



Regional Leadership Team Meeting
December 7, 2011
Baker Commons, Luther College
11:00 am – 2:00 pm

Allamakee Co.		Chickasaw Co.		Clayton Co.		Fayette Co.		Howard Co.	
x	Barb Winters	X	Joanne Tupper		Vacant	x	Donna Story	x	Laura Schmauss
X	Angie Gibbs		Vacant		Vacant		Vacant	x	Elaine Govern
	Postville Team		Winneshiek		Active Living		NIFF Coalition		School - RCs
x	Mary Koopman	x	Johanna Bergan	x	Scot Michelson		Teresa Wiemerslage	x	Emily Neal
	Cici Mueller	x	Brandon Friedlein	x	Lindsay Erdman		Eric Nordschow		Sue Burrack
	Project Coordinator		Administrator	x	Heidi Skildum		Nick McCann	x	Steph Conant
x	Ann Mansfield	x	MJ Smith	x	Karla Organist			x	Leah Chapman
			Core Partners				Community Health	x	Melanie Stewart
	Communications		Aaron Burkes		Youth	x	Halesia Johnson	x	Elizabeth Makarewicz
x	Flannery Cerbin		Jon Jensen	x	Lynette Anderson	x	Lori Egan	x	Maren Stumme-Diers
		x	Brenda Ranum	X	Kaylee Michelson			x	Sonja Arneson-Ecklund
				x	Alex Enyart				

The Regional Team met on December 9, 2011 and went through some group activities to reflect on the member's personal views of wellness. Activities included:

11:00 Meet at Community Pool Parking Lot to walk to Baker Commons

11:15 Lunch is served

11:25 Presentation: Why Wellness Matters – Emily Neal

11:45 Breakout Groups

1. Would You Rather? – Emily Neal
2. Face Your Plate – Flannery Cerbin
3. Daily Steps – Heidi Skildum

12:50 Sphere of Influence – Emily Neal

After the activities, Ann Mansfield led a wrap-up and Community Forum Discussion.

Brainstorm: Community Forums→

Perceptions of Today's Activities:

- Diverse group of people for a community forum.
- Judgments can be cast- should be safe space.
- Concrete examples or small increments.
- List what they're doing right.
- Time is precious→ Youth can educate the kids in a cross-age teaching model.
- Incentives for parent involvement→ Quality conversation with people you want to reach... What's going to motivate people to attend?
- Service clubs- could partner with this organization→ program could be mothers for example.
- Who needs the information? Youth asking adults community members. They were the recruiters.
- The more personal an invitation, the better.
- Frame and outcome needs to be clear.
- People can feel guilty. For some this will be new information (shouldn't feel guilty)...didn't have information. What do you want to do with the information? *When you Know Better, You Do Better.*
- You don't have to make drastic steps...

Survey for Regional Team about Community Forums:

Flannery will be sending out an email.

When, where, what time, how long, who should speak, engagement activities, childcare, moderate, assistance from FFI staffers, incentives needed, food, and recruitment.

Planning in January

Forums in February/March

Work Groups –Updates

- School Outreach – School Wellness Newsletter, FFI School Resource Contacts & Emily Neal
 - **Main school update → All-Clad Cooking Kit- 5th Season Workshop**
 - New Hampton, Postville, Decorah, Turkey Valley, North Winn, Turkey Valley, Oelwein, and South Winn will receive kits.
 - Ideas for remainders
 - Connect chefs to schools for extra kits.
 - *F.E.E.S.T. in North Fayette could have All-Clad kit.
 - Waukon is completing a School Wellness Action Plan. 17/20 schools!
- Active Living– SRTS
 - Statewide partnership forming for Active Living similar to Alliance for a Healthier Generation, networking opportunity.
 - Walk Across the State of Iowa, Beat the Winter Blues, Bike and Ped Education, Bike Rack Challenge happening again—tech education or open up for a business opportunity.
- Farm to School
 - Starmont has interest in training for F2S cross-age teaching.
 - Jan. 12th –Food Service Network Meeting.
- Youth Engagement
 - FEEST: North Fayette and Postville.
 - We’re in the planning stages for the next FEEST. FEEST prepares meal together, cook locally grown food, and conversation. Huge help from community members.
 - Adult-Youth Meeting... planned for Spring
- Community Health
 - FFI Regional Messaging Campaign—talked about what was available for community health. Ex. OB wards, Head Start classrooms, etc.
 - Ask for community support for material development?
- NIFF
 - Newly formed “Super-Team”... Johnice is working with producers, Maren is working with institutions, and Teresa is working on food safety, and Nick is working on aggregation.
- Communications/Regional Messaging
 - Flannery presented an update of FFI Regional Messaging soft launches in Postville, Elkader & Decorah and materials developed so far. Plan is to work with Community leaders re Community Forums, Community Health WG and Head Start to implement messaging campaign; “Together, We Grow Healthy Kids”
- NE Iowa Funder’s Network
 - 5 counties that have participated 3/5 are on board with commitments for collaborative funding of FFI work (past Food Value Chain Coordinator and FFI Cross-age teaching folios)
- Admin/Other
 - Year 3 of FFI Community Action Plan (CAP) has started.
 - Budget Yr. 3 – PSAs distributed
 - FFI Evaluation Yr. 2 – All submitted except overall Summary
 - WKKF Annual Report Yr. 2 – due Dec. 15
 - Annual reports are posted online - <http://www.iowafoodandfitness.org/news/238.html>

Next FFI Regional Leadership Team Meeting:

- February 22, 2012 – 11:00 am to 2:00 pm – Location TBD