



Regional Leadership Council Meeting Minutes

May 21, 2013

North Fayette Schools

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.

Introduction

- Welcome
- Brief Introductions
 - New member – Larry Tupper, ISUE&O Region 4 Council Representative will replace Mary Schrandt-Prouty, Current ISUE&O Region 4 Director
 - Council Members Present: Scot Michelson, Jon Jensen, Eric Norschow, Brandon Friedlein, Sam Iverson, Lori Egan, Mary Koopman, Karla Organist, Sue Burrack, Fernando Vaquero, David Lester, Larry Tupper, Joanne Tupper, Lindsay Gaul, Elaine Govern, Rhonda Seibert
 - Council Members Absent: MJ Smith, Terri Orr, Terry Rex, Liang Wee, Duane Willhite, Angie Tagtow
 - FFI Staff: Lynette Houser, Teresa Wiemerslage, Haleisa Johnson, Ashley Christensen, Ann Mansfield
- Agenda Review
 - No additions
- Review RLC Minutes – February 19, 2013
 - Motion for approval made by Sue Burrack
 - Seconded by Mary Koopman
 - Discussion: The purpose of minutes is for record keeping and for our evaluation and reporting to the W.K. Kellogg Foundation and other funders.
 - Minutes approved

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

- NE Iowa Food & Farm Coalition – Teresa Wiemerslage, ISUE&O Region 4 Program Coordinator
 - Overview of the NE Iowa food system work coordinated by the NE Iowa Food & Farm Coalition since 2005-2006.
 - FFI alignment with ISU Extension Issues
 - K-12 Outreach
 - Economic Development
 - Environmental Impact

- Health and Wellbeing
 - Impact and future potential with local food
 - Farm to school – increased local procurement in schools
 - Local food sales – estimated to be over \$6.5 million for 2012; doubling since 2011
 - Continuing to invest in new & existing producers
 - Food hub development – moving more local food into schools, institutions
- Youth as Partners – Lynette Houser, ISUE&O Region 4 Youth Coordinator, Sam Iverson & Lindsay Gaul
 - Facilitation of a conversation to promote relationship building and insight into the FFI Youth work focused on:
 - Participation in school wellness decision making
 - Youth and adults as partners
 - Cross age teaching – high school students teaching about nutrition and local foods
 - FEEST (Food Education Empowerment Sustainability Training) program where youth with adult partners learn to cook and build their skills to advocate for healthier environments, policies and practices to support healthy living.
 - FFI alignment with 4-H programming:
 - Healthy living
 - STEM
 - Citizenship and Leadership
 - Communications and Arts

Action Items

- School Outreach Plan for 2013-2014 – Review & Approval
 - Motion for approval made by Lori Egan
 - Second by David Lester
 - Plan approved
- Financial Sustainability Plan – Review & Approval
 - Motion for approval made by Joanne Tupper
 - Second by Scot Michelson
 - Discussion: General agreement that this is a document that is a “road map” for now; will keep the RLC informed and be ready to make adjustments at next RLC meeting.
 - Plan approved

Coordinator Update

- Regional Leadership Council
 - Evolving to secure commitment from a diverse group of community stakeholders to guide this effort – Over 12-18 months
- Communications
 - Primary Audiences we are focusing on with current planning
 - Internal – Regional Leadership Council, Core Partners, Operations Team
 - Goal is to have more streamlined, meaningful communication that integrates our evaluation efforts and conveys impact

- Weekly FFI News Bits – General agreement that everyone likes this! Will continue and explore subscriptions to the FFI Blog for regular stories
 - External – Funders (local, state, national), local and regional decision makers
 - See Financial Sustainability Plan – Summer goals
- Evaluation – Indicators
 - Strategies; Food system, School wellness, Active Living – SRTS, Early Childhood
 - We are working to focus evaluation efforts on 2-3 indicators in each strategy area to help make decisions in Operations team and Regional Leadership Council
- WKKF Food & Community meeting – May 6-9, 2013 – Focus for WKKF – More at next RLC meeting
 - Achieving equitable outcomes
 - Sustaining community-driven healthy communities work
 - Building a social movement
- Evolving Coordinator Role
 - Streamlining - Internal processes for coordination - budget, communication, information management, evaluation - to free up 1-2 days per week
 - How can we leverage the regional relationships from over the last 5-6 years – have conversations in communities to develop prospect lists of people who might be interested in financially supporting this work
 - Ann will be devoting more time to have these conversations this summer; will definitely report at next meeting
- Dates for future RLC meeting
 - Conflict for core partner state meeting and MAY is too busy!
 - Discussion by RLC members present – Move to September – December – March – June for quarterly meetings on the second Monday night
- Next meeting – Monday September 9th 5:30-7:30 pm
 - Focus – Early Childhood and Diversity
 - Please send agenda items to Ann Mansfield

Minutes submitted by Ann Mansfield