

**NE Iowa Food & Fitness Initiative  
Regional Leadership Team Meeting Minutes**

July 24, 2007

Winneshiek Medical Center, Conference Rooms

2.00 pm – 4:00 pm

Present:

**Allamakee County** - Danielle Bucknell, Lana Snitker, Solveig Hanson

**Clayton County** - Haleisa Johnson, Tim Englehardt, Brian Rodenberg

**Fayette County** - Scot Michelson, Sue Burrack, Joe Organist, Vicki Rowland

**Howard County** - Rob Hughes, Elaine Govern, Ronda Hughes,

**Winneshiek County** - Eric Nordschow, Karen Foster, Rick Edwards, Kate Mansfield, Lindsay Erdman

**Diversity Representatives** - Paul Rael

**Co-Project Directors:** Brenda Ranum, Lora Friest and Ann Mansfield

The meeting began at 2:08 p.m. The group shared introductions, followed by setting the following **Group Guidelines**:

- Remain open to all ideas;
- Honor where people are at with contributions;
- Commit to working together as a region;
- Recognize strengths of communities, counties, people and help each other;
- Eliminate side-bar conversations;
- Begin and end on time; and
- Encourage and consider multiple perspectives.

\ The group discussed various **decision-making processes** and decided to use parliamentary procedure.

Team members reviewed the purpose of **NE Iowa Food & Fitness Initiative**: **To create community environments that support healthy children, youth, and families by making available and promoting the procurement and consumption of local healthy food and the creation of space and structures for physical activity and play.**

Brenda Ranum, Lora Friest and Ann Mansfield reviewed their **roles as Co-Project Directors**.

- Brenda – Co-Project Director & Convener
- Lora –Co-Project Director & Administrator for Project Funding
  - The F&F Regional Planning Team Budget was shared
- Ann – Co-Project Director & Community Health Liaison, filling in gaps for Public Health

**Regional Leadership Team member's role and organizational structure** was reviewed for the initiative. The following decisions were made:

- Each county will be asked to invite two youth to participate on the Regional F&F Leadership Team, but they will have one vote between them. It was recommended the first be a junior or senior high school age youth and the second a freshman, sophomore or junior age youth, serving as an alternate that may continue on the second year.

- The county alternates are asked to attend meetings and share their ideas, however they will only have a vote if one of the adult team members is absent.
- Each team member will receive a stipend of \$30 per month for attending Regional F&F Leadership Team meetings. (The youth will split the \$30 stipend for the meetings they both attend.) Each county will receive reimbursement for mileage at \$.34 per mile for up to two cars to attend these meetings. Members are to submit their mileage to Brenda via e-mail each month and they will receive reimbursement on a quarterly basis.
- Decorah was chosen as the regular meeting site for the Regional F&F Leadership Team meetings and the meetings will be held on the last Wednesday of the month from 12:00 pm – 2:00 pm.
- Periodically, the Regional F&F Leadership Team may utilize the services of the Luther College Roundtable Room or the ISU Breeze Technology, a phone and a computer. On these occasions Regional F&F Team members may use the computers and phones at their offices or their county's ISU Extension Office.
- The W.K. Kellogg F&F Initiative Technical Assistance Program (TAP) Team may visit our Regional F&F Leadership Team at their next meeting on Wednesday, August 29<sup>th</sup> to discuss how they can assist us in learning best practices related to this initiative.
- It was recommended that the first 5-10 minutes of Regional F&F Planning Team meetings should be dedicated to members sharing 2-3 things happening in their county related to F&F since their last meeting.

The **role of the County Planning Teams** in the five county region was reviewed including:

- Each of the five counties will hold monthly meeting using the same format in order to have shared learning toward for a regional plan: Webcast learnings + group discussion + open agenda for local issues
- Counties may use technology to communicate with other counties, including teleconferencing and ISUE breeze meetings.
- Challenges and opportunities were discussed:
  - New members continue to join the county F&F planning teams. It was requested to create an Executive Summary about the F&F initiative that describes where we've been in our planning and what has been covered since February 2007 to today. This will be shared prior to the web casts and should be covered in less than 10 minutes. New members should be directed to the web site to read more background information about the initiative to help them catch up to the present.
  - County Planning Team members need an explanation that about the county planning team meeting formats. The Regional F&F Leadership Team will work with Project Co-Directors to help balance the need for the five County F&F Planning Team members to hear and learn about the same best practices related to growing and eating local healthy foods and creating environments that support active living in order to create communities that support healthy children, youth and families. This shared learning will happen through the webcasts followed by discussions that will help Team members learn how our region may be able to apply these best practices and learnings to our communities. These discussions will require us to think differently about our communities, our local food system and our environment to help children and families to eat local healthy foods and be active. This learning will need to be balanced with ways to actively engage county team members in assessments and activities designed to help us gather

information about our communities and what they may need. In the next two years our goal will be to develop a PLAN for our region that will help us move toward the NE Iowa F&F Initiative Purpose. We hope to gather data, share information, have good county discussions about best practices that might work in our communities and eventually share these learnings with each other. In June 2008, a conference is being planned for our region to share information we will have learned about our region's local food system, our region's built environment and policies that have or need to be addressed as part of our region's PLAN.

- Input from County F&F Planning teams can occur in the following ways:
  - Minutes from the County Planning Team meetings will be posted on the website and will include what was discussed and decided at these meeting. At these meetings policies that are being discussed or addressed will be recorded, members will track community members that are attending the County F&F Planning Team meeting and who they have shared the webcasts with since last month
  - Regional F&F Leadership Team members will bring information from their County F&F Planning Team discussion to help them make decisions as they work with Co-Project Directors to put together the PLAN for our region
  - Citizens may use technology (county listserves, BLOGS, etc) to share their ideas for others to see and react to regarding food & fitness topics.
- Kellogg and our Evaluators will be working with us to establish key evaluation indicators that will help us know if we are making progress toward our PLAN. They will include:
  - Policies in our communities that have started to be addressed to support the procurement and consumption of healthy local foods and the creation of space and structures for physical activity and play (work place, schools, churches, cities, county, etc.)
  - Are we increasing community and regional involvement in our planning? Who is becoming engaged in the discussion and do we have policy makers engaged in our discussions and planning

The **tentative web casts for upcoming County Food & Fitness Planning Team Meetings** was shared and approved:

- August – Active Living Community Assessment Options for Counties
  - Safe Routes to School
  - Walkable Bikable Community Mapping
  - Barrier Mapping Project
  - Trail Use Counter Program
  - Walkable Communities
- September – Worksite Wellness Policies
- October – School Wellness Policies
- November – Framework for Local Food System
- December – NIFF (NE Iowa Food & Farm) Coalition Local Food Survey Results

The following **agenda items were tabled** until the August Regional F&F Leadership Team Meeting:

- **Review and Discuss July County Planning Team Meeting Webcasts (15 minutes)**

- **Webcast #1:** “Fitness As a Personal Ideal”

- *What key points did you hear?*
    - *What does this information mean for our region?*
    - *Who in our region should view this video?*

- **Webcast #2:** Active Living By Design – Parks, Trails, Greenways and Transportation”

- *What information or “Call-To-Action” ideas did your county planning teams find important and relevant?*
    - *Were there promotions, programs, policies or projects they found important for our region to address:*
      - *Preparation Ideas for Parks, Trails & Greenways*
      - *Program Ideas for Transportation*
      - *Promotion Ideas for Parks, Trails & Greenways*
      - *Policy Ideas for Parks, Trails & Greenways*
      - *Policy Ideas for Transportation*
      - *Physical Project Ideas for Parks, Trails & Greenways*
      - *Physical Project Ideas for Transportation*

The meeting adjourned at 4:15 p.m. The next meeting will be Wednesday, August 29, 2007, 12:00 pm – 2:00 pm, Winneshiek County Medical Center

**Suggestion Box Ideas:**

- Age of Youth: I think it would be best to limit youth to high school age. College age people are also important but their ideas are more similar to adults. It would be easier to have one vote for two youth that are in the same position and circumstance.