

NE Iowa Food & Fitness Initiative Regional Leadership Team Meeting

The NE IA FFI Regional Team met on May 28, 2008 at Hovde Lounge, Luther College, Decorah at 11 am.
Present:

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

Others: Teresa Wiemerslage, Barb Sauser, Jane Schadle, Nancy Yelden, Mary Mathison, Dan Lane, Judy Isaacson, Cindy Baumgartner.

Welcome & Introductions – Members shared what it took for them to be at this meeting today. Here are some of the answers.

- Did committee work before meeting
- Came the night before to be here
- Normal day—planned to be here
- Rescheduling
- Lots of meetings—summer programs
- Still cancer free
- Easy time
- Moving cows
- Met my ride
- New staff person—1st meeting
- Delivered by Gator
- 80 mi/hr
- Needed to find a caregiver

Vision Deployment Matrix work group report and activity

- The Regional Team received an update on Mental Model Work Session with Kara Werner & David Stroh on May 22. Handed out the new mental models (seed handout). Regional team members completed an activity to identify what do healthy people and stronger families look like.

Our Vision for NE IA in 5-10 years...what does it look like?

- Lower obesity rate
- Decreased insurance premiums
- More emphasis on preventative care
- Public health as a leader in preventative health care
- Families cooking and eating together at home and growing their own food
- No more soft drinks in schools and healthier choices in convenience stores
- More community design for active living (more hiking, street and sidewalk design)
- Better understanding of big picture—natural flow as this is a way of life, not a compromise
- Visitors see community members walking to church, school, activities—less reliance on motor transportation

- Families go to restaurants with locally grown, healthy foods
- Youth will be more active and playing games without adult supervision
- Expanded hours for farmers markets and markets able to take food stamps and credit/debit cards
- Unstructured play for kids; non competitive activities
- Less disability in long-term care facilities because people more active
- Across activities across generations
- Families make better choices when grocery shopping
- Producers have infrastructure/processing to provide more convenient products
- Hidden Valley Ranch commercial
- Car free zone at schools for 2 blocks
- Healthy foods out front at school cafeteria—now they need to ask
- Healthy foods are preferred at schools
- Happy about lifestyle changes
- See more people at farmers markets—markets open year around
- More trails between towns

The Regional Team broke for lunch and Work Group Sessions. WG reports follow.

- Inclusive Team: Discussed Postville publicity program (radio spots, brochures, large posters, surveys). Waiting for Communication Team for information because it will need to be translated. They discussed mini-grants to the 4 targeted communities. The mini-grant proposals will have a food or fitness component and require local match. Examples would be physical activity program with elderly and youth, PTA program for parents, bike safety, wheel A Thon (bikes, strollers), waive fee at pool for family night or roller skating. Need to have a local food component at the activities. Need to identify contacts for each of the communities. Oelwein has the Backpack program.
 - Update from Leah. She is working on consumer household survey with the Jewish population. Surveys are being completed personally. She has been promoting FFI at PTA events and other community events. Leah and Teresa will be doing a summary presentation about FFI on August 12. They will be doing the “10 year” activity with this group.
 - Update from Paul. He has been extremely busy dealing with issues arising from the ICE raid at Agriprocessors.
- Built Environment – met before meeting: Thanks to all the volunteers who helped with the inventory. County teams should send lists of indoor recreation locations to Teresa. Started to discuss strategies related to the built environment.
- Communication & Events Planning: They shared a summary handout on the vision, core values, etc. They are still working on elevator statement. They presented the logo to the Regional Team for review. Glawe moved to approve the logo. Brown seconded. Motion carried unanimously. These versions will be posted on the web. Information is available for use for translation.
- Community Health Assessment : Group continues to meet once a month. Last month, they shared info on key informant interviews at the county planning team meetings. They continue to work on the survey for counties. They are looking at applying to Wellmark Foundation for additional funding. This assessment will be used a baseline for future assessments. Looking at identifying partners for this effort (worksites, churches, etc). Luther College is assisting with development, analysis and evaluation. A student from Luther will be developing a broadbased county data profile on health and demographics issues for each county.

- Youth Planning: Discussed using the rest of the grant money because it needs to be used by June. Talked about upcoming meetings and Detroit conference (5 youth attending). June 17 will be full day meeting at Winn Co Extension.
- School Engagement: Site summaries of school visits and the May 14 Networking meeting summary are posted online. Workshop participants want to meet again in August. The WG would like to meet with school superintendents before the end of this school year. Advantages to convening like groups—regional food service; teachers; nurses. Have requested \$1000 for the May 14 meeting and a second meeting TBD in August. Look into getting credit for teachers for attending.
- Human & Financial Resource & Vision Deployment Matrix:
 - The following requests were sent to the WG for approval:
 - \$500 from Built Environment for copies and assembly of Inventory books
 - \$1000 to the School Engagement workgroup.
 - Rick moved to approve the expenses. Scott seconded. Motion carried unanimously.
- At this time, we have verbal authorization to carryover the Year 1 funds to Year 2. Working on written authorization.
- Scott and Sue updated on the grant writer position. Position is being negotiated with Upper Explorerland. Youth coordinator position is going back to the Youth WG to discuss splitting the position into 2 to cover more area. Youth have provided input on the job description and will be participating in the interviews. Both will be contract positions.
- NIFF Coalition: (will not meet until June 5, Noon – 1:30 pm) www.niffcoalition.org
 - Busy completing the BFBL Directory for this year
 - Updated the map of Farmers Markets in the area
 - Will be hosting farm tours later in the summer for producers
 - Starting to draft strategies related to the food system

New Business

- April meeting minutes: Scot moved to approve the April minutes. Carol seconded. Motion carried.
- Reports listed on the website at www.iowafoodandfitness.org under Regional Planning Team link:
 - Final Year One Annual Progress Report
 - Final Year One Evaluation Report
 - Budget narrative for Year One Report
 - Northeast Iowa Food and Fitness Year One Budget Report
- Reports listed on the website at www.iowafoodandfitness.org under Regional Planning Team - Work Group minutes link:
 - Workplace Wellness Update – May 2008
 - School Site Visits and Summary Report – May 2008
- NE Iowa RC&D – Administrative Change. Lora Friest will be stepping out of FFI to fulfill other RC&D obligations. Gordon Hunter will be replacing her in this project. Dalin Green will continue to do the bookkeeping. WKKF needs to approve the switch to Hunter. RC&D has made the request.
- Detroit meeting –18 people going. Will be scheduling a teleconference to plan workshop attendance so that all the workshops are covered.

County F&F Planning Team meetings

- Review May County Team Meeting – Presentation by Public Health
- June County Team Meeting – View webcast – Policy & System Change
- July County Team Meeting – View webcast – Policy & System Change

Next Regional Leadership Team Meeting: Wed., July 23, 2008, 11 am – 2 pm, Decorah City Hall

June 11 or 16 at 10 am to noon. TBD School superintendent meeting for FFI and school engagement.