

## NE Iowa Food & Fitness Initiative

The Regional Leadership Team of the NE IA Food & Fitness Initiative met on March 25, 2009 at 11 am at the Baker Village Commons at Luther College, Decorah.

Kathy Zuercher facilitated a discussion on the timeline, proposed strategies, tactics, and policy targets. There was no feedback on blue timeline sheet (review of RFA). There was no feedback on strategies, tactics and policy targets (green sheet). Some comments were shared on the policy sheet.

The Regional Team reviewed the proposed structure diagram. These notes capture some of the questions raised. Refer to the entire minutes for additional information.

- What is the role of the County planning team (CPT)?
- What are people interested in doing? How will the funded Activities affect the CPT attendance?
- What are the definitions of capacity builders, policy liaison, evaluators?
- Will we have a physical office space? How will the public contact FFI?
  - Where will the agency paid leadership come from?
  - If we found an agency that could provide services, could they provide some of the box services?
  - Or do we need to be an organization in itself?
- What does the school regional team look like in order to really impact policy?
  - What will be the functions of all 4 groups?
  - How will they interact together?
- Do we start over with a new regional team?
- What do we need to do to continue to build capacity at the county level?
- What are the qualities of a convener?

Final comments: There are still many more questions than answers. These are all issues that need to be discussed and resolved as the CAP is finalized.

### Work Group Reports & RFA Update

- Human & Financial Resource (Update on Budget, New Administrator, Community Foundations, Year 2 Final Reports to the WKKF) – Scot Michelson
  - Currently operating under the \$130,000 extended budget.
  - Expecting approximately \$100,000 to carryover.
  - Hughes moved to transfer up to \$4000 from youth coordinator line 14 to Youth conference line 14B. This amount will be replaced when the carryover funds come in. Motion carried unanimously.
  - Meeting with NE IA Funders Network on April 2 in Monona.
- Youth Planning – Lynette Anderson
  - 110 youth from 11 schools attending on April 1 with 15 coaches.
  - Jim Hallahan from Iowa Sports Program. Tim Lane, IA Dept Public Health, Cooking, Nutrition 101; Cardio Blasts; Plantpeddler donated veggies, Artesian Fresh donated water.

The remaining reports were assembled from notes and discussions outside of the Regional Team meeting.

- NIFF Coalition – Teresa Wiemerslage
  - Hosted Local Food Breakfasts: 19 attended in Decorah and 25 attended in West Union; buyers include produce manager from Quillins, Coe College, UIU, Palmer Hospital, St. Pat’s School, Valley Schools.
  - Attended Farm to School Conference attended by Teresa Wiemerslage, Brenda Ranum and Johnice Cross.
  - Hosted Local Grower symposium attended by 56 people. Most of them were new producers or only producing 1-2 years.
  - NIFF Steering committee put together an RFA.
  - Received \$2000 from Iowa Farm Bureau Federation to match \$1000 to give out as producer mini-grants.
- School Engagement – Ann Mansfield
  - Continues to meet. Scheduling a final meeting on April 22. Will be discussing how to move forward into implementation.
  - Have requested a listserv to help with communication. ([ffischools@iastate.edu](mailto:ffischools@iastate.edu))
- Built Environment – Scot Michelson, Rick Edwards
  - Community maps should be on their way
  - SRTS programs in each county in April – see webpage
  - Talked to people associated with the 2010 Transportation Bill. NE IA could be in line for some funding.
  - Clermont, Elgin and Elkader are receiving additional assistance from the Community Visioning project to do more planning around trails.
- Inclusive Team and Diversity Liaisons – Lana Snitker and Leah Brown
  - From Oelwein: Hosted Family Fun Night on March 13 with a great turn out. It was held in conjunction with our annual school family fun night, where we have several hundred families attend. The evening was filled with many games where prizes were related to fruits and vegetables. Additionally, the grocery store in town donated all food materials and snacks used for the night and in returned I used the \$1,000 to purchase gift cards for kids to attend the grocery store to purchase their favorite fruits and veggies. We have had many great comments from parents and kids in the community. I received a thank you note from one of the kids thanking us for the gift cards and indicating how much fun it was for them to purchase their own fruits and veggies at the grocery store. Also, I ordered some handouts from extension publications dealing with preparing fruits and veggies at home which were included in a packets for families.

**Glossary of Acronyms:**

- CAP : Community Action Plan
- CFGD: Community Foundation of Greater Dubuque
- CPT: County Planning Team
- FFI: NE IA Food & Fitness Initiative
- NIFF: NE IA Food & Farm Coalition
- RC&D: Resource Conservation & Development
- RT: Regional Team
- SRTS: Safe Routes to School
- UE: Upper Explorerland Planning Commission
- WKKF: W.K. Kellogg Foundation