



Regional Leadership Council Meeting

August 26, 2013

NE Iowa Community College Campus – Student Center 109

5:30 – 7:30 pm

Working Vision for NE Iowa F&F Initiative

NE Iowa is a unique place where all residents and guests experience, celebrate and promote healthy locally grown food with abundant opportunities for physical activity and play EVERY DAY. Healthier people make stronger families and vibrant communities.

4:30-5:15 – Tour NICC Early Childhood Development Center – Ruth Cox and Haleisa Johnson

Introduction

- Welcome – Meal served
- Brief Introductions –
 - New member replacing Lori Egan - Welcome Angela Gibbs – NEICAC Head Start
 - Council members present: Scot Michelson, Eric Nordschow, Karla Organist, Brandon Friedlein, Sam Iverson, Mary Koopman, Fernando Vaquero, David Lester, Rhonda Siebert, Duane Willhite
 - Council members absent: Sue Burrack, Angie Tagtow, Terry Rex, Teri Orr, Jon Jensen, Joanne Tupper, Larry Tupper, Elaine Govern, Angela Gibbs
 - FFI staff; Haleisa Johnson, Teresa Wiemerslage, Ann Mansfield
- Agenda Review
- Approval RLC Minutes – May 21, 2013
 - Motion made by MJ Smith, seconded by Mary Koopman for approval. All members in favor. Approved.

FFI Community Action Plan - Strategy Areas – Deeper look, discussion

- Early childhood presentation and discussion – Haleisa Johnson
 - Overview of state and national childhood obesity – including prevalent behavior patterns for eating and physical activity, importance of environments that support healthy choices for children birth to 8.
 - Description of FFI engagement of early childhood stakeholder community, initiation of learning community to increase access to local healthy food and physical activity opportunities and integration with NICC Early Childhood Development program and childcare center
 - Regional Messaging campaign update – “Together We Grow Healthy Kids” – 5-2-1-0 and Personal Health Pledge – WIC, HeadStart, NICC students, Regional Leadership Council!
- Achieving Equity – Just and fair inclusion for opportunity – MJ Smith
 - What is Equity – The goals of equity must be to create conditions that allow all to reach their full potential. In short, equity creates a path from hope to change.
 - Why Equity? – WKKF and the Convergence Partnership embrace equity as the undergirding for all of its work. Equity is the rationale and driver by which these organizations think through each of its strategies and investments as well as what it aims to achieve. When we are not explicit about the equity implications of policies and strategies, the inevitable result will be leaving people behind.
 - In FFI – equity means to ensure that everyone has the opportunity to participate and prosper
 - Small group discussion questions:

- What is equitable access to healthy local food and opportunities for physical activity?
- What does it look like in your community?
- What is our role as individuals and as a Regional Leadership Council to ensure equity?
- NOTES:
 - Equitable access – focus in schools with priority for high free and reduced lunch, work with WIC clients, SNAP programs, Farmers Markets
 - Need more local food in small community grocery stores
 - Food Hub – is creating a structure for more farmers to be included in food aggregation and distribution
 - Role of RLC –
 - Messengers, provide knowledge and examples and ask the equity questions
 - Ask ourselves if we are presenting all of the options?
 - Messenger for healthy food purchases with SNAP
 - Improve access – encourage cooking
 - Are there organizations such as the Oneota Coop that could help create greater access to healthy food in the region?
 - Consider a “Welcome to NE Iowa” packet that includes all of the options for physical activity and local healthy food

Action Items

- Financial Sustainability
 - Case Statement – copies distributed to RLC members
 - Prospect List – Ann provided an update of the summer visits
 - Next Steps
 - Build prospect list
 - Nurture relationships – engage and educate additional stakeholders
 - Identify needs, opportunities, passions
 - Expand written materials to support an “ask” – Each work group leader is working on a “Fact sheet” to accompany the case statement where appropriate
 - Build network of healthcare stakeholders; public health, hospitals, providers
 - Questions:
 - Should we make a written appeal in the region? The discussion was not conclusive
 - Should we have a fundraising event? Not sure
 - Plan for fall;
 - Disseminate Case statements to regional stakeholders (examples; school board members, etc.
 - Proceed with prospect list visits, include RLC members when possible and report back at next RLC meeting in November.
- Reports for Regional Leadership Council
 - Strategy Areas – Indicators & Planning for Yr. 5 – Verbal update by WG Leaders
 - Early Childhood (Haleisa – in her presentation)
 - Schools –

- Welcoming 6 new service members (4 AmeriCorps, 2 FoodCorps) this week to start the school outreach work for the 2013-2014 school year!
- FFI Resource Contacts (service members) – Role is in **established** school wellness; nutrition ed, gardens, physical activity, school wellness team facilitation. **Their role is to do direct service**, not to help a school re-commit to wellness. They are the member to support the equal partnership with the school.
- Operations team – Their role is in planning, creating readiness & commitment in schools
 - FYI: No action plans; New Hampton, South Winn, Riceville and Starmont
- Handout - including FFI School Outreach Letter to Schools – 08.22.13 with accomplishments during 2012-2013 school year
- Active Living – Karla Organist
 - Spring SRTS 2013 Update – Spring Travel Tally taken during inclement weather in May; numbers this year will be down from 2012. Walking School Buses have doubled in the region. Remote drop-offs for children who are bused are being explored.
 - Trails – Planning underway with regional stakeholders to create a simple process for trail counting; pilot planned for the Turkey River Corridor this fall.
 - Invitation for recruitment of additional Active Living/Transportation champions and stakeholders – please contact Karla
- Food System and Youth – Teresa Wiemerslage
 - Youth – FEEST workshop planned on Sept. 14-15th for Youth in Postville, West Union and Decorah. Plans for 3 Youth Interns to help coordinate FEEST activities in their schools.
 - Food –
 - Farm Crawl (Agri-tourism event) planned for Sept. 22nd – Flyers distributed
 - Food Hub – Expanding to include additional routes; new funding to support purchase of a delivery truck. Developing a pilot to deliver food boxes to regional school food service – possibly starting this fall
 - Scaling production for farm to institution – is a topic to address in the near future
- Budgets Reviewed
 - WKKF Draft Budgets – Year 5-7 (Year 5 starts Nov. 1st)
 - WKKF Year 4 – Current (Nov. 1, 2012 - Oct. 31, 2013)
- November 25, 2013 – Present final Strategy/Work Group plans of work and budget for Yr. 5

Coordinator Update

- Communications - Quarterly Newsletter distributed, Internal Updates
- National meetings – FYI

- Active Living – SRTS National Conference – Ashley Christensen (UERPC) - SRTS Liaison attended and presented
- USDA Innovations Rural Development – Teresa Wiemerslage (ISUEO) – FFI Food System Coordinator and Rachelle Howe (UERPC) will attend
- Collective Impact – Workshop for long term collaboratives with diverse partnerships working to create healthy communities; one of 10 invitees in the nation. Haleisa Johnson (NICC) – FFI Early Childhood Coordinator and Ann Mansfield, FFI Coordinator will attend
- Dates for future RLC meeting - Quarterly meeting dates
 - Nov. 25th, Feb. 24th, May 27^{th**}, Aug.25th
- Focus for next meeting
 - FFI CAP Update – Plan of Work for Yr. 5
 - FFI Total Budget (including WKKF) for Year 5 (Nov. 1, 2013- Oct. 31, 2012)
 - Financial Sustainability Plan
 - Other

Notes by Ann Mansfield