

## NE Iowa Food & Fitness Initiative Regional Leadership Team Meeting

The NE IA FFI Regional Team met on April 23, 2008 at Hovde Lounge, Luther College, Decorah at 11 am.  
Present:

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

Others: Vanette Grover, Teresa Wiemerslage, Cindy Baumgartner, Judy Isaacson, Barb Sauser, Dan Lane, Dalin Green

### **Welcome & Introductions – Members shared what it took for them to be at this meeting today.**

Easy day  
 Worked harder yesterday to get ready  
 Postponed work negotiations  
 Paperwork –set aside time to be free  
 Rescheduled schedule  
 I won't know what I am missing until I get back  
 Worked late last night to keep up on email  
 Cured cancer  
 Appreciate husband working so she can work part-time  
 Missing out on chores  
 Doesn't get to be outside  
 Get up a little earlier to get all patients to be seen  
 Missing running manure to compost pile  
 Employers are glad when I leave  
 Travelled to 4 towns already  
 Rearranged schedule  
 Early out in school  
 Did make-up work  
 Went to a teacher meeting because missing too much school  
 New tires

## Working Vision for NE Iowa F&F Initiative

NE Iowa is a unique place where all residents and guests experience, celebrate and promote healthy locally grown food with abundant opportunities for physical activity and play EVERY DAY. Healthier people make stronger families and vibrant communities.

- Feedback from the county meetings was positive.
- DVD is available for checkout. Call the Winn County office to reserve, 563-382-2949. If the DVD is shared, please connect it to FFI and share how it relates to the audience. An evaluation will be completed. Suggested that the communications group work on a script to use with the DVD.

**Vision Deployment Matrix Work Group** shared a handout on the Core Values, Purpose, Working Vision statement and mental model statements. (See Handout A). Mental models are statements about the vision and contain 3 parts.

1. Who are we talking about?
2. What do we want them to believe to activate the vision?
3. What will they do as a result of this belief?

These statements are KEY to activating the vision. Otherwise we just get into programs, and don't reflect on the vision on a regular basis. The Regional Team members broke into groups to discuss the mental model statements. (What are we missing? What still needs to be created? What are the assumptions and beliefs? What do people need to hold to activate this vision?) Feedback included:

- Rework school statements to include workplaces
- Are we addressing all economic groups? Affordability, accessibility, availability
- Addressing families with local food and physical activity
- Main stream media needs to be included in the vision b/c they drive what is heard by public
- Sustainability mental model: buy in and engagement of establishment (fixed social structures).
- Section for health care model and public health

**Lunch & Work Group Sessions** The Work Groups worked over lunch. Here are the reports.

- **Inclusive Team** Talking about ways to engage diverse communities. Inform on FFI and gather feedback on what they would like to see happen. What are issues around access, affordability, etc? They are working on getting info to the Hispanic radio show and Jewish radio show.
  - Paul reported on radio station program. It is 8-11 pm 1 night/week. Minimum of 8 spots per night. Has talked to several Hispanic leaders to get them involved. A group of men from Guatemala have formed a band and are willing to give time for outreach.
  - There were no reports from Viktoria or Leah.
  - Their next teleconference will be May 5, 4 – 5 pm.
- **Built Environment** The Outdoor Facility Inventory is being taken. Will be presenting at May county meetings to brainstorm about the indoor facilities. The WG will be meeting at 10 am at next Regional Team meeting.
- **Communication & Events Planning** Showed draft of logo. Check the WG website for the Pyramid communications piece. Audiences: ourselves, officials, NE IA leaders, champions for F&F, communicating with groups with similar interests. What is our personality? Vibrant, Focused, Passionate, Committed to future vision. A draft elevator statement has been developed.
- **Community Health Assessment** –meeting on Friday. Will be presenting information on their community health key informant interviews at the May county meetings.

- **Youth Planning** : Next teleconference will be Apr 30. Will meet for 3 days this summer to really plan for year 2.
- **School Engagement:** 5 counties have reviewed their schools. Ann has prepared a summary. Based on input—the schools would like to meet and share. All school districts will be invited to a meeting on May 14 from 4-7 pm. 2-3 people (one youth)/district invited.
- **Vision Deployment Matrix:** (will not meet until May 7, 9:00 am – Noon) They will be sharing the mental models to activate our vision.
- **NIFF Coalition:** (will not meet until May 8, Noon – 1:30 pm)
- **Resource Development:** (Will not teleconference until May 21, 9 am – 11 am) They presented their recommendations for project funding. Rick Edwards moved to approve the following requests. Carol Glawe seconded.
  - Fund up to \$7500 for Community Health WG Needs Assessment request;
  - Fund \$7980 Communications WG coordinator time, logo development, display development and writing fees for messages;
  - Fund \$13,520 for a grant writer and travel expenses (from Vision WG)
  - Fund \$20,800 for a youth coordinator, travel supplies and cell phone (from Youth WG).
  - Fund \$29,900 for Inclusive team projects with translator stipends, communication expenses and targeted outreach activities.
  - Fund \$500 to develop a BFBL website through Iroc Design (from NIFF Coalition)
  - Fund \$16,100 for System’s Thinking Training for Vision WG members.

Motion carried.

Resource WB members commented that one of the work groups needs to be responsible for the oversight of the human resources aspect of the grant and potential new employees. Co-conveners and grant administrator will work with the Resource Work Group and others interested in serving on this committee to develop those procedures. They will include accountability and reports.

The Regional Team reviewed the Convener Fund request for Year 2. They also reviewed the budget Year 2 changes. (See Handout B). Rick Edwards moved to approve the year 2 approved changes. Joe Organist seconded. Motion carried. Regional Team members suggested making bills due within 30 days unless there are special extenuating circumstances to make budget prep easier and timelier. This suggestion will be taken under advisement.

The meeting adjourned at 2:15 pm. The next Regional Leadership Team Meeting will be Wed., May 28, 2008, 11 am – 2 pm, Seed Savers, just north of Decorah.

Submitted by Teresa Wiemerslage.