



Regional Leadership Team Meeting
March 24, 2010
Decorah City Hall, Decorah
11:00 am – 12:30 pm

The NE IA Regional Leadership Team met on March 24, 2010 at the Decorah City Hall at 11 am.
 Present:

Allamakee Co.		Chickasaw Co.		Clayton Co.		Fayette Co.		Howard Co.
Danielle Bucknell	x	Joanne Tupper	X	McKenzie Johnson	X	Donna Story	X	Laura Schmauss
x Angie Gibbs	X	Laurie Marzolf	X	Dan Lane	X	Joe Organist	X	Elaine Govern
Vacant		Vacant		Kristina Walz		Nathan Peck		Lauren Obermann
Postville Team		Winneshiek		Active Living		NIFF Coalition		School
Adolfo Calderon	X	Rick Edwards	X	Scot Michelson		Teresa Wiemerslage		Sue Burrack
x Mary Koopman	X	Brandon Friedlein	X	Lindsay Erdman	X	Eric Nordschow		Vacant
Vacant		Liz Dovenberg						
Co-conveners		Administrator		Youth		Community Health		
x Brenda Ranum		MJ Smith	X	Lynette Anderson	X	Halesia Johnson		
X Ann Mansfield					X	Lori Egan		

Others: Ben Lewis, Heidi Skildum, Rachel Wobeter, Flannery Cerbin.

Welcome and Introductions

Convener Report:

Budget Report:

- The budget report for 3/15/10 was shared. There were no significant changes from last month.
- Contracts needed for Lori Egan, Heidi Skildum, Laurie Marzolf.
- The first payment will be in April.
- Travel carryover doesn't include 7,000 dollars in flight for the networking trip to Arizona.
- Winneshiek Co. is tracking all the bills and sending lump sum to CFGD.
- There were no budget requests.

Upcoming Events:

Food and Community Meeting April 27-29

National Farm to Cafeteria: NE Iowa FFI – F2S - Focus on cross-age model. The conference is broader than WK. Kellogg Foundation.

Evaluator Report:

- Everyone is taking minutes at meetings and completing Survey Monkey after meetings.
- School Work Group Meeting: Sharing the list activities from schools. Turkey Valley and Riceville will share updates at later dates. How much would have been done without Food and Fitness? Youth are engaged, driving the change.
- Embedding the evaluation will be helpful and having it perform in real time will be beneficial.
- Still waiting for IRB approval for the quarterly evaluation

- Request to have an updated version of evaluation before the networking conference in Arizona for attendees to take along.

Large Group Discussion:

- What are the stories we need to tell about the **progress** we are making toward this Strategy?
- What are the **changes** we are seeing?
- What are the stories about the **outcomes/impact**?
- What are the stories we can **tell in 1 min or less**?

Strategy A: Ensure that school district policies & practices support healthy living of children, families and community members.

- Started conversation with Waukon in Fall 2008. The youth rallied to get a team going...now it's happening
- Superintendent of Decorah schools came to last Winn. Co. Meeting
- Biology teacher at H.S. has a plot at school garden, did a Fall Crop. He saw they had a lot of lettuce/veggies coming up. Students transplanting.
- Response from schools, bond plans that include greenhouses etc. they are acknowledging FFI in plans.
- Kids want better school lunches, they wrote that down on what they want to see changing in their school
- Good conversation at School Conference March 9. Central was the only one in the region that has a School Wellness Team that meets...the other schools were eager to learn from Central...a template will be created to help with policy.
- Food and Fitness re-occurring theme, Clayton county site visits
- Board members at Starmont are eager about salads at concession stand. Board members are impressed that students have been eating the salads.
- As a result of the Farm to School presentation. Group decided to go to North Fayette School Board. Want to plant a seed about the garden, Three Sisters Garden. Getting seeds from Herman Gardens.
- At last meeting had a conversation about who will maintain, types of veggies. School group is going to FFA instructor and school board members to promote.
- Riceville tomatoes in greenhouse ready to eat in April with hot lunch program
- New Fayette FFA teacher. Plug into principal to tell them to consider FFI people and check out Scott at Oelwein. New superintendent, select one with insight into FFI goals. Never would have done this before. And he has no problem talking with Food Service. Planting seeds where we never have before.
- Food Service Meeting on March 23 with Mary Kay Madsen. Geographical preference: answer used to be no, but now it's OK.
- Have National Meeting here in NE Iowa? Have Jamie Oliver come to speak. Promote Food Revolution or not because of scare tactics (health risk shock, we have to do something now)
- Chickasaw food service there's all kinds of things we can do, took young food service.

Strategy B: Ensure that local, health-promoting food is available and affordable in all communities, neighborhoods and institutions.

- Luther College's commitment to source 35% of their food locally.
- Patients in hospital garden working in garden and produce being used by Winneshiek Medical Center. Successes in the consumer demand, key to sustainability of this program.

- Oelwein FFA garden to generate income. Oelwein has an indoor Farmer's Market
- Micro-loans, USDA grant
- City of Decorah: Permanent home for Farmer's Market
- Building a new locker in Harmony, Elma and Riceville have new lockers.
- Teresa absent because she's at ISU at a program planning meeting. The focus is on agriculture, for the first time they are discussing how they can support local food growers. Unless a Program Specialist has these ideas in mind there's very little chance to get their attention.
- Food Safety certification requirements for local food vendors not sufficient but next week the conversations will begin.
- Ann Bushman has her kitchen up and going, she can prepare food.
- 4-H decided they were going to use leaf lettuce instead of ice berg in their walking tacos, do it all the time now. Community liked the lettuce much more.
- Oelwein BASICS nutrition and the following day cross-age teachers... students are excited and cross-age teaching is working.
- At teacher Workshop a group of teachers not interested in the program, tomato plants were disliked and complained about, then H.S. students did Cross-Age lessons and the teachers were EXCITED.
- Postville student ran home and told mom to buy the mini-mato plant.
- GROWN Locally isn't adding new growers this year but increasing production. Grow, Harvest, and Sell Safe trainings for producers. 20 people at market meeting, Decorah's. More physical farmer's market. Number of market vendors is increasing.
- Lack of gardening education... a lady said I want to have a garden but the package of seeds said that I have to have the garden on a hill...I don't live on a hill.

Strategy C: Ensure that communities have a built environment that supports abundant opportunities for physical activity and play.

- Policy change: updating future city planning goals. A biking group has been researching better ways to get around Decorah and now they are presenting to the Zoning Committee. Now ZC will consider these issues. Use map made by biking group in FFI work. Great Places proposal for Farmer's Market spot and combine active living. Segment 7 of trail: furthest, hilly part and 15 people were there. People are using the path to Wal-Mart, walking with groceries, and bikers from campground are used in the summers.
- Applied for enhancement money Mitchell to Howard trail system...didn't get it. How can we safely get people through town, people from Minnesota. Trail will go by the school, passed three years they have got a grant from Mitchell Co. to have trails on school grounds. SRTS and school teams contributed to discussion on where trails should be.
- Several youth teams are looking into Physical aspect. Riceville offering ideas to physical education teachers as well as Elkader. Looking to add another volleyball court in Strawberry Pt.
- Postville youth were asked what they need as far as physical activity space... a basketball court. Let's do it. Who do we go to, city council, OK we're going to do it. City excited to have them come. 40-50 kids playing soccer by the pool March 23. Changing activeness to life as a physical activity.
- Waukon City councilmen asked, "How do we pay for this (sidewalk repairs)?" Decorah shares assessments with everyone, not just property owners, city picking up a bit and the owners, not putting burden all in one place.

Are we making progress toward the FFI Strategies?

Specific examples are more concrete. Programs that are in place are more influential. Grants that we write we tie to FFI and it helps us build on the planning and work to date. A lot of \$\$ have come in to counties that wouldn't have without FFI. Community Health: Receiving some funding; all strategies are related to health.

Reviewed Proposed FFI Timeline May 2010 – April 2011 CT/RT Meeting

Purpose of the county and regional teams:

- Focus on Progress in CAP & Interconnectedness of Strategies-Tactics-Policy Targets
- Build County Team Leader & Regional Team capacity – Active planning @ RT mtg.
- Youth & County Team Engagement – Active planning together in RT & County Teams
- Regional cross-county Work Group meetings – open to county team members
- Making the FFI work manageable!

Feedback: Positive idea!

- County Meetings are tough because people want to do something different; producer visits went really well last year/lots of interest; different energy around “events” vs. meetings.
- “Event” idea is like a party. May increase activity at a county level, more motivated individuals
- Youth leading discussions results in increased youth participations.
- Newspaper coverage for the “events”, shared news releases, photos opportunities
- Schools are community...there will be different sites for meetings; would have to be sensitive with timing regarding school calendars.
- Cross pollination of ideas via the counties...
- Next meeting: come back with dates in June for farm tours.
- This concept makes it more of regional feeling verses specifying counties.
- Economic development (www.visitiowa.org) plugging regional wide events.

April County Team meetings Focus – FFI Community Health Work Group

- County Health Rankings
- Community Wellness Grant
- County Mini-grants. Counties have \$600. How will the dollars be spent?

Each county team should discuss local items at their meetings. What items are counties discussing?

- Allamakee: This was a request at last meeting...talking about specifics for county
- Clayton: Turkey River Corridor project, 5K County Team joining efforts with Youth Team- Live Healthy Iowa grant for the 5k funding so youth can save their grant dollars.
- Fayette: Report of activities, Food focused, Watched the Mark Fenton video, trails coming to involve transportation not just recreation
- Chickasaw: Safe Routes to School focus. Brainstorming how to expand opportunities related to fitness. Farm to School meeting on April 6, Bike Safety event at school working with Park and Rec.
- Howard: Rob Hughes asking to change time of meeting so he could become involved. Saturdays seem like a bad idea. Advantage of same location: calendars stay the same, inconsistency can be problematic. Struggle with meeting the needs of most of the county. Lime Springs: discussion about bike trail might be positive as there are only two land owners.
- Winneshiek: Decorah dominated meetings. More involvement with producers, etc. How do you get more rural people involved?

Reflection--What went well at the meeting?

- Discussions during lunch
- Seeing what schools are doing
- Reviewing strategies
- Support from feedback/stories

How might we improve the process for the next meeting?

- Leadership/team building – build it in to the meetings but not additional time at this point
- Not all turkey sandwiches
- BBQ regional party idea
- More movement during meeting time