



## Regional Leadership Council Meeting Minutes

February 23, 2015

Postville YMCA Community Center

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.**

Welcome – Meal served

- Introductions
  - Guests: *FFI School Outreach Team; Paige Wettach – North Fayette-Valley, Ashley Turk - Allamakee, Ashley Dress - Postville, Molly Schintler - Oelwein*
    - *Please visit <http://www.iowafoodandfitness.org/site/leaders.html>*
- Member Attendance: Mary Koopman, David Lester, Eric Nordschow, Teresa Wiemerslage, Jon Jensen, Rhonda Seibert, Karla Organist, Angela Gibbs
- FFI : Haleisa Johnson, Laura Liechty,
- Agenda Review
- Approval RLC Minutes – December 1, 2014
  - *David Lester made the motion to accept the minutes*
  - *Karla Organist seconded the motion*
  - *Unanimous approval*

### FFI Community Action Plan – Year 6 - November 1, 2014 – October 31, 2015

- **Updates**
  - FFI Yr. 5 Final Report to WKKF
    - Narrative, Evaluation & Financial Reports submitted 01.09.15
  - FFI Community Action Plan – Year 6 – November 1, 2014 – October 31, 2015
    - Planning document with Indicators, Measures, Goals for Yr. 6 & 7 submitted to WKKF with above annual reports 01.09.15
  - FFI Yr. 6 Budget – Nov. 1, 2014 – Oct. 31, 2015
    - Total WKKF Budget = 247,461.31
      - WKKF Funds Yr. 6 = \$200,000
      - WKKF Funds Yr. 5 Carryover = \$23,495.53
  - “Feature” Presentation
    - Youth Engagement – Laura Liechty & Sierra Gonzalez
      - *14 official youth teams with over 200 enrolled in 4-H Food & Fitness teams*
      - *Activities include; Cross Age teaching, FEEST (Postville, Decorah, North Fayette Valley & Central in Elkader), cafeteria coaching and community/school events*
- Brief verbal

- School Outreach – Jon Jensen
  - FYI – Service member vacancy in December for North Winneshiek, Clayton Ridge; mentioned above in budget
  - 1 AmeriCorps member left position in December for personal/health reasons
  - We were not able to fill position with another AmeriCorps member
  - Found someone to do part time work, but not an AmeriCorps worker
    - Professional service agreement with Michelle Hockersmith
  - Seek council's approval for PSA stipend
- Food Systems - Teresa Wiemerslage
  - Branding survey for the Iowa Food Hub
    - Consultant working on a brand
    - Goal is to create a recognizable brand for the marketplace
  - Allamakee New Beginnings – 3 open positions to being on this board
    - Consumer education based, school-based, etc.
    - Food Hub is one part of New Beginnings
- Active Living- SRTS – Karla Organist
  - Mapping of Ashley's SRTS spring 2015 activity around the region; handout
  - Trail counting project; will be repeating that again this next year
- Early Childhood – Haleisa Johnson
  - Wellmark Foundation Grant began in January – Partner with NEICAC
  - Head Start, NEICAC; working on harvest of the month foods curriculum (3 year curriculum), using the Iowa Early Standards
  - Early Head Start: implementing Farm to Preschool
  - Seeds received and distributed for the preschool gardens
  - Funder's Network: \$8,000 received for Early Childhood beyond Head Start; looking for assistant or intern (looking for individuals with health related fields or students studying early childhood)

#### **Reports for Regional Leadership Council**

- Financial Sustainability – Update
  - FFI Funds at CFGD
    - FFI Direct Funds = \$45,670.79 (02.01.15)
      - Additional commitment for Year 6 budget/CAP = \$33,138.56
      - Additional funds needed to cover RC vacancy = \$5,880 (PSA with Michelle Hockersmith to cover North Winn and Clayton Ridge)
    - FFI Endowment = \$8,905.05
  - Additional Grant applications and fundraising efforts – by Work Group Leaders & Core Partners
    - Handout – Addendum “Snapshot” February 2015
  - **GIVING TUESDAY** – FFI participation with CFGD – March & April planning – Operations Team
  - Potential funding opportunity – Robert Woods Johnson Foundation - Ann
    - 10 Year & \$500 million commitment – “Every child having the opportunity to achieve healthy weight by 2015”
    - 5 Broad Strategies
      - All children are at a healthy weight when starting school
      - Healthy schools are the norm
      - Opportunities for daily physical activity

- *Families have access to healthy food in their communities*
- *Eliminate consumption of sugar sweetened beverages*
- *Preparing Letter of Interest for Nancy VanMilligan to take to a funders meeting in March*
  - *Big idea: Deepen and expand the FFI work and align with other regional efforts to create thriving, vibrant and resilient rural communities in NE Iowa.*

#### **Action Items – Review and Approval**

- Year 6 WKKF Budget – Expenses to Date – 02.18.15
  - *David Lester made a motion to approve the budget*
  - *Jon Jensen seconded the motion*
  - *Unanimous approval*
- Year 6 Direct Funds - \$5,880 for Michelle Hockersmith – PSA replacing AmeriCorps service member – North Winneshiek and Clayton Ridge
  - *Mary Koopman made a motion to approve*
  - *Jon Jensen seconded the motion*
  - *Unanimous approval*

#### **“Beyond W.K. Kellogg Foundation Funding” Discussion continues...**

- December 1<sup>st</sup> RLC Meeting Discussion Overview:
  - *Sustaining healthy community work for the long haul – How do we lead more effectively from the middle? (Grass roots doesn’t add up and Top-Down doesn’t work)*
    - *Alliances vs. Coalitions*
  - *Creating an Ecosystem to sustain – Economic, Environmental, Health, etc.*
  - *Concluding remarks; **Inform communities of progress and expand the regional discussion re the creation of thriving rural communities***
- FFI “Annual Report” – Purpose is to inform the broader community of FFI progress and invite additional efforts/resources to sustain the work
  - *Final Proof – Presented to RLC for review & feedback*
  - *Discussion: Suggestions for photo exchange to include high school youth, several text edits.*
- Community Forums – Spring 2015
  - *Draft outline for expanded & deepened vision for thriving, resilient rural communities*
  - *Discussion and defining a plan for community engagement*
    - *Connection made with Kayla Koether: she’s coordinating the Winn Energy District grant for regional farmers implementing wind power*
    - *Intent: Hear where communities are at and what are their needs*
    - *First presentation is in less than a month*
    - *We would like some firm affirmation from the FFI leadership council that this is the direction we should be going*
      - *The initial 5 or 6 communities are a starting point to see what we learn*
        - *Cresco, New Hampton, Waukon, West Union, Marquette, Oelwein*
      - *We can do further community meetings if there is interest*
    - *Desire council feedback on collaboration with energy network*
      - *Inter-related to our initiatives for healthy communities, and it’s an opportunity to set the stage that solar/wind energy can help strengthen our rural communities*
      - *Chance for emerging/aligning opportunities to create sustainable and healthy communities*

- *Luther Environmental Studies senior seminar project is studying the community engagement in this proposed forum idea – need 2-3 community people for students to talk with to learn more about the community*
      - *Asking council to share names of people to recommend to be good spokespeople for these select communities*
    - *Lots of discussion on time of day*
      - *Breakfast meeting, over lunch, but evening meetings seemed to be most popular*
      - *Offer light refreshments; possibly offer childcare*
      - *Monday evenings: be aware of school board meetings and city council meetings*
      - *Avoid Wednesday evenings during lent*
    - *Format of forum – Draft handout for members to review*
      - *Approved*
      - *Be thoughtful in how it is delivered*
      - *Include primers; a cue to topics the forum will address*
  - *Other efforts*
    - *FYI: Early stages of developing an outline for publication – Collective Impact literature – Story of FFI; community engagement, systems leadership, etc.*

#### **Coordinator Update**

- *Ongoing capacity building to understand equity in this work – Equal opportunity for all citizens to reach their full potential. In FFI, community member participation in planning and decision making to increase access to healthy local food and opportunities for physical activity... changing the conditions for healthy choices to be easy for everyone.*
  - *Discussion topics*
    - *Parent engagement*
    - *Reaching populations in need of better access to healthy food and opportunities for physical activity and allow the opportunity to be in decision-making roles*
  - *Continue to listen closely and identify those resources available*
- *Communications – Spring 2015 Newsletter – Thanks Teresa and WG Leaders!*
- *BMI – Discussions re regional data collection*
  - *Potentially 5 other schools to partake in recordkeeping; will keep RLC informed*
- *State and National meetings*
  - *National 4-H Summit – Laura Liechty attended*
  - *Governor’s Conference for Public Health – Ashley will present*
  - *WKKF Food & Fitness – April 20-22 – Evaluation, Reflection, Sustaining the work*
- *Dates for future RLC meeting - Quarterly meeting dates in 2015*
  - *May 26<sup>th</sup> \*\* Tuesday*
  - *August 24<sup>th</sup>*
  - *November 30<sup>th</sup>*
- *Focus for next quarterly meeting in May;*
  - ***Beyond WKKF Funding***