

Northeast Iowa Food & Farm Coalition
ISU Extension – Winneshiek county, Noon – 1:30 pm
Minutes for April 10, 2008

Present: Teresa Wiemerslage, Eric Nordschow, Craig Chase, Dan Burkhart, Don Arendt, Karla Organist, Charlie Baier, Randy Uhl, Larry Grimstad, Lyle Luzum, Solveig Hanson, and Brenda Ranum

Teresa welcomed everyone and introductions were made.

Eric moved to approve minutes for the March 6 meeting posted on the webpage: <http://www.extension.iastate.edu/allamakee/info/niffminutes.htm> . Lyle seconded. Motion carried.

Brenda gave the Financial Report. The following funds are extended until August 31, 2008.

Project Title: Building a Model Local Food System in Northeast Iowa – Part I -

Sponsor: Iowa Department of Natural Resources/Leopold Center (Wallace Funds)

Remaining: \$5,162.67

- **Intern to assist with assessments– \$990**
- **Honorarium/Services – \$978.22** to pay speakers/consultants fees and or assist with Focus Group Collection and Reports
- **Postage – \$201.85** remains of \$250) – max. of 641 letters to be mailed at .39 ea
- **Other Direct – Other – \$2,030** for marketing purposes and food and room rental
- **Printing (converted from Travel for County Volunteers) - \$962.60**

Project Title: Building a Model Local Food System in Northeast Iowa – Part II -

Sponsor: Wallace Center of Winrock International/Leopold Center

Remaining: \$2,012.99

- **Honorarium/Services – (\$2,000)** - to pay Speakers or Consultants fees
- **Other Direct – Other – \$12.99** for meeting expenses

Following funds are extended until August 31, 2009:

Project Title: Implementing a Strategic Plan for a Stronger Local Farm and Food economy in Northeast Iowa

Sponsor: Winrock International/ Leopold Center’s RFSWG

Remaining: \$10,000

- **Intern - \$2,500**
- **Other Direct - \$7,500**
 - **Printing - \$500**
 - **Honorarium/Services - \$1,000**
 - **Other - \$6,000**
 - **Producer grants - \$5,000 (\$1K/county)**
 - **Food/room rental - \$1,000**

Pending Grant: “NE Iowa Food and Fiber Entrepreneur Educational Assistance Program.” Sponsor: Community Vitality Center. Amount: \$2,000 for producer grant assistance - \$400 per county

New Business:

- Approve the county recommendations for the NIFF Producer grants
 - NIFF Coalition Producer mini-grants summary for 2008 was shared from four of the five counties. (Howard Co. grant awards are still pending.) The summary included the county, city, amount requested, total project cost, award recommended, new or expanded enterprise, and type of project.
 - \$92,972.00 leveraged for all the food enterprise projects.
 - Eric moved to approve the awarding of funds for the current producer mini-grant and Lyle seconded the motion. Motion carried.
 - Funds will be sent to the County Economic Development directors and they are to award the funds from their office.
 - Teresa will develop the news release and send it to all the county economic development directors and county extension directors for them to modify and submit to the newspapers.
- Update on BFBL campaign, fundraising and local food directory
 - This directory began in 2003, but has not been published every year.
 - NE Iowa is one of 8 BFBL campaigns in Iowa. To use the logo, we must pay a fee.
 - To sponsor the 2008 NE Iowa Food Directory, a letter is going out to targeted producers (Teresa shared proposal draft) from the NIFF Coalition
 - Estimate cost for 5000 copies for \$1,000 (color, 8 ½ x 11 in. letter size)
 - Discussed developing a sponsorship letter for restaurants/businesses/hospitals for so that we could provide resources and services to get them into the sponsorship of the BFBL campaign. (Could hire coordinator/designer to design and develop resources for their business.)
 - Posters
 - Table Tents
 - News Releases with Producer Profile and BFBL campaign
 - Brenda will request from Rich Pirog to use \$3,000 of “marketing funds” from grant to bring on an AmeriCorp volunteer to work on the BFBL campaign and develop this campaign with businesses. (Teresa will develop a list of responsibilities for this NIFF staff person.) This may be a tactic we would want to test this Spring/Summer for the NE Iowa Food & Fitness Initiative. Brenda will also request an additional funds from marketing funds to pay for postage for the mailing of this letter.
 - A follow-up will be made to the Institutions that indicate they would like more information or have sponsorship. Need a person from each county to form a Work Group for BFBL. Suggestions were made. Teresa will put an article in an e-mail.
- Brenda gave an update on the planning process for the NE Iowa Food and Fitness Initiative.

Upcoming Events

- Luther College event, April 17 for Local food in institutions
- April 10: Clayton County Planning Team, Clayton County Extension, Elkader, 6-8 pm.
- April 16: Allamakee County Planning Team, 4:15-6 pm, Dining Center at Waukon Wellness Center.

- April 16: Winneshiek County Planning Team, 4:30-6:30 pm, Hovde Lounge, Preus Library, Luther College.
- April 17: Fayette County Planning Team, 4-6 pm, Fayette County Extension office.
- April 23: FFI Regional Team meeting, 11 am-2 pm, TBD.
- Other events?

Old Business:

- Report on Oneota Open House, April 4-5, Lots of people attended.
- Community Garden Speaker has been postponed until next year
- Report on Safe Food Workshop, March 13 in Waukon, 15 people. Grown Locally and others have indicated their putting together a food safety policy. (YEAH! A policy change!!)
- Report on Marketing Local Foods Workshop in Calmar, 36 people

The next meeting will be May 8, 2008 at noon at Winn Co Extension.