

NE Iowa Food & Fitness Initiative Regional Leadership Team Meeting Summary of May 28, 2008

This is a summary sheet of the Northeast IA FFI Regional Team meeting on May 28, 2008 and updated information from the FFI Partners teleconference on July 8. Complete minutes are posted at www.iowafoodandfitness.org –click on Regional Team.

The Vision Deployment Matrix Work Group led the Regional Team members through an exercise on what would NE IA look like in 5-10 years. See the minutes for more.

Work Group Reports were shared.

- Vision Deployment Matrix:
 - Group has created a Theory of Change Model for NE IA FFI. They are continuing to refine that model which will guide us as we work for system and policy change for our region. This model will be explained at upcoming meetings.
- Inclusive Team:
 - Working on Postville publicity program (radio spots, brochures, large posters, surveys).
 - Mini-grants are available for the target communities of Waukon, Elma, Postville and Oewein.
 - A presentation about the FFI will be given to a focus group on Aug 12.
 - The ICE raid has changed the dynamic in Postville. Simply getting food has become an issue for some families.
- Built Environment
 - The Outdoor Inventory is being completed. Extra funding has been secured to create a book for each county.
 - An Indoor Inventory is being collected.
 - The Safe Routes to School grant submitted by RC&D has been accepted and will be starting in the fall.
 - Started to discuss strategies related to the built environment.
- Communication & Events Planning:
 - A new logo was approved.
 - A display banner will be completed for fair displays.
- Community Health Assessment :
 - They continue to work on the survey for counties.
 - They will be applying to Wellmark Foundation for additional funding.
 - 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 their mini-grant money
 - Set up work days in the summer
 - In process of hiring a coordinator and setting up school groups to discuss what they would like to see in the Action Plan.
- School Engagement:
 - School superintendent meeting was cancelled due to flooding. Will be rescheduled. Had almost 100% of the schools planning to participate.

- Site summaries of school visits and the May 14 Networking meeting summary are posted online. Planning a second meeting TBD in August.
- Human & Financial Resource & Vision Deployment Matrix:
 - The following requests were approved.
 - \$500 from Built Environment for copies and assembly of Inventory books
 - \$1000 to the School Engagement workgroup for meeting expenses
 - The Regional Team is looking for a grant writer to help with the Action Plan.
 - Are planning a meeting with Community Foundations to start discussions on how we can work together
- NIFF Coalition: www.niffcoalition.org
 - The Local Food Directories are completed.
 - The map of Farmers Markets in the area has been updated
 - Will be hosting farm tours later in the summer for producers
 - Starting to draft strategies related to the food system
 - Will be bringing in a consultant on local food systems

The Year-End 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

Fifteen people attended the FFI Networking meeting in Detroit on June 23-27.