

## NE Iowa Food & Fitness Initiative Regional Leadership Team Meeting January 9, 2008

The NE IA Food & Fitness Regional Planning Team met at 11 am on January 9, 2008 at the Baker Village Commons in Decorah. Attendance:

	Allamakee		Clayton		Fayette		Howard		Winneshiek
X	Lana Snitker	X	Halesia Johnson	X	Scot Michelson		Rob Hughes		Eric Nordschow
X	Danielle Bucknell	X	Tim Englehardt	X	Sue Burrack	X	Elaine Govern	X	Karen Foster
	Solveig Hanson		Brian Rodenberg	X	Joe Organist		Ronda Hughes	X	Rick Edwards
	Alt Vacant	X	Carole Glawe	X	Vicki Rowland	X	Larry McGee	X	Lindsay Erdman
X	Abby Myers	X	Brandon Freidlein	X	Trent Moeller		Sam Lepa	X	Kate Mansfield
	Vacant		Mila Hugo		Alexis Spain		Tannor Burke	X	Hannah Ranum
							Carmen Dohlman		
	<b>Diversity Reps</b>		<b>Adm Team</b>						
X	Paul Rael	X	Brenda Ranum						
x	Viktoria Stockman	X	Ann Mansfield						
	Leah Brown	X	Lora Freist						

Others present: Teresa Wiemerslage, Vanette Grover, Judy Issacson, Krista Vandebriink, Dalin Green.

The group shared new and exciting events happening in their counties. (See bottom of minutes.)

Ranum and Mansfield shared information from WKKF. They have revised their goal again.

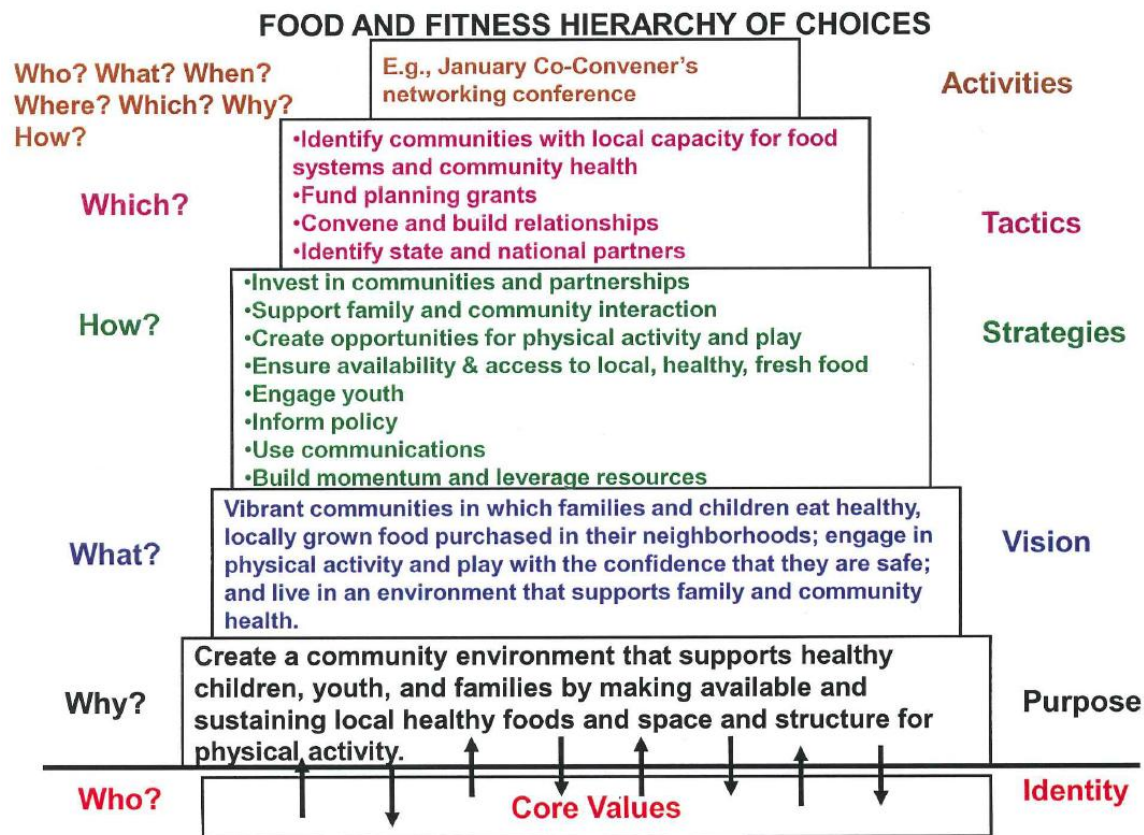
Goal for NE IA Food & Fitness Initiative: **Mobilize local, state and national constituencies to shape policy and system change that creates community environments that support access to local healthy and affordable food and safe and inviting spaces for physical activity and play by families and children, with particular attention to low income, minority communities.**

**The Regional Team reviewed the Role & Responsibilities of FFI Partners and Teams.** Discussion included:

- What is the regional team's relationship to the organizational partners
- Suggested that the RT set aside the last 15 minutes of their meetings to lay out the agendas for the next county meetings
- Regional Team members will be invited to participate in the FF Partners teleconference on the first Monday of the month to help plan County Team meetings and foster good communication.
- FF Organizational Partners are invited to participate in the Regional Team meeting discussions

**The Regional Team continued their discussion of the Hierarchy of Choices model.**

WKKF has been using the same model and their discussions following the same reasoning.



As we look closer at the evolution of NE IA FFI

- Kellogg gave us money to look at this problem and to create a learning organization built on assets of the area.
- We developed a county and regional structure
- We held a Leadership conference, developed webcasts, and are collecting successes
- In Nov 2007, we developed our **Core values--our identity**
- In Nov 2007, we also developed our **purpose**
- The **next step is to form the vision** using the Creative Tension Model and Concepts
- Once the vision is in place, the **strategies, tactics and activities** will follow.

We have spent the first year learning more about our area so that we can develop a common language and have conversations around food and fitness. This will help us create a vision. Once the vision is clear, then we can spend time to plan the strategies, tactics and activities in our plan.

The Directing Team shared that the Kellogg TAP folks were very impressed with the interaction and connections being made in NE IA. They have witnessed communities all over the country and we stood out because of our engagement of community members from diverse backgrounds, the learning and conversations that have been occurring in communities and the planning that has begun around the Hierarchy of Choices!

Regional Team members suggested that we have a summary of the Hierarchy of Choices model to take out to the County Planning Teams so they understand the process and that we are still planning.

### **Discuss Year 1 & 2 Plan of Work-due to WKKF, Feb 2008**

WKKF gave the communities the opportunity to revise the work plan for the 2<sup>nd</sup> year. The new due date is Feb 1, 2008. Lora shared the outline of the Work Plan (WP). The WP will be posted to the website and will be shared electronically next week with the Regional Team for review and feedback prior to our Jan. 30, 2008 Regional Team meeting.

### **Review NE IA FFI Budget and Expenses Incurred to date**

Brenda shared the convener expenses to date with the Regional Team. She requested the following transfers:

- Move \$1000 from Meeting Supplies item to Travel
- Move \$800 from Phone to Co & Reg team expenses
- Move \$1000 from Community Meeting Expenses to Co & Reg Team
- Move \$400 from Community Meeting Expenses to Travel
- Move \$1000 from Communication to Co & Reg Team

H. Johnson moved to approve the revised budget for convener funds. D. Bucknell seconded. Motion carried (21-0).

Lora shared a budget summary for the entire grant so Regional Team members can plan ahead for Year 2.

### **Review Upcoming Events**

Regional Team members discussed the need to invite more people into the conversations. It was noted that with the webcast capabilities, new people can catch up quickly. The group agreed that the meetings are open to new participants.

Judy Issacson shared some of the marketing suggestions being discussed with TAP team members. There is a need to take time at the end of the first year to go public and share the information on what we have learned. We need to start the developing key messages around grand purpose and shared vision for healthy communities to share with community members. We should be sharing the successes and stories we've seen already around this purpose and vision. Regional Team members talked about having a wallet card that helps us share a uniform message and places to find resources.

A Regional conference is tentatively schedule for the 2<sup>nd</sup> week of June . It was recommended to have continuing education credits available for nurses and teachers. Mark Fenton is available that week. The audience would be the general public.. Regional Team members discussed the purpose of conference: Share learning around the assessments we've been conducting? Celebrate? Share vision? To Learn? Different tracks could be offered including a youth track which includes the Luther students.

Regional Team members suggested that we ask the County Planning Teams what they would like to see at the Regional conference. C. Glawe, V. Rowland, D. Bucknell and S. Burrack volunteered to help with conference planning.

The Regional Team Youth members briefly reported on their activities. They requested additional funds to implement projects in their communities. Six youth are interested in attending the Youth Leadership Networking meeting on March 14-16 in Tucson, AZ.

There will be an opportunity for 20 people to attend a F&F Networking Meeting in Detroit, MI on June 24-26.

A brief discussion followed on how to reach out to the minority populations. The Directing Team will be setting up teleconferences to investigate ways to involve them. Community Action would be a good partner for low resource populations.

Meeting adjourned at 2:10 pm.

Submitted by Teresa Wiemerslage.

## What's New and Exciting?

- Wellness Center is open with over 1200 members
- 4H has been doing more FF based activities ie. Yoga
- Open gym at HS
- 4 county dodge ball tournament in Howard county
- 3 on 3 basketball tournament for youth
- Diabetes testing at Starmont students, HS students (35%) and staff 80%
- Healthy balance diabetes prevention program—pre-diabetic people are eligible to be part of class (16 weeks for 30 people; they have a waiting list for the class)
- Central Hospital went tobacco free campus
- Lighten up Iowa at several workplaces.
- Elkader doing a get connected activity for general health awareness (Feb-Mar)
- Wellness committee formed at Clayton Ridge; applied for grants; milk in vending machines; health fair in next months
- PE before Xmas, learned how to play tennis @ Wellness Center
- First May 31 Border Bike event email
- Learned to play tennis on the Wii
- On flight to NM, magazine talked about Minneapolis restaurants having local grown veggies. Cheese is MN Grown. Goal to strive for.
- School kids went sledding as part of PE
- West Union board will be doing LUI; been preparing economic development presentation
- Open gyms; biddy basketball for young kids
- Spokesman article featuring FFI
- Fayette Conservation director brought application to finish the trail from Clermont to Elgin
- Fayette County employees in LUI
- Governor sent out email on 100 plan encourage all state employees to join LUI
- Mar Mac reps meeting on trail projects
- Pheasants and Turkey groups set up a youth/mentor program for hunting (Clayton county)
- Decorah met in December to talk about a community center; participated in exercises to determine needs; the food component was emphasized.
- Meeting with Luther College on development of aquatic center.
- DOT awarded \$750,000 to work on trails
- Met with the Decorah schools to work on networking and connecting the school sidewalks to downtown
- Spending time x country skiing
- Wellness committee being formed at WMC
- Student petitioning for outside recess in winter
- The peanut butter companies are ruining the world—took out the trans fat but replaced with saturated fat
- New playground being built in Decorah
- Diabetic prevention advisory board being formed at hospital
- Brought friends to NE IA
- RC&D hosting Workshop in Cresco on how to write grants
- Fayette trail mapping project
- WAVA Conference coming up
- Luther college research papers on are posted online