

NE Iowa Food & Fitness Initiative

The Regional Leadership Team of the NE IA Food & Fitness Initiative met on February 25, 2009 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	x	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	x	Carole Glawe	x	Vicki Rowland	x	Larry McGee	x	Lindsay Erdman
	Vacant	x	Brandon Friedlein		Trent Moeller	x	Karn Anderson	x	Liz Dovenberg
	Vacant		Kim Nelson		Luke Dement	x	Carmen Dohlman	x	Hannah Ranum
		x	Miranda Walz			x	Dan Miller		Gabe Smith
		x	Molly Franta			x	Wyatt Lee		
		X	Kristina Walz						
		X	Kristen Bergen						
	Diversity Reps		Adm Team						
	Leah Brown	x	Brenda Ranum						
		x	Ann Mansfield						

Others: Carolyn Corbin, Lynette Anderson, Vanette Grover, Teresa Wiemerslage, Erin Ludwig, Michelle Zander, Judy Isaacson, Ruth Schemmel, Nancy Yelden, Dan Burkhart, Dan Lane

Name one activity you have considered or have had someone discuss with you in the past month related to the RFA's that went out in February.

- Clayton Co jail is not serving pop, chips to inmates.
- Business plan competition
- Talking with various groups
- Working on setting up FFI network on radio or cable access
- Working on regional SRTS Coalition; similar to Detroit where all school yards are improved over time
- Not sure of position to reviewing proposals
- Working with school groups
- Talking to outdoor groups
- Working on increasing gardening opportunities to grow own food
- Looking at doing a community wellness program
- Talking to folks who want to do school related projects
- Possible RFA for youth mentoring program
- Possibility for youth gardening programs
- Exploring ways to tie in Farm Bureau and matching funding
- Working with school wellness committee
- School wide dodge ball and ping pong tournament

Glawe moved to approve the January minutes with the addition of the results the Feb 2, 2009 email vote to approve the new fiscal administrator. Nordschow seconded. Motion carried unanimously.

Lunch & Vision Deployment Matrix Work Group Report

- Review Timeline for FFI County & Regional Team meetings
- Review FFI Strategies, Tactics and Policy Targets as they relate to the RFA & the connecting Roles of Work Groups
- Preview developing Organizational Structure for CAP and how “Request For Activities” (RFA) will help complete the structure

Questions from the Regional Team:

Q: Do we see the RFA process being repeated every year?

A: If it works. It provides the opportunity to introduce new ideas and to be reactive to what is happening.

Q: Do we know how much money we are getting? A: Not at this time.

Q: Do we have any guidelines for administration and activities? A: The evaluators have provided some guidance on costs to gather data (10% of budget). Administrator is going to take 3%. The rest is uncertain at this time. A big part is what can people bring to the table and what can be contributed in-kind?

- **What questions or comments do you have regarding the Strategies/Tactics/Policy Targets?**
 - These policy targets are suggestions from WKKF and Susan Roberts. The VDM team selected the ones you see on the sheet presented today.
 - Do we need a workgroup to look at the Stimulus opportunities?
 - Strategy B: how do we make sure that the local food is affordable? A: That is a tough question. Local food needs to be profitable for the farmer, but needs to be affordable. Remember that not all local food is more expensive. If people can choose local 10% of the time, that will make an impact.
 - Strategy C: Built Environment group may not quite ready for target policies because we still need to build that learning community.
 - Strategy C does not specifically say “healthy” physical activity.
 - Healthy Kids Act has been modified by DOE especially the definition of a school day. That will affect our policy targets.
 - Strategy C: Development, maintenance and “improvement”
- **What questions or comments do you have regarding the RFA’s from Work Groups due April 1**
 - We don’t have examples of proposals to share with the group. WKKF has left it open for us to customize.
 - These aren’t grant applications—these are concept papers. The ideas submitted will be taken and discussed and could be modified into more regional activities.
 - Do we have to have the match identified? The check doesn’t need to be cut, but the conversations should happen now to start creating those relationships. Remember that staff time and in-kind counts to match.
 - **“Give us the idea—give us a chance to make it work.”**
- **What questions or comments do you regarding the Organizational Structure that is forming?**
 - Where to the workgroups fit in? A: Instead of 9, there will be 4 primary groups. We need a communication funnel and need to be able to track progress. Looking at creating job descriptions for the leaders of those workgroups.
 - Workgroups will score. VDM will review. HFRS will look at funding to draft a budget.
 - All proposals all come back to the Regional Team for final approval.
 - Will there be funding available to help with the support team?

- What is going to sustain us if everyone is moved to volunteer status?
- What will be the glue to hold the county teams together?
- Next Steps for All Work Groups & County Planning Teams
 - Take this model back to the CPT meeting March to discuss. In the implementation phase, CPT will make their own agendas and seek out the topics they want to learn about.
 - CPT can determine the schedule (monthly, every other month, quarterly)
 - Is there an agency that is willing to coordinate the meetings?

Work Group Reports

- Human & Financial Resource (Budget, New Administrator, Community Foundations)
 - Presented the current balance sheet.
 - All FEB bills need to be to RCD by MARCH 9.
 - All March bills will go to CFGD.
 - Reps from all county community foundations and the Waterloo and Dubuque Foundations will be teleconferencing quarterly.
 - CF sees that the FFI projects fit with the CF mission.
 - Post the FFI Funders Network info to the web.
- NIFF Coalition
 - WKKF is sending 5 people to San Jose, CA to Food & Society meeting
 - WKKF is sending 2 people to National Farm to school Conference in Portland, OR
 - Committee is working on offering the Iowa Microloan program in NE IA
 - Hosting Local Food Breakfasts on March 4 and March 24
 - Hosting Grower Symposium on March 13 in Calmar on pricing your product
 - At least 6 people attended the INCA conference in Clear Lake in Feb.
 - We have 2 grad students from ISU Sustainable Ag program helping us with models of food processing this semester
 - 3 people attended a Community/Incubator kitchen meeting in WI yesterday
 - SSE and Pepperfield Project are offering gardening and food prep classes this summer
 - 50 women attended the WAVA Conference in Decorah last weekend. One track was on VAA
 - Been awarded a Farm to School grant for 2 years
 - Information on producer grants will come out in March
 - Information on the BFBL food directory coming out in March. The annual fee to be a BFBL chapter has increased this year. WE will be looking for non-producer or consumer members. If your county is interested in having a meeting about BFBL, contact Teresa.
- School Engagement
 - Did not meet in Feb due to weather. On deck to meet in March and April. Will be looking at the strategies and tactics. Will be discussing the Regional school group and what will need to happen. They have a huge desire to share information, but do not have the capacity as 2 people in a school district to make a difference.
- Youth Planning
 - Decorah: Presented to booster clubs and were receptive to the concession stand surveys. They asked lots of questions. Working with them now to get a turkey sandwich meal. School group is going and talked to elementary teachers and showed displays of portions sizes and amt of sugar in pop. Also had the displays out at PT conferences. Also showed the displays to regional food service meeting.

- Crestwood: Completed concession stand survey. Plan to talk to booster club. Starting elementary education grades 1-5. Looking at different PE options with the student leadership group. Looking at having PE count toward graduation. 3 committees: ala carte line, food service, concessions/milk machine. Received a \$500 Team Nutrition grant.
- Riceville: Split into groups. K-5 education in PE class 3x per week. Surveyed HS students about lunch menus. Made t-shirts to wear when team teaching. Will have a salad bar next year 2x week. Survey results: preferred fresh fruits and veggies over canned.
- Clayton Ridge: having trouble finding a meeting time. Principal agreed to give fresh fruits and veggies twice during testing. FCCLA is joining forces.
- Central (Elkader): students from school wellness committee. Just getting started. Visiting elementary rooms once a month. Talking about doing surveys.
- April 1 youth conference in Decorah Lutheran Church. March 12 deadline. 100 youth goal. \$800 in donations.
- Starmont team is up and going.
- Built Environment
 - Community maps will be printed this week.
 - Met with 5 county supervisors on Feb 12. Plea to work together as a region as we move forward with the planning around the BE. Next meeting in Allamakee,
- Communications
 - New messaging guide is coming out soon.
 - Note card template has been created.
 - Business cards are available
 - Food & Farm Coalition logo
 - Shirts are done and will be available for San Antonio people.
- Community Health
 - 11 reps from 5 counties met on Feb 24. Judy presented on the FFI messages toward health providers. Also discussed what they needed as support to be messages for us.
- Inclusive Team and Diversity Liaisons
 - Met with Helping services on potential RFAs.
 - Postville: Purchased nutrition materials for Postville school including My Pyramid games for each classroom. Will be working with some Hispanic families and the community garden. Also looking at a summer youth gardening program.
 - Waukon: Used \$225 for match to a ACCF grant for an EBT/credit card machine at the Farmers market
 - Oelwein: Hosting a Family Fun Night on March 13.

Plan WKKF Site Visit by Linda Jo Doctor, FFI Program Director

- Thursday, March 12
- Friday, March 13
- WKKF Networking Meeting to San Antonio, TX (Mar. 2 – 5, 2009)

Mar. Regional Team Meeting Wed., Mar. 25, 11 am – 2 pm
 Appreciative Inquiry Training Wed., Mar. 25, 2 pm – 8 pm??
 Presenters: Corry Bregendahl and Mary Emery