

NE Iowa Food & Fitness Initiative

The Regional Leadership Team of the NE IA Food & Fitness Initiative met on September 24, 2008 at 11 am at the Decorah City Hall. Roll call:

| | Allamakee | | Clayton | | Fayette | | Howard | | Winneshiek |
|---|-----------------------|---|-------------------|---|----------------|---|----------------|---|----------------|
| x | Lana Snitker | X | Halesia Johnson | x | Scot Michelson | x | Rob Hughes | x | Eric Nordschow |
| x | Danielle Bucknell | | 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 | x | Vicki Rowland | x | Larry McGee | | Lindsay Erdman |
| | Vacant | x | Brandon Freidlein | | Trent Moeller | x | Karn Anderson | x | Liz Dovenberg |
| | Vacant | | Kim Nelson | x | Luke Dement | x | Carmen Dohlman | x | Hannah Ranum |
| | | | | | | | | x | Gabe Smith |
| | Diversity Reps | | Adm Team | | | | | | |
| | Paul Rael | x | Brenda Ranum | | | | | | |
| | Viktoria Stockman | x | Ann Mansfield | | | | | | |
| x | Leah Brown | x | Gordon Hunter | | | | | | |

Others: Carolyn Corbin, Cindy Baumgartner, Judy Isaacson, Vanette Grover, Teresa Wiemerslage, Chris Seeger, Erin Ludwig, Lynette Anderson, 6 Luther College students.

- Welcome and Introductions: – **“Please state your name and share how you think people in your communities reacted to the Draft FFI Strategies that were shared at this month’s County FFI Planning Team meetings AND if you attended one of the Communication workshops with WKKF TAP Team members, Daveda and Emilie, share one thing you learned.**
 - Ft. Atkinson rendezvous this weekend
 - BBQ was excellent
 - School engagement meeting with superintendents well received. Are proceeding with school teams.
 - On June 9, there was 7 ft of water on football field—played homecoming football game last week.
 - Oneota Coop hosting Eat Local Challenge
 - Planning is about process over product—lots of work, but worth the investment
 - Met with youth team 3 times this summer
 - Installed another playground piece at Elma and at childcare center
 - Allamakee County was named an Iowa Community of Promise for youth
 - Sold 15,000 customers, 4000 ate local hamburger at the county fair booth
 - 74,000 people served at the 10 days at the Iowa State Fair with meat from small processors
 - Waukon Duathalon held. 46 individuals and 13 teams participated in this first-time event.
 - Working with Deneb to survey the Yeshiva for SRTS
 - State of Iowa Youth Advisory Council: work on policies to benefit youth in Iowa. Last year the focus was childhood obesity and food and fitness.
 - City of West Union is getting VISTA volunteer. Job description includes preparing action plan to incorporate FFI strategies.
 - Attended a community action meeting where they talked about local foods. In Cuba, their society was forced to change overnight during the fuel embargo.

- Attended farm tour at Tir na n'Og. About 25 attended.
- Howard County had the best county meeting ever.
- 5K Run/Walk on Nov 8. Both clinics in Winn Co are working together to raise money for health screenings for underinsured or noninsured women.
- Riceville received their Vision Iowa grant. Over 2 years of work resulted in ...\$1.3 million over 4 years. Project cost of \$6.8 M. Require 80% match coming from FFA, industrial arts. Howard Co supervisors have engineer (180,000), conservation boards doing the grubbing, seeding, mulching. Offered. Need to raise \$550,000 to get the funding. \$250,000 grant has been written.

Comments on Communications Training

- We need to narrow our focus to less than 7 audiences
- Developed "Crosswalk messages"
- Communications workshop was excellent. Learned a lot.
- Marketing is very important.
- Once you identify your markets the messages are easier.
- Youth TAP meeting was interesting—learned a lot.

McGee moved to approve the minutes from last month. Rodenberg seconded. Motion carried unanimously.

The Regional Team broke into Work Groups for 45 minutes.

Youth Planning:

- School based FFI teams are being organized. Clayton Ridge has 2 coaches, nurse and home ec teacher. Two other schools have their coaches.
- Lynette has been meeting with principals in area.
- Check out the newsletters and Community action plan on the website.
- They will be meeting with principals and boosters to review the concession results
- Received an email from California Center of Civic Engagement for \$2500 grant.
- **Action item: Would like folders from Communication committee to use for promotion.**

Built Environment WG

- Continue to work on the BE inventory books
- Met with Luther Students on their class projects.
 - Trail Use in Decorah
 - Winter activities in area
 - Taking photos of the BE pieces
 - We encouraged them to try a process that can be duplicated
- Visited with Chris Seeger on the community maps. This Service is available for other communities. Seeger commented that if you have good community participation to collect the data, his students can translate it into the map.
- Seeger reported that the State DNR is looking at doing similar trail and walking maps as part of the Iowa's Fit for Life project. <http://www.idph.state.ia.us/iowansfitforlife/default.asp>
- Prepared school questionnaire. Dave Herold from Allamakee schools may have already collected this information—Dani will be contacting him.
- They reviewed the final drafts of the community maps.

Communication & Events Planning

- Identified markets to start messages
 - School, staff and youth
 - Decisionmakers; state legislators, community foundations
 - Health care systems providers
 - Farmers
- Will prepare a webcast on messaging
- Working on a presentation to use with community groups
- Coloring sheets have been prepared and are on the website for community use
- Request to get a display for each county

Community Health Assessment -- No report

Inclusive Team and Diversity Liaisons

- Leah reported on an organized a gathering of women in Postville.
 - She translated a handout for the meeting.
 - She is working with Deneb to survey parents and students for SRTS.
 - Organized a women's health seminar.
 - School is providing PE classes for boys at Yeshiva at the YMCA.
 - Looking to use the annual fundraising money for an indoor activity facility

NIFF Coalition

- Met with a consultant working with PlantPeddler who is starting to grow food.
- Year end reports completed with increased sales. Visit the website: www.niffcoalition.org

School Engagement

- Met with school superintendents. 17 of 18 schools are participating Regional School WG. Committed to meet for 6 hours each time for 5 meetings. Each school sends 2 reps. TAP team is helping us plan how to pull those meetings together.

Human & Financial Resource (Budget)

- Working on attending community foundation meetings in each county.
- Are planning a regional meeting for foundation members in November
- Request to Communication team for displays for this meeting
- The clarified a policy: Paid staff need to submit written reports with timesheets for auditing
- Shared a proposal to fund the development of new Regional School Planning Team. Scot moved to \$20,000 (\$18,000 from conferences, \$2000 from Workplace wellness) to facilitate the Regional School Planning Team. Edwards seconded. Motion carried unanimously.

Vision Deployment Matrix Work Group Report

- Shared NE Iowa FFI Working Strategies, Draft Tactics and Sample Activities
- After Small Group Discussion, it was decided to wait another month to take this information to the CPT. Regional Team needs another month to review and discuss.
- Instead, the October CPT meetings will be on the key messages and what we learned from the TAP team about message development
- Revised Timeline:
 - Oct CPT meetings: Messaging
 - Nov CPT meetings: Tactics and sample activities

- No CPT meetings in December

Convener Report

- Evaluator's Quarterly Report Summary is posted to the webpage. This is great feedback on the progress of our collaborative and the issues we have worked through.
- WKKF is providing funding for a Policy Scan; VDM is working on this.
- Photo Voice project training via by WKKF via webinar tentatively planned for Sept. to give an introduction and then there could be further training and consultation.

Next Regional Leadership Team Meetings: Wed, October 29, 2008, 11 am – 2 pm, Site TBD
Wed, December 3, 2008, 11 am – 2 pm.
