

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. Roll call:

	Allamakee		Clayton		Fayette		Howard		Winneshiek
X	Lana Snitker	X	Halesia Johnson	x	Scot Michelson	x	Rob Hughes	X	Eric Nordschow
	Danielle Bucknell	X	Tim Englehardt	X	Sue Burrack	X	Elaine Govern		Karen Foster
X	Mary Koopman	X	Brian Rodenberg	X	Joe Organist		Ronda Hughes	X	Rick Edwards
	Vacant		Carole Glawe		Vicki Rowland	X	Larry McGee	X	Lindsay Erdman
	Vacant		Brandon Friedlein		Trent Moeller		Karn Anderson		Liz Dovenberg
	Vacant		Kim Nelson		Luke Dement		Carmen Dohlman		Hannah Ranum
			Miranda Walz				Dan Miller		Gabe Smith
			Molly Franta				Wyatt Lee		
			Kristina Walz						
			Kristen Bergen						
	Diversity Reps		Adm Team						
	Leah Brown	X	Brenda Ranum						
		X	Ann Mansfield						

Others: Kathy Zuercher, Mary Emery, Lynette Anderson, Teresa Wiemerslage, Erin Ludwig, Judy Isaacson, Ruth Schemmel, Nancy Yelden, Don Arendt, Juliette O'Keefe, Charlie Baier, Cindy Baumgartner, Vanette Grover

Welcome

Welcome and Introductions –Name one thing you're learned or appreciated about the NE Iowa FFI Regional Team meetings.

- Look forward to attending the meetings—good listening
- Meeting great people and connections with schools
- Intergenerational mix
- Since last month, Central has formed a food and fitness committee and institute Walk to School Fridays.
- Pre-planning that it takes. The meeting time speeds by.
- All the sharing and connections
- Different ideas that come forward; learning from other counties
- Integrity of group members
- Thanks for meeting in Decorah
- Groups spends time focusing on solutions not problems
- Relationships that have developed across areas—geographic and professional
- Nice to hear everyone grapple on similar problems
- Diverse interests and motivations
- Leadership to pull these meetings together
- Fantastic work we are doing
- Acceptability and candidness that is shared
- Great to learn what everyone else does
- Able to use my talents in different way

- The learning that has come from this initiative and how alignment makes things happen. Read “Path of Least Resistance”

Burrack moved to approve February Regional Team minutes. H. Johnson seconded. Motion carried unanimously.

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).

Feedback on policy sheet (orange sheet):

- Strategy C. Add County conservation boards, regional planning commissions
- Rep. Latham serves part of the area.

Please send additional feedback to ranum@iastate.edu.

The Regional Team reviewed the proposed structure diagram. These notes capture some of the discussion.

- What is the role of the County planning team (CPT)?
 - They can share the activities that are going on in the county and the other counties
 - Brings new people to conversation
 - Inspires people to move forward
 - Feedback for what is being proposed.
 - Workforce
- 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?
 - Evaluators: will be required by WKKF. Estimate 10% of budget. They help us reflect and process our work.
 - Capacity builders: could be tied in with evaluators. How do we build leadership? Facilitation services. Leadership succession at county/regional level. Fundraising. How well are you organized so that you will still be here in 5-10 years?
 - Technical writer: help to write reports and grant writing. Currently Carolyn Corbin.
 - Policy liaison: Helps with the issue of how do you become policy advocates? How do you start to change policy?
 - Administrator: CFGD has been formally approved. They are using the extension period funds until the carryover funds are sent from RC&D to CFGD.
- 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?
 - A: These are all questions that need to be answered. We may not be ready for the final form. FFI may evolve into a stand-alone, self-sustaining entity, but we are not there yet.
- 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?

- General consensus that we retain some of the original members because they understand the vision and the work to this point.
- There will be some opportunities for new people to join. Counties will have an opportunity for a succession plan.
- Do counties need to consider structure in their groups? i.e. policy teams
- What do we need to do to continue to build capacity at the county level?
- What are the qualities of a convener?
 - Can we dilute the convener responsibilities to the county level and WG level? There was discussion of having conveners for each of the work groups and for each CPT.
 - Discussions need to continue with organizations to determine their capacity to continue this work.
 - ISU Extension has done a good job as convener. Do they have the capacity to continue to provide assistance?

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)
- 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.
- Communications – Judy Isaacson
- Community Health – Haleisa Johnson
- 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. The cards were specially noted so that is all they could be used for.

We have had many great comments from parents and kids in the community. It was noted all evening who provided the funds. Additionally, 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.

Unfinished Business

- Report on WKKF Site Visit by Linda Jo Doctor & Ricardo Salvador, FFI Prog. Directors
- Report on WKKF Networking Meeting in San Antonio, TX
- Report on WKKF Farm To Cafeteria Meeting in Portland, OR

April Regional Team Meeting Wed., April 29, 11 am – 2 pm

Glossary:

CAP : Community Action Plan

CFGD: Community Foundation of Greater Dubuque

CPT: County Planning Team

RT: Regional Team

WKKF: W.K. Kellogg Foundation

NIFF: NE IA Food & Farm Coalition

FFI: NE IA Food & Fitness Initiative
