

## NE Iowa Food & Fitness Initiative

The Regional Leadership Team of the NE IA Food & Fitness Initiative met on October 27, 2008 at 11 am at the Decorah City Hall. Roll call:

Allamakee		Clayton		Fayette		Howard		Winneshiek		
	X	Lana Snitker		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	x	Ronda Hughes	x	Rick Edwards
		Vacant		Carole Glawe	x	Vicki Rowland	x	Larry McGee	x	Lindsay Erdman
		Vacant		Brandon Friedlein		Trent Moeller		Karn Anderson		Liz Dovenberg
		Vacant		Kim Nelson		Luke Dement		Carmen Dohlman		Hannah Ranum
										Gabe Smith
		<b>Diversity Reps</b>		<b>Adm Team</b>						
x		Leah Brown	x	Brenda Ranum						
			x	Ann Mansfield						
				Gordon Hunter						

Others: Carolyn Corbin, Lynette Anderson, Teresa Wiemerslage, Erin Ludwig, Cindy Baumgartner, Judy Isaacson, Joye Meyer, Dan Lane.

Welcome and Introductions: – **“Please state your name and share someone or organization you shared information about FFI since our last meeting.”**

- Shared about FFI at a state healthcare meeting in Des Moines
- Shared with Master Gardeners
- Shared with school staff. Will be doing the youth survey in school along with psychology class.
- New Business: Elkader Fitness Coop will open Saturday with 5K Run/Walk.  
[www.elkaderfitnesscoop.org](http://www.elkaderfitnesscoop.org)
- Shared with Winneshiek County Community Foundation. Other organizations were also pitching to the CF—about half the meeting turned to local food.
- Talked to library staff about purchasing equipment to air on local cable access for 3 times/day.
- Shared with Teacher Organization.
- Youth are identifying the same needs in schools as the participants in the Regional School Planning Team.
- Visited with Food for Thought Committee in Prairie du Chien, WI farm to school program. They are incorporating local food into their fruit and vegetable snack program.
- Completed a grant application for Farm to School program to Leopold Center.
- Visited with Howard County Economic Development on the FFI and NIFF.
- Shared information with Extension staff at Annual State Conference.
- Talked with station manager at KDEC in Decorah on sharing the message of FFI.
- Luther College students doing a survey at Starmont. It was very similar to the FFI Youth survey.
- Plowman’s Barn has a fall festival with FFI Display and BFBL directories. Display at Heritage Days with >15,000 people. Clermont, Elgin and Elkader looking at Great Places application. Decorah tied in FFI and received money for trails and farmers market.
- CPT meeting inspired them to take the message out to other community members.
- Doing fundraising for the Wapsi Trail. Goal \$550,000.
- Campaigning for public office.

- Shared with Senator Harkin about FFI at a recent visit. Follow-up: Dan Christenson from his office will be coming to NE IA to visit with Regional Team members about the FFI on Oct 31.
- Visited with Vesterheim Museum about using properties for future FFI projects.
- Talked to Fayette County Community Foundation. Currently receiving training on strategic planning and how FFI fits into that work.
- Nov 8 is Polar Bear 5K Walk/Run in Decorah. Talked at Dietetic convention about farmers market coupons.
- Talking to people about equipment needed for food production in order to scale up.
- Shared monthly update at Community Betterment group in Elma. Doing a bus tour to Norman Bourlaug farm
- Visited with Iowans' Fit for Life
- Visited with Iowa Food Policy Council
- Conducted SRTS survey in Postville Yeshiva. Starting frequent walker and bicycle cards. Working on a committee for SRTS parade in May. Working on Hebrew poster for school.
- Luther College has set a 5 year goal to purchase 35% of food from local producers
- Luther College has a campaign for staff and students to get to school by walking or biking.

McGee moved to approve September minutes and the email vote for Farm to School application. H. Johnson seconded. Motion carried unanimously.

Vision Deployment Matrix Team members led small group discussions on draft strategies and tactics.

#### Sample activities for Strategy 1. Schools

- Food Fair for schools to connect schools to local producers. Include booster clubs and other groups.
- Utilize school food service personnel in summer to preserve food.
- Education on seasonal eating
- Tasting events
- Having fruit option at restaurants instead of French fries.
- Using FFA students to grow food.
- Equipment requirements needed by schools to prepare foods
- Preparation of regional food cookbook.
- Does nutrition education include the fitness education?
- Increase the programs available for kids-- participation, not competitive.
- Active instruction
- Creative writing class—single file observation with no talking
- Outdoor education classes
- Cooking from scratch
- Intergenerational cooking
- Study hall vs. play time
- Approach local restaurants to provide food for concessions.

#### Sample Activities for Strategy 2. (Local Food)

- Healthy kitchens teaching people to prepare food
- Activities for single parent families
- List of certified kitchens

- Year round farmers markets at county fairgrounds
- Setting up a demonstration farm
- Assist people in gardening
- Pattern a production facility/processing like milk plants where people own part of the facility (coop model)

#### Sample Activities for Strategy 3. (Built Environment)

- Involve small children
- Economical events for low cost
- Encourage park and rec in small communities
- Keep school playgrounds inviting and safe
- Increase green space, but also includes more maintenance
- Counties and cities assume care for trails and sidewalks.
- Resurfacing and updating equipment attracts kids
- Coordinated b/w communities, counties, cities, etc to require to put sidewalks back in
- Coordinated plans and criteria cities, etc
- Identify indoor locations for walking
- Increase road signage for events
- Foundations facilitate land transfers for trails and parks.
- Indicate that tactic 1 is targeted to county government
- Water trails: uniform signage along rivers and streams with amenities. Markings for safety.
- Gather best practices and successes to implement—facilitate sharing
- Tactic 1—take out “community” to indicate all areas are affected
- Emphasize more than sidewalks.
- Open gym—research policies and address barriers
- Utilize volunteers—assist schools with open school facilities – organized community supervision
- Complete streets
- Playground development policies
- Walking school buses
- Portable wellness center
- Community usage

Regional Team broke into Work groups. Here are highlights of the reports. More detailed reports can be found on the website.

#### **Youth Team by Lynette Anderson**

- Youth did not attend the meeting this month in order to reduce time out of school for other upcoming events.
- School teams and coaches are being recruited. Riceville and Howard – Winn have their F&F School groups started.
- The latest version of the Youth Newsletter is posted online.

#### **Communications team by Judy Isaacson.**

- Will meet Nov 13, 11:30-1:30 at Winn Medical Center
- Will discuss shirts and communications plan
- Webcasts and ppt versions with scripts to be available soon. (15 min., 6 min.)

- Webpage will have some updates.
- Looking at seeking more funds to have someone write general news releases.
- Need to set policy on proper use of FFI logo and how to make that request.

#### **Built Environment (BE) by Teresa Wiemerslage**

- Talked about funding available through Iowa's Living Roadways program for communities affected by flooding that lost infrastructure. Potential communities in NE IA: Elkader, Clermont, Elgin, Eldorado, Spillville, Ft. Atkinson.
- Discussed the school facility survey. Need to collect additional information. Teresa will check with Luther students for assistance.
- Rick Edwards mentioned there is funding available for landscaping along trails—especially in urban areas.
- Briefly discussed the SRTS grant. There is confusion among partners on who is doing this project. Group talked about the importance of clarifying roles of FFI and other organizations in future grants and projects—refer to VDM or HFR to set policy.
- Chris Seeger is waiting for the final comments on community maps.

#### **Community Health by Halesia Johnson & Ann Mansfield**

- Meeting on Dec 3.
- Talking about needs assessment.
- Will be more inclusive in WG to bring in other community health partners.

#### **Inclusive team by Larry McGee**

- Will meet by teleconference soon.
- Paul and Viktoria are resigning as community liaisons. The funding for salaries and communications outreach for Postville will go back to Resource WG.
- Will retain \$1000 for additional outreach in Postville.
- Target communities (Waukon, Postville, Elma and Oelwein) need to have their money spent by March 31.
- Additional updates are posted to webpage.

#### **Northeast Iowa Food and Farm (NIFF) Coalition by Eric Nordschow**

- Set up Education committee for winter program schedule.
- Set up a Steering Committee to investigate/plan strategies and tactics.
- Submitted Farm to School grant to IDALS and will submit to Leopold Center.

#### **School Engagement by Sue Burrack**

- Oct 15 was first meeting. 13 of 18 school districts participated. Nov 12 is next meeting. Summary of meeting is posted on webpage.
- Our Youth will be present in the conversation by January to share what they've learned.
- Their assignment was to take "Sharing the Vision" back to school and lead a discussion with a small group.

### **Human & Finance Resource by Scot Michelson**

- Scot gave the update. Because of changes in translators, there are funds that need to be freed up to be reallocated.
- Line 16. Keep \$5000 of \$11,000. (\$4000 for target communities. \$1000 for diversity council and school outreach in Postville.)
- Rodenberg moved to return \$6000 back into budget to be reassigned. Rob Hughes seconded. Motion carried unanimously.
- Line 23. Translators. H. Johnson moved to return approximately \$12,600 back into budget to be reassigned. Burrack seconded. Motion carried unanimously.
- Corrections to the budget being viewed by the Regional Team this month. Line 7 should read \$0. Line 8 should have \$2000. \$18,000 went to line 17 for the School group.
- HFR has been working on Community Foundation presentations. The regional CF meeting will be held on Dec 2 at Dairy Center in Calmar from 6:30 – 8:30 pm. Request Communication work group, Youth Team, NIFF Coalition, BE work group and community health work group have displays that evening and 1-2 representatives attend to share the data they've been gathering for the FFI.

### **Convener Update by Brenda Ranum**

- A new Iowa Food Policy Council is starting, co-sponsored by IDPH and Leopold Center and facilitated by Susan Roberts and Angie Tagtow. Brenda has been asked to attend, representing NE Iowa FFI as a member.
- Harkin staff member, Dan Christenson is coming to visit NE IA on Oct 31. He helps write the Farm Bill and WIC Reauthorization Act.
- Scot will be traveling to Chicago on Nov. 6-7 to the co-convener meetings with Brenda and Ann. Continue to break ground on all fronts compared to other groups. NE IA is different from the other initiatives because we have engagement at county level with the public.
- We will be receiving \$105,000 for the extension from April – August, 2009 .
- There will be another networking meeting in San Antonio, TX in March. We will receive additional funding for travel (20K). There will be another youth conference this summer, site TBD.
- Next meeting is Dec 3. An Appreciative Inquiry training will be offered following from 2 pm – 8 pm for all Regional Team members and Organizational Partners.

Recorded by Teresa Wiemerslage