



Vision:

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.

The NE Iowa Food & Fitness Regional Leadership Council met for the first time on November 27, 2012 at 6:30 pm at the Postville YMCA. Present: Mary Koopman, Scot Michelson, Elaine Govern, Sam Iverson, Pedro Lopez, Vega, Jon Jensen, David Lester, Rhonda Siegrist, Fernando Vaquero, Brandon Friedlein, Joanne Tupper, MJ Smith, Lindsay Gaul, Lori Egan, Teri Orr, Nancy Yeldon, Duane Whilhite, Sue Burrack, Terry Rex, Mary Schrandt-Prouty, Angie Tagtow, Liang Wee.

Staff: Ashley Christensen, Ann Mansfield, Teresa Wiemerslage, Kayla Koether, Katie Lay, Lynette Houser, Halesia Johnson, Elizabeth Makarawicz, Maren Stumme-Diers.

After a light meal, Ann Mansfield welcomed the group and gave some background on creating a structure for engagement. Each member received a packet which included the following: bios of staff and council members, annual reports, evaluation reports.

Members introduced themselves with name, organization/community, and answered, "What is the passion that made you agree to make this commitment given everything else you have going on in your life?"

Mansfield invited those present to invitation to be a part of a shared vision for healthier communities. She presented the FFI Purpose, Core Values, Vision & Strategies.

Sitting at tables of 6-8, members and staff entered into small group discussions of the FFI vision. They responded to the situation: If FFI is successful, what will NE Iowa look like? What will people be doing? What will be happening in our communities? Schools?" Responses are at the end of this document.

Mansfield and FFI staff shared an overview of the FFI Community Action Plan and work group descriptions. Council members heard from the following staff/leaders: Core Partners, Ann Mansfield; Youth, Lynette Houser; Schools, Katie Lay; Food System, Teresa Wiemerslage; Active Living – SRTS, Scot Michelson; Early Childhood, Halesia Johnson.

Jon Jensen addressed the group on developing a plan for long term sustainability. He outlined 3 areas that FFI will need to address going forward. He asked for volunteers for ad hoc committees:

- Outreach and Diversity. How do we reach more people with the work of NE Iowa Food & Fitness, especially more vulnerable families and children? Ad Hoc Discussion before February 2013 meeting: Angie Tagtow, Lori Egan, Sam Iverson, Halesia Johnson, Jon Jensen
- Resources and Fiscal Sustainability. How do we find additional revenue and embed "the work" more deeply in existing institutions to continue beyond the W.K. Kellogg Foundation funding? Ad hoc committee: MJ Smith, Liang Wee, Brandon Friedlein, Karla Organist, Teresa Wiemerslage, Jon Jensen, Ann Mansfield
- Regional Leadership Council. How do we evolve our structure to diversify our leadership to include the Regional Leadership Council? No committee members at this time.

The FFI Regional Council will meet quarterly on the following dates: Feb 19, May 21, August 20 and November 19. The Council agreed that the evening time worked best, 6:30-8:30 pm.

The meeting adjourned at 8:35 pm.

Small Group Activity: What will the shared FFI Vision look like?

Theme: Active People

- Walking and biking to work
- Increased trails
- Kids walking and biking to school
- Families outside together
- People outside
- Communities promoting activity opportunities
- Places to go to be physically active
- Towns are safer for walking
- Walking clubs provide support and motivation
- Walkable/bikeable communities
- Choosing active opportunities over sedentary
- Communities with wellness center
- Making the healthy choice the easy choice
- Promote physical activity opportunities that we already have
- More supervised recess time and P.E.

Theme: Vibrant Communities

- More students in school
- Education of city leaders on small business, downtown hubs
- Chance for public health to be effective again
- Empower people to make healthy change
- Educate students and messages will go home to parents
- No overweight kids
- Free range kids
- Reduced safety issues and fears
- Fewer cell phones and electronic gadgets
- No empty houses before or after school

Theme: Increased Access to Local Food

- High tunnels on farms
- Celebrating youth you want to farm instead of steering otherwise
- Access to food with integrity
- Local food in all grocery stores and easy to find
- Provide healthier milk products, local value-added
- Educate families about the possibilities of eating healthy; tasty, nutritious and filling right at home
- Grocery store in Calmar
- Teach families to prepare healthy food
- Address budget for eating well; demonstrate costs of eating well – might be more economical
- More farmers markets; increased participation
- More gardens – working together
- Changing school lunches
- School gardens are really making a difference

Notes by Ann Mansfield