

NE Iowa Food & Fitness Initiative

The Regional Leadership Team of the NE IA Food & Fitness Initiative met on December 3, 2008 at 11 am at Baker Village Commons, Luther College, Decorah. 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	x	Tim Englehardt	X	Sue Burrack	X	Elaine Govern	X	Karen Foster
	Mary Koopman		Brian Rodenberg	X	Joe Organist		Ronda Hughes	X	Rick Edwards
	Vacant		Carole Glawe	X	Vicki Rowland		Larry McGee	X	Lindsay Erdman
	Vacant	X	Brandon Freidlein		Trent Moeller	X	Karn Anderson	X	Liz Dovenberg
	Vacant	X	Kim Nelson	x	Luke Dement	X	Carmen Dohlman	X	Hannah Ranum
						X	Wyatt Lee	X	Gabe Smith
	Diversity Reps		Adm Team			X	Dan Miller		
x	Leah Brown	X	Brenda Ranum						
		X	Ann Mansfield						

Others: Carolyn Corbin, Judy Isaacson, Vanette Grover, Teresa Wiemerslage, Erin Ludwig, Lynette Anderson, Dan Lane, Ruth Schemmel, Lori Egan, Jane Schadle, Gordon Hunter.

Vanette Grove and Lynette Anderson gave a presentation on Generations. What do we need to consider as we work with the generations in FFI? Complete handout posted to the web.

Short term questions:

- What is our FFI promotional plan?
- To which generation is each of our messages currently targeted?
- Are we promoting ideas/ideals that are important to each generation?
- Are there changes we can make to better prepare ourselves to work with other generations especially Generation Y?

Long term questions

- Knowledge transfer?
- Next generation of leaders?
- Worker/volunteer numbers?
- How might we better identify and connect with the next generation of potential leaders?

Communications WG

- Members shared samples of the shirts. An email will be sent out to order.
- Judy reviewed the 5 Ms of Communication.
- Groups discussed the influencers for each of our four Markets:
 - Schools
 - Youth
 - Health Community
 - Nurses
 - Insurance providers
 - Drug companies
 - School data
 - Producers

- Farm Bureau, FSA, ISUE, NRCS
 - IDALS
 - Commodity groups
- Legislators

Vision Deployment Matrix Group

- **Were these Strategies and tactics on the right track?** Overall, yes
- **Activities helped activate the vision**
 - 1. Are activities open enough for people to individualize to their situation? Need to be able to customize.
 - 1.1. Farm to school will really help to implement
 - 1.2. Will be more costly and seasonal
 - 1.2. Will they need additional equipment?
 - 1.3, 4: positive feedback. Already doing some of these things already.
 - 1.4. Suggested ideas are easy to implement--low barriers
 - 2. 1. Demonstration farms need to include research farms; demonstration gardens
 - 2.1. Opportunities for intergenerational learning community
 - 2. 1. How can we help people in a simple way?
 - Assisted gardening
 - Signs in yards for extra produce
 - Plant an extra row for food shelf
 - 2.2. Meat lockers are not utilized heavily all year around—do they have space to store other foods?
 - 2.2. Broker to help find food to process
 - 2.3 Regional branding
 - 3. Remind and educate community leaders...
 - 3.2. Need more wording to include inside activities
 - 3.2. Were able to pull lots of examples
 - 3. Don't like the word educate for community leaders
 - We can schedule but how are we going to get people to participate
 - Do numbering the strategies give them a priority?
 - Policy makers need to have public support for changes

Additional questions:

- Q: What is the structure of FFI after planning? A: Not sure yet. Form will follow function.
- How will organizations stay engaged and continue the work? Who needs to still be engaged?

Work Group Reports:

Youth Planning:

- School based FFI teams are being organized. Starmont and Decorah have a Find-Out meeting next week.
- Riceville and Cresco groups have formed and already visited Plantpeddler to learn about food production.
- Presenting concession stand results to school boards.
- They will be meeting with principals and boosters to review the concession results
 - Willing to help BE WG with youth surveys
 - Meeting over Christmas break
 - Would like to have a regional youth conference. Will be requesting funds from HFRWG.

Built Environment WG

- Complete report is posted on the webpage.
- Community maps need to be finalized and comments sent to Chris Seeger ASAP.
- A list of schools still needing facility use info was circulated.
- A group of people will be submitting for planning funds for the Turkey River Corridor.
- The Luther student projects will be available to view on Dec 10.

Community Health Assessment

- Wellmark grant submitted. Hear in Feb.
- BRFSS and county profiles done.
- Expanding community health work group to be more inclusive.

Inclusive Team and Diversity Liaisons

- Postponing work with Postville Diversity Council
- Oelwein has a plan to use funds.
- See additional reports on webpage

NIFF Coalition

- Luther College is scheduling a meeting with producers to talk about increasing food purchases.
- Reps from IowaMicroLoan will be visiting on Dec 4 to talk about that financing option
- A groups interested in investigating local food storage is being formed.

School Engagement

- 14 of 18 schools attended last session.
- Showed 6 summarized webcasts (10 months of work) and group reported they feel better informed and able to ask better questions around food and fitness issues.
- Next meeting Jan 21. Youth Work Group will share their survey information
- Upcoming: Do schools understand the Healthy Kids Act? What are new requirements coming down the road for schools?

Human & Financial Resource (Budget)

- Scot moved to transfer \$4000 from Line 15 to Line 2. (Convener requested \$4000 for travel) and to transfer \$6000 from Line 15 to Line 15a School engagement program. Edwards seconded. Motion carried unanimously.
- The request from the Communications WG was tabled until next time.
- Will receive \$130,000 for 5 month extension. Will be looking at the budget to reallocate funds appropriately.
- Scot moved to add an addendum to the contract for Carolyn: Work with the Northeast Iowa Food and Fitness Initiative Regional Team and key sub-committees, co-conveners and evaluators to write grant proposals and reports and perform other related work for the Northeast Iowa Food and Fitness Initiative. Rob Hughes seconded. Motion carried unanimously.

Englehardt moved to approve October minutes. Bucknell seconded. Motion approved unanimously.

Members signed up to attend the FFI Networking meeting in San Antonio, Texas on March 3-4. 20 people can attend.

Next Regional Team meeting, January 28, 2009, 11-2 pm.
Submitted by T. Wiemerslage