2009. Then on 5/27/09, CFGD questioned when the WKKF carryover funds would be available. Request was sent to Linda Jo and we learned RC&D had not submitted FFI Final report. Follow-up call was made to RC&D. Linda Jo emailed on 6/5/09 stating the WKKF had received the FFI Final Report and they were proceeding ahead.
- Upon request from the WKKF, the Human & Financial Resource WG submitted a new budget request that included FFI Carryover funds and Extension Funds for approximately \$220,000.
- **NE IA Funders Network**
  - Teleconference was held on June 4.
  - Requested a webpage to collect their information
  - **Winneshiek County Grant Committee awards \$109,000.** The Winneshiek County organizations receiving the grants, the title of their projects and the amount awarded for each are as follows:
    - Calmar Commercial Club "Calmar Bike Trail Landscape Project," \$5,000.
    - Civic Improvement Association "Riverside Park Campground Development Project," \$6,000;
    - DeSales School / Preschool "Growing in Fun," \$8,000;
    - Greater Area Pantry "Capital Outlay Improvements," \$1,100.
    - Northeast Iowa Food Bank "Operation Family Pack," \$4,000;
    - Storks Nest "Healthy Eating," \$1,153;
    - Winneshiek County Conservation Board "Youth for WILD Times (Winneshiek In-Nature Learning & Doing," \$613;
  - The NE IA Funder's Network requested the FFI Communication Messages we have been using so they could also use them. MJ Smith and Tom Ridout will work with the Community Foundations to use these messages in their work.
  - The NE Iowa Funder's Network would like to support the Fall FFI Community Conferences being planned for October 2009. Peggy Kittleson ( Fayette Co. liaison) volunteered to work with Brenda and Ann on the planning committee.

### Vision Work Group

- Met on May 18, 2009. Continued discussion on organizational Structure for Implementation, incorporate feedback from the Regional Team re Emerging RFAs, Job Descriptions, Funding Opportunities, review of news of ISU Extension reorganization, etc. Reviewed letter to send to RFA applicants.
- Met on May 28, 2009 to plan for FFI meeting with Extension councils from the 6 counties. Continued discussion on RFA review and Extension reorganizations and impacts to FFI. Will meet again on June 15, 16 and 20 to review FFI job descriptions for the FFI leaders (Regional Team members, Work Group Leaders, County Team Leaders, Support Staff, etc.), draft budget with H&FR work group, etc.
- Developed contracts for Liz Smith (Summer Communications Intern) and Leah Brown (Translator)

## Youth Planning – Lynette Anderson & Vanette Grover

- Riceville Bike Rodeo at the Elementary School hosted by Howard County 4H and other partners. 140 students participated! 170 bicycles in H.S. Parking Lot. They provided bikes for students that didn't have bicycles. Provided some helmets, first aid, etc. Outdoor classroom setting. From School to Trail with training stations. Iowa DOT donated some things, handouts. Raised \$1000 for 75 bike helmets. School donated frozen yogurts. 48 community volunteers. Local RAGBRAI group was very supportive. FFI Youth Team members talked about safety with the physical activity to include wearing helmets. Will be completing an evaluation and bring recommendations back to FFI.
  - Youth Team Leaders and Co-Conveners met in June to discuss FFI policy targets and working with youth to plan activities that will address policy targets and support work of Regional School WG.
  - Four adults and five youth will be attending a Youth Policy Retreat in Boston, July 26-29, 2009 on behalf of the NE Iowa FFI. Those attending are:
    - Lynette Anderson – FFI Youth Engagement Coordinator
    - Scott Denner – Clayton County
    - Deb Obermann – Howard County
    - Rob Hughes – Howard County
    - Adolfo Calderon – Allamakee County
    - Liz Dovenberg – Winneshiek County
    - Kristina Walz – Clayton County
    - Lauren Obermann – Howard County
    - Wyatt Lee – Howard County
  - We received word that our FFI application to host an Ameri-Corp position was approved. If approved by the Regional FFI Team, the NE Iowa FFI will need to pay \$6750\* for this full-time AmeriCorps member who serves a minimum of 1,700 hours over a twelve-month term of service. This is a great value; the total cost for the grant to support each AmeriCorps position is \$17,702. ISU Extension will provide the office space, a computer and internet access, a desk, and access to copier as in-kind match. The AmeriCorps member will work with the NEI FFI Co-Conveners, the NEI FFI Youth Engagement Coordinator, the NIFF Coalition and newly established FFI School-Based Youth Teams and community partners to:
    - develop the nutrition, exercise and healthy lifestyle educational opportunities and classroom lessons for the high school students to lead in and outside the classroom;
    - assist in recruiting new high school FFI youth group members;
    - assist in planning a series of conferences and workshops for youth, school and community representatives that will enhance understanding of sustainable environmental and system change for healthier living;
    - assist in identifying strategies for incorporating local healthy food and active living into the school day and out-of-school day;
    - assist in expanding regional awareness and expanding alliances and partnerships with local government, faith-based and community based organizations to impact school food and fitness environments;
    - assist in building momentum and leveraging of resources, to ensure the long-term success for the NEI FFI by collaborating with the Community Foundation of Greater Dubuque to explore youth philanthropy program development around healthy food and active living environments.
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- Assist in establishing school gardens in selected Farm-To- School pilot schools

## **NIFF Coalition – Teresa Wiemerslage**

- Hosting a Greenhouse Tour on June 7
- Buy Fresh Buy Local website – New! There will be a Directory where you can search based on what you are looking for. [www.iowafarmfresh.com](http://www.iowafarmfresh.com)
- Windridge Implement –New Equipment line. Have demonstrated equipment to about 30 producers. Have sold about 10 pieces.
- Local person is looking at investing in a processing/storage center in Calmar. NIFF will help bring in consultants to discuss with possible users (producers, institutional buyers, CSA's, etc.) the feasibility of newly available facilities in Calmar or West Union
- Allamakee and Howard County Fairs are planning local food contests.
- Collecting data for Farm to School survey.
- Beginning to collect data on food production sales and institutional purchases of local food for 2008-2009.
- NE IA is an official Farm to School Chapter. Johnice Cross will be the part-time Coordinator for this project. Brenda and Johnice attended a Farm-To-School workshop in Des Moines on June 18, 2009 sponsored by the Iowa Dept. of Ag & Land Stewardship.
- Approved mini-grants to producers. Final numbers will be available in June.
- Teresa, Johnice and Randy U. attended the Local Food and Local Government seminar on June 10.
- **WCDI awards grants to eight Winneshiek County entrepreneurs**
  - Grants totaling more than \$14,000 have been approved for eight entrepreneurs participating in the Winneshiek County Development, Inc. "Biz Booster Challenge" business-plan competition. The eight recipients are Kinderhaus, SmartGreen, Kymar Acres, G It's Fresh, Two Flowers Photography, River & Trail Outfitters, Decorah Guesthouse and Java John's. The seven-member judging panel's main criteria for selecting the eight recipients for funding out of 15 applicants were the overall economic impact on the county from the project and the amount of impact the grant itself would have on accelerating the project to a higher level.
  - Two grant applications are connected to building the local food system. Kymar Acres, owned by Kyle and Mari Holthaus of northeast Winneshiek County, received \$2,000. Kymar grows cut flowers, a variety of vegetables, herbs and eggs. The judges saw great potential in growth for Kymar Acres by increasing its greenhouse and processing facilities. G It's Fresh, owned by Glen Elsbernd of Ridgeway, was award \$2,000. Elsbernd began growing organic vegetables in 2008 on 10 acres. He increased the size to 15 acres in 2009 and eventually plans to have 100 acres under organic management. G It's Fresh was awarded money to expand its greenhouse capacity and for production equipment.
  - Three businesses received money that came from a grant from the Iowa Department of Natural Resources titled the "Maximizing Business Related Trail Opportunities Grant." The grant was secured by Northeast Iowa Resource Conservation and Development, Winneshiek County Development, Inc., the Winneshiek County Convention and Visitors Bureau and Winneshiek County Conservation. River & Trail Outfitters, owned by Luke and Sue Cote of Decorah, was awarded \$733. The company is expanding its line of canoe, kayak, inner tube and fishing rental equipment. Decorah Guesthouse, owned by Phil and Carol Hemesath of Decorah, was awarded \$733. The lodging establishment is a

cottage-style home at 202 St. Lawrence Street. It offers two private bedrooms, a living room, dining room, kitchen, bath and laundry, all completely furnished and supplied with linens and cookware, etc. Java John's, owned by John and Mary Klimesh, was awarded \$733. The new coffee shop at 400 W. Water Street in Decorah offers a relaxed setting as well as meeting rooms. Java John's combines an arts and crafts style along with rich Scandinavian colors.

## School Engagement – Ann Mansfield

- Developed recommendations for the Superintendent mtg. on May 7
- **“Eat to Compete” class** in Decorah - there are 10 signed up for the June 23 & 24 class. At this time, the Decorah site has the most registered in the state. Registration deadline is June 15.
- **“Family Fun in the Kitchen”** (formerly “Growing Up Healthy & Active”) newsletter inserts are being used in 100% of the school districts. Districts are using them either in their print newsletter and/or on their websites.
- **“TEAM Nutrition/chef workshop”** was held on May 7 in Cedar Rapids and 7 of the 13 school districts (14 food service employees) involved in the NE Iowa Food and Fitness Initiative attended. These districts were selected and received a special invite to this because they have already shown good progress toward healthier school environments. It was a great day of learning for them, with a professional chef who had been trained at the Culinary Institute of America. Chef Shawn used school commodity foods and created new recipes the attendees learned how to make. Sessions included Marketing & Merchandizing, with a focus on creating and conveying a healthy school environment. There is an expectation a site visit will be made to each district in the fall and follow-up with a contact (site visit, phone call, or e-mail) in the spring to find out how they are implementing ideas presented and their movement toward the US Healthier School Challenge goals. Districts in the FFI who attended were: 1) Central/Elkader 2) Decorah 3) Howard-Winn 4) Oelwein 5) Postville 6) South Winneshiek and 7) West Central.
- Will coordinate a summer meeting with the Regional School Planning Group to participate in the development of an agenda for a Fall Conference... based on a recommendation that will come from the H&F Resource WG this week on funds available.

## Active Living – Scot Michelson, Rick Edwards

- Roger Brooks, founding member of Destination Development in Seattle, WA was in the area on May 6. He’s helped over 700 communities (of all sizes) all over the nation improve their branding, downtown development, tourism, and marketing efforts. His goal is to *transform* ordinary “places” to successful, vibrant and healthy “destinations.” He was in Winneshiek County for a 4-day assessment of everything including trails, downtowns, fishing streams, museums, retail stores, restaurants etc; we are preparing to hear “the good, the bad, and the ugly” as he shows real photos and video clips and provides an affordable and doable plan for improvement.
- From Chris Seeger: Poster of the FFI community maps awarded Best Analytical Poster at the Biennial Iowa Geographic Information Council (IGIC) state conference held in Waterloo April 20 – 23, 2009.
- Turkey River Corridor discussions integrating FFI.
- On May 12, a grant proposal was submitted to the RWJ Foundation by Carolyn Corbin, Ann Mansfield and Brenda Ranum, with assistance from the Vision WG, for the second round of

screenings. Approximately 140 grants were submitted and 60 proposals will be selected for funding. The NE Iowa FFI will be notified the second week of July if they will be selected for the third and final round of screenings.

## **Communications Work Group – Judy Isaacson**

- Liz Smith, Intern has started. She is reviewing background material and information for FFI. She will focus on:
  - Invitation for June 8 Ext. Council mtg.
  - News Release for County June mtg.
  - Matrix – News organizations, contact info. For the 6 counties. Discussed the idea of a “standing” column re FFI adjacent to Extension articles with a focus on “Healthy People, Healthy Communities, Healthy Economies”. Seek alignment for capacity for a media person supported by both Extension and FFI.
- Public Relations – We need to invest in telling our story... all of the dimensions. Efforts need to be intentional and deliberate.
- New information posted:
  - 4 videos on Postville Youth talking about food and fitness. (see Inclusive Team)
  - Flyer on Use of Small Farm Equipment.  
<http://www.extension.iastate.edu/NR/rdonlyres/428C0E21-C5BE-436B-B169-6B635E04DF06/103760/UseofSmallFarmEquipment.pdf>
  - Created a Facebook page to highlight upcoming events and share stories. Already have 14 fans – including some from Massachusetts.

## **Community Health – Haleisa Johnson**

- Haleisa Johnson meet with Tim Lane from the IDPH (and advocate for FFI) on June 3 to discuss several opportunities concerning NE IA and F&FI. He then met with Ann Mansfield about the partnership with IDPH.
- Several members of the Community Health WG met via Teleconference Friday June 5, 2009 to discuss the Health Indicators with evaluators. We identified key indicators for the Community Action Plan and the health and well-being of children and adults in our region. Evaluator, Cornelia Flora offered to review the discussion and make some recommendations about leading potential indicators. Nancy Yelden and Sarah Noack since shared recent WIC data regarding identified need to reduce obesity trends for Iowa youth-specifically for NE IA. NE Iowa outpaces the nation in children overweight in this age group (birth to 5). The group also discussed Policy Scan/Matrix with Indicator and Data Source Lists. The current data creates a sense of urgency that we need to do something.
- Halesia will be presenting June 24th at the Upper Mississippi Wildlife & Game Refuge Mtg. – Iowa, Mn, Wis, Illinois and will focus on Basic Wellness and F&FI.
- Gave a presentation to Area Education Agency on FFI. Also Nurse talking about Diabetes Prevention.
- IDPH – recent CDC grant opportunity that would’ve been a great fit for FFI was not considered or applied for.
- Will be coordinating meeting with the 5 county public health directors and facilitate a discussion on their role in Implementation, where there is alignment, where they need support, where they have capacity for this work, etc.

## Inclusive Team and Diversity Liaisons

### Postville Outreach

- Youth Outreach -- Assignment for the FFI High School Focus Group. Youth used the flip cameras to record short clips of their favorite healthy foods, clips of where they can find healthy foods, clips of where elementary, middle school and high schools students go for lunch, how and what they eat for lunch, record short clips of what elementary, middle school and high schools students do to be physically active and where they go. They have collected lots of interested footage.
  1. Middle School food and fitness: <http://www.youtube.com/watch?v=BeosRLj4rfg>
  2. High School food: <http://www.youtube.com/watch?v=hSGHkmb0vFY>
  3. High School activity: <http://www.youtube.com/watch?v=Ox1bplofnVo>
  4. Elementary food and fitness: <http://www.youtube.com/watch?v=Vc12PGHEQRw>
- Leah Brown submitted a report. Leah is working with city of Postville and has been working on the SRTS in the Jewish school. Brenda will write a contract for March – May to finish the work that she's started and discussed the option of future work to be a volunteer.
- A **Latino Focus group** was conducted on May 28 by an ISU Latino Community specialist. A final report will be prepared on the findings.
- **Cooking Classes** - Amanda Klinkenberg, Family Literacy Coordinator for Hispanic families in Postville) will host two cooking classes on June 26 and July 2. They are seeking 4-H club members to assist with childcare while families are in class.
- **Postville Safe Routes to School.** Postville public schools were not included in the SRTS assessments completed by the NE IA RC&D. The SRTS assessment from the SRTS website was used to collect student arrival and departure information as part of the April BASICS lessons in the K-3 classrooms (10 rooms). The teachers collected student answers 2-6 times. The information was collected between 4/20/09 and 5/4/09.
  1. 169 students were surveyed. 41% of those students are minorities.
  2. 17% of the students walk to or from school
  3. 1% of the students ride a bike
  4. 51% of the students ride a bus
  5. 28% of the students arrive or depart in a family vehicle
  6. 2% of the students arrive or depart in a carpool
- Stork's Nest sites are located all through out Iowa, and is an incentive-based program aimed at providing education and essential items to pregnant women. Program participants earn "points" for healthy behaviors and attending educational opportunities, such as attending all of their prenatal visits, quit smoking, attend prenatal education classes, etc. Stork's Nest participants will be touring the Winneshiek Farmers Market on July 1 and the Allamakee Farmers Market on July 20. They will see a presentation on wellness by Team Rehab on Nov 4 and the Waukon Wellness Center on Nov 3.

**FFI County Planning Teams** held tours as part of the June meetings.

### **Clayton County – Thursday, June 11, 5:30 - 8:00 p.m.**

- The Clayton County Food & Fitness planning team is preparing a tour on June 11 beginning at the Central High School in Elkader at 5:30 p.m.

- Clayton County Conservation trail system and information regarding future plans for trails from Tim Engelhardt.
- Friedlein Produce near Guttenberg. Brandon, Jeff, Taylor and Kari will present their greenhouse and garden operations and discuss the development of the Guttenberg's Farmer's market and their yearly Pumpkin Days Promotion. A meal will be provided at the Friedleins.

**Winneshiek County – Wednesday, June 17, 4:00 - 6:30 p.m.**

- Bus Transportation and Sack Dinner provided
- 4:00 p.m. Depart - Decorah City Hall
- 4:20 p.m. - Patchwork Greens Farm - Eric Sessions Farm on Middle Hesper Road. Visit a production garden that provides produce for local Farmer's Market and CSA. \*\* Be prepared for a 1/3 mile walk to the gardens!
- 5:15 p.m. - Pepperfield Project - David Cavagnaro's Garden
- Stop at Trout Run Trail - Fish Hatchery
- 6:30 p.m. Return to City Hall
- RSVP - ISU-Extension - Winneshiek County - 382-2949 by Friday June 12, 2009

**Fayette County – Thursday, June 18, 4:00 - 7:00 p.m.**

- Leave Klock's Island Park in Fayette at 4 p.m. and return to the park for a picnic at 7p.m.
- Oelwein High School's local produce growing project. Ag education instructor Scott Smalley will share the latest details on their "S & S Co-op" vegetable growing venture and the high school green house program.
- Gordon Murray-John will greet us at Anndon Acres near Maynard. Gordon's garden features uncommon produce. Gordon hopes to have some blue and red potatoes for us to sample at the picnic.
- The last stop will be at Fox produce near Randalia. Rueben and Lucy Fox will give us a tour of their expanded and expanding green house operation. The tomatoes are ripe! Lucy is baking the homemade buns for the picnic.
- We'll head back to Klock's Island for a picnic featuring Dan Groskurth's Whispering Oaks locally grown beef and produce from our tour stops. Klock's Island is the trail head for the Fayette bike trail. Bring your bike or go for a walk after the picnic! You must RSVP by June 15 to Dan Burkhart at the Fayette County Extension Office 563-425-3331 so we know how much food to prepare or email [dburk@iastate.edu](mailto:dburk@iastate.edu).
- Howard County – Held an event on May 30.
- Allamakee County – TBD