



**Regional Leadership
Team Meeting
June 24, 2009**

The NE IA Food & Fitness Initiative Regional Team met on June 24, 2009 from 11 am to 2 pm at the Decorah City Hall. Present:

	Allamakee		Clayton		Fayette		Howard		Winneshiek
X	Lana Snitker	X	Halesia Johnson	X	Scot Michelson	X	Rob Hughes	X	Eric Nordschow
X	Danielle Bucknell	X	Tim Englehardt	X	Sue Burrack	X	Elaine Govern	X	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	x	Brandon Friedlein		Trent Moeller		Karn Anderson		Liz Dovenberg
	Vacant		Kim Nelson		Luke Dement		Carmen Dohlman		Hannah Ranum
	Diversity Reps		Miranda Walz				Dan Miller		Gabe Smith
	Leah Brown		Molly Franta				Wyatt Lee		
	Adm Team		Kristina Walz						
X	Brenda Ranum		Kristen Bergen						
X	Ann Mansfield								

Others: MJ Smith, Teresa Wiemerslage, Judy Issacson, Nancy Yelden, Carolyn Corbin, Lori Egan.

Welcome & Lunch (11:00 – 12:15 pm)

Welcome and Introductions – “Share what you believe has been one of the most significant policy or system changes that you’ve observed in the past two years that has helped NE lowans experience, celebrate and promote healthy locally grown food and/or be engaged in physical activity and play and what role did you play?”

- Casey’s General Store in Guttenberg has added salads and healthy foods.
- New behaviors and business opportunities have occurred
- Work toward changing policy in schools. BASICS program has helped.
- Safe Routes to School in Lime Springs. City council put out information on painting crosswalks, crossing signs, bicycling.
- All orientation meetings at hospital has an update on FFI.
- Created NE IA Funders Network to help with funding needs. County foundations are more aware of needs. About \$100K was funded in those counties to FFI related projects.
- Postville has a classes on community gardens and cooking classes for Hispanic women.
- Helped with SRTS survey in Waukon. Working on policy changes.
- More local races and active celebrations.
- Howard Community Foundation gave ~\$45K to food or fitness related projects.
- Working with area dieticians to bring them on board. Winneshiek Medical Center has started a Wellness program and edible landscaping.
- Regionalism has been formed/developed.
- DNR and IDPH issued money for youth wellness program, “Passport to Fitness.” One school from each county (140 3rd graders) (Waukon, Elkader, N. Winn, Lime Springs, N. Fayette) received passport, water bottle and backpack. Upper Iowa University developed a website. \$13,000 grant.

- Regional trail planning for Turkey River Corridor
- Healthy Kids Act. All schools need to have the physical activity component in place. Next school year the food component in place. K-5= 3 min/day. 6-12 grade= 120 min PE/wk. Parents can sign off on the upper grade component because of chores, sports, transportation, etc. AA time at Starmont is dedicating 2 of the periods per week to activity time. UIU giving free passes to the Wellness Center for those students.
- Public health departments working together.
- 92 kids participated in Walk and Roll project in Riceville. Kids walked to school. Did the project even without funding.
- Sustainable Future Network is discussing food, fitness, conservation, systems thinking.
- FFI is now on Facebook. Another medium for a target market.
- The messages are becoming very common and used frequently.
- Resiliency through all the distractions and unexpected barriers (flood, Postville raid, recession, ISU Extension restructuring).
- FFI has become a brand. It is recognized, credible, motivational.

Please refer to the handout on [policy and system change](#): Over 1000 people have been actively involved in FFI work and over 150 organizations. Next challenge is to put a dollar amount to that match.

Rob Hughes shared information on the youth trip to an island near Boston, July 26-29. Focus on being policy advocates.

Team reviewed April Regional Team minutes. Johnson moved to approve. Erdmann seconded. Motion carried unanimously.

Team reviewed May/June Work Group Summary Report. Michelson moved to approve an Americorp position to work with FFI. We need to come up with \$6700 match for one year. Value of position is \$18K. (See Youth section). Rob Hughes seconded. Motion carried unanimously.

Additional updates:

- H&R Resource group is requesting \$42K from WKKF for the 2-month extension period (Sept-Oct). Formal approval from the Regional Team will be requested at a future date.
- Brandon, Ann and Lynette are meeting with Dr. Penny Wills and Dr. Wi at NICC to talk about a FFI team at NICC.
- RWJ Foundation grant application made it through the 2nd cut. \$90K for 4 years for the Active Living WG. 60 proposals funded in end.
- Secondary roads crew in Clayton County requested that the county safety committee develop a morning stretch activity daily.
- Elma outreach money used to buy bike helmets for elementary students.

Vision Work Group Report (12:15 pm – 1:30 pm)

- Review Questions submitted to Linda Jo Doctor regarding Next Steps
 - Do we know how much the CAP will be? A: Should know by July 20 what that amount is going to be. Directors will probably be asking for \$400K.
 - Do we know the timeline for the CAP? A: We have received a draft. The final will be coming late June-July.

- CAP due electronically on Sept 1.
- Job descriptions are being developed and taken to institutions to determine costs and match for budget.
- Review *Draft* Community Action Plan Guidelines from WKKF (7 questions)
 - What is your vision for food and fitness in your community?
 - What is the current reality in your community in relationship to your vision?
 - What are your strategies and tactics for reaching your vision and that will have an impact in the lives of the children and their families?
 - What has been the community –driven approach to planning and what will it be for the work going forward?
 - How will you evaluate an assess the effectiveness of the strategies and tactics and progress toward the vision, both as an individual collaborative and across the sites?
 - How will the Work get done?
 - What is your Timeline for doing this Work?
- Review NE Iowa FFI Community Action Plan (Work to Date)
- Review Organizational Structure to Support Community Action Plan. Comments.
 - How does Education fit into these policy targets?
- Reviewed the Cross-site Evaluation tools and responsibilities. This document lists the items and reports that will need to be completed in the implementation phase. We will need to plan for these reports in the CAP. 10% of the CAP budget needs to be allocated to this (minimum).
- Reviewed the Communication Plan. Communication is extremely important. WKKF recommends that 10-20% of CAP goes to communication development. We need to have communication goals under each policy target.
- Reviewed the timeline
 - July. VDM WG will be meeting July 15, 16, 20 to draft the CAP (org structure, job descriptions, RFAs, budget, communications, evaluation)
 - County planning teams viewing the Michelle Obama speech and reviewing the policy targets.
 - Regional Team meets on July 22.
 - August. Writing the CAP—final version.
 - Regional Team review final CAP and approve on Aug 26.
 - October 19-21 Luther break. Tentative Regional School Conference.

Other Reports and Updates (If Time Allows) (1:30 pm – 1:55 pm)

1. Report on WKKF Food & Society Meeting in San Jose, CA. Joe reported. www.growingpowerinc.com Lyle Luzum also attended. His comments: Official name is Food & Society Gathering for Good Food. We are fortunate to be who we are. We have a unique perspective (rural). We are not burdened by the politics of other regions which can be crippling. They are battling the war of dividing out the pie. What we are doing in NE IA is not logical to them. They don't understand how/why things are working here. In rural areas, we come to meeting with an assumption of trust. In urban areas, they come to the meeting with an assumption of distrust. Kellogg's definition of good food is food that is fair, healthy, green, affordable. In urban areas, the main problem is access and affordability of food. In our area, NIFF is more concerned about the "fair" and "green" of good food. Kellogg announced their new direction of access to vulnerable populations and people of color. This will pose a challenge to us as we move forward. We have a unique perspective. Where in the food system do we see unfairness?

- Report on 2009 Childhood Obesity Conference, Los Angeles, CA. Attended by Brenda Ranum and Sue Burrack. Several 1000 participants. Convergence partners were present. Held NE IA as a model. Talked about things that kids can do. Kids have lost the ability to play unless people direct them. Paint different colored dots on sidewalks to hop from dot to dot.

Next Regional Leadership Team Meetings:

- July Regional Team Meeting Wed., July 29, 11 am – 2 pm
- August Regional Team Meeting Wed., August 26, 11 am – 2 pm

County Planning Team Meetings:

- **July meetings** – TBD
 - **August meetings** – review and provide input on Community Action Plan and Budget
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