

NORTHEAST IOWA FOOD & FITNESS INITIATIVE
Winneshiek County Planning Team
Aug. 19, 2009
Decorah City Hall
Meeting Minutes

PRESENT: Brenda Ranum, Ann Mansfield, Rick Edwards, Deb Edwards, Marissa Nordschow, Randy Uhl, Alma Meyer, Stacy Koether, Jean Carter and Janet Lambert. (Two additional visitors were at the meeting but did not fill out the sign-up sheet.)

INTRODUCTIONS: Marissa Nordschow of the Winneshiek County Conservation Board discussed outdoor education projects her organization is undertaking with students and North Winneshiek and South Winneshiek schools. Activities include fishing, cross-country skiing, etc. They are working with PE students on these activities and may also target 4-H students.

Brenda mentioned the planned appearance of Mark Fenton, editor of Walking Magazine. He is scheduled to be in Northeast Iowa Oct. 7-9 to review. He is a Walkable/Bikable expert. His appearance is sponsored by FFI, Luther College and the Iowa Department of Public Health.

REGIONAL TEAM HIGHLIGHTS: Highlights from the July 29 Regional Team meeting were reviewed. The highlights included:

- The invitation from W.K. Kellogg Foundation to enter the implementation phase of the project at \$400,000 per year for 3 years. The submission deadline is Sept. 4.
- Review of the Community Action Plan
- Discussion of the NE Iowa FFI Fall Conference
- Funding for two full-time Americorps positions has been approved

COMMUNITY ACTION PLAN: The Community Action Plan was discussed. The plan includes the following elements:

- Northeast Iowa Food & Farm Coalition projects such as mini grants for producers, feasibility studies on small scale processing facilities, home-grown lunch week in schools, school gardens, local food procured and served in pilot schools
- Mini grants for schools implementing best practices tied to school policies
- Engaging active living advocacy programs
- Engaging community health advocacy programs

SUMMARY OF 1-3 YEAR STRATEGIES, TACTICS & POLICIES:

- **Strategy A** – Ensure that school district policies and practices support healthy living of children, families and community members
- Tactics in Year 1 – Support a learning community that nurtures quality relationships, leads to policy successes and advances the Food & Fitness vision;

- Grow a Farm-to-School program incorporating healthy foods into school food programs while teaching people about nutrition and the local food system; provide opportunity for physical activity options before, during and after school
- Tactics in Years 2-3 – Production of health promoting foods the schools can purchase; development of a regional comprehensive school food and beverage policy; promotion of physical activity in school curriculum; and promotion of school facilities use by children and the public outside of school hours
 - **Strategy B** – Ensure that local health, promoting food is available and affordable in all communities, neighborhoods and institutions
 - Tactics in Year 1 – Regionally advance planning and policy change to support processing, distribution and storage opportunities in the local food system
 - Tactics in Years 2-3 – Promote opportunities for existing and new producers to engage in the local food system; increase sale and consumption of local food on a local, regional and national level
 - **Strategy C** – Ensure that communities have a built environment that supports abundant opportunities for physical activity and play
 - Tactics in Year 1 – Regionally increase youth and family participation opportunities, programming and system/plans for physical activity and active play every day; develop infrastructure for walking and bicycling to and from school in rural communities
 - Tactics in Years 2-3 – Regionally advance community planning and policy change to support spaces and places leading to destinations for youth and their families to be physically active; promotion of school facilities use by children and the public outside school hours.