

**Howard County FFI Meeting Minutes**  
**November 19, 2008**  
**6:00- 8:00 PM**  
**Featherlite Center in Cresco**

**Present:** Joye Meyer, Charlie Baier, Ken Paxton, Rob Hughes, Elaine Govern, Adolph Mick Gamez, Lynette Anderson, Wendy Bohr, and Dan Miller.

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. [www.iowafoodandfitness.org](http://www.iowafoodandfitness.org)

**NE Iowa F&F Initiative's 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.

**Regional Food & Fitness Leadership Team Report.** Report and handout given by Rob and Elaine

**Read & Respond to Handout-** *"Northeast Iowa Food Fitness Strategies with Draft Tactics 11-4-08"*  
. The group read through the Strategies and Draft Tactics, and wrote down their ideas on the last page of their handout.

**Group Discussion:**

**Question #1:** Looking at the VISION, Strategies and Draft Tactics what specific activities come to mind for each Tactic?

**Strategy #1**

**Tactic #1**

- Teach grade school children how to grow vegetable garden
- Involve FFA crop production to add vegetables and fruit to their corn and beans. They could use it as a fund raiser
- School food program—kitchen is key. Have education for cooks, sharing between cooks of the area schools. Send them to dieticians for training.

**Tactic #2**

- Increase the food budget—healthier foods involve more labor to prepare and cost more or select healthier pre-prepared foods to be served.
- Look at the size proportions for different age groups (there is a lot of waste currently with kids not eating it all)
- Develop a cookbook with different levels for the same meal like large portion, medium portion, family portion, etc. to use in schools and for others to use. This could be used as a fundraiser project for the schools.
- Healthier foods would mean more education for parents, students, cooks, and would increase the schools budget.
- Display the food pyramid and where the food comes from (local farm?) on the serving line.

**Tactic #3**

- Develop supply chain thru food baskets- fundraiser project-use healthier items & not candy bars etc.
- Healthier foods offered at concession stands
- Drink vending machines are often empty—need to be keep restocked with water, milk, & Gatorades

#### **Tactic #4**

- Portable gym- semi truck with training equipment that would go from town to town.
- Provide transportation to students so they can continue to go to bowling alley and other events.
- Flex time with school schedule so activities can be worked into student's daily schedule and not just after school.
- Exercise doesn't always have to be so structured.
- Establish more co-ed activities for students not in competitive sports
- Need for more gym/wrestling space
- Need for more bike trails that are all connected and go to places
- Incorporate bad mitten, broom ball, & other activities at the schools that do not need to transport students

#### **Strategy #2**

##### **Tactic #1**

- Continue to support farmers markets- find permanent facility
- Universities develop and promote education about developing local food systems to suppliers and production facilities.
- Trailer type system for farmers markets that could take fresh fruits, vegetables, and meats from town to town to sell.
- Educate families on freezing/canning of vegetables and fruits.
- Creation of coops & community gardens—to share knowledge with others on growing, canning, and preserving foods.

##### **Tactic #2**

- Facilities needed

##### **Tactic #3**

- Have local foods available at convenient stores
- Use the Wal-Mart idea of buying in quantity & redistributing to keep cost down
- Develop local processing and packing of local grown meats. (more buffalo meat)
- Need year round availability of food especially for schools/hospitals etc.
- Advertise at stores and restaurants that serve/sell locally grown foods and where it originated (county it was grown in)
- Farmer's markets- provide help for local producers (education and guidance) on how they would be able to offer refrigerated items such as eggs and meat

#### **Strategy #3**

##### **Tactic #1**

- Concern that these are policy and not infrastructure—who wrote these tactics/strategies?
- Better sidewalk enforcement—we have requirements but they are not enforced. Who is responsible and who should pay for sidewalks and the repair of them?
- Bring trail committee, city leaders, council members, and people in charge of policy all together (remove political barriers)
- Emphasize trying to increase the beauty of the town. Plus a safer place to walk.

##### **Tactic #2**

- More scheduled events that are not races—walks, biking events etc
- Walking club on the bike trails
- Increase physical activity in the workplace—get business involvement. Workplace wellness incentives, reduce insurance costs possibly.
- Offer stretching time into the work day
- Workplaces have showers so people can bike to work and then shower
- Insurance companies involvement so they give back money to those who exercise

**Question #2:** Will these draft Tactics (*Short-term approaches which we will employ to carry out the strategies*) help us to activate our Vision? Why or why not?

- If only policy and not practice, then no.
- There needs to be room in the tactics for individualization in each of the communities with different needs.
- This process will make Cresco & Howard County a better place to live/visit
- Conversations at these meetings have stimulated activity/action for completion of projects.
- Group will be speaking- spreading the news/progress of FFI to several organizations and towns
- Feel we need to show physical results of these policies—Who will pick up and follow thru after this is over?

**Question #3:** What questions do you have and/or what additional information does the NE Iowa FFI Regional Team need as they continue to consider our Tactics for the FFI?

None

Live Healthy Iowa and Live Healthy Iowa for Kids Programs (see brochures)

#### **Wrap-Up**

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

**No meeting in December**

***Happy Holidays!***

***We'll see you after the New Year!!!***

**NEXT MEETING IS: January 21, 2009 6-8 PM**

**THANK YOU!!!!**