



## FFI Regional Leadership Team Teleconference – August 24, 2011

The NE IA Food & Fitness Regional Team met via teleconference on August 24, 2011 at 1 pm.  
Participants: Cici Mueller, Mary Koopman, Barb Winters, Angela Gibbs, Haleisa Johnson, Donna Story, Gary Sandholm, MJ Smith, Cindy Baumgartner, Elaine Govern, Laura Schmauss, Eric Nordschow, Lynette Anderson, Sue Burrack, Flannery Cerbin, Heidi Skildum, Ann Mansfield

### Agenda:

#### FFI Community Action Plan - Year 3 Draft Plan - Reviewed:

- Guiding principles for FFI Work
- Updated FFI Organizational Structure
- Updated Meeting Structure
- FFI Groups - Role and Plan of Work
  - School Outreach
  - Food system - NIFF
  - Active Living - SRTS
  - Youth Engagement/Advocacy
  - Community Health
    - Day care provider training – DHHS approved? Care centers looking for training support – Cindy Baumgartner, ISUE
    - DHHS Trainings – on line for everyone to promote
  - Communications
  - Funders Network
  - Vision Work Group
  - Core Partners
- 2011-2012 FFI Calendar - Standing Work Group meetings, etc. – Plan Reviewed
  - Final calendar pending – will send out to FFI Regional Team within next week
- Updates
  - Regional Messaging campaign – Flannery
    - Tag Line – “Together, We Grow Healthy Kids” with visual identity complete!
    - Plans for soft launch in Postville, Elkader, Decorah in September
  - School Outreach – Welcoming 5 new AmeriCorps/FoodCorps service members
    - NY Times – Mark Bittman article re Food Corps Inaugural year – NE Iowa FFI is a part of a national effort!
    - Contact information for FFI School Outreach Resource Contacts will be sent to FFI Regional Team – County and Community Co-leaders within next week
  - Work Groups
    - Youth – FEEST – Pilot activities in Postville and West Union – Lynette Anderson
  - County/Community tours/events - Updates
    - Howard Co. FFI – August 9<sup>th</sup>; Cresco school/hospital gardens, WMC gardens and Pepperfield – 48 people participated
    - Fayette Co. FFI – Active Living tour; UIU Rec center, trail visits, state park – 20 people participated
    - Allamakee TDAC – Tour de Allamakee County – September 17<sup>th</sup>

- Budget
  - CAP Budget for Yr. 3 will be developed in September
  - FFI Regional Team teleconference on Oct. 5<sup>th</sup> @ 9:00 am
- Planning for FFI Fall Conference - Wednesday October 19th @ Upper Iowa University campus
  - Hold this date; more information to come

Notes by Ann Mansfield