



**Regional Leadership Council  
Meeting Minutes  
August 25, 2014**

The NE Iowa FFI Regional Leadership Council met on August 24, 2014 at the Postville YMCA Community Center at 5:30 pm. Present: Teresa Wiemerslage, MJ Smith, Rhonda Seibert, Angela Gibbs, Mary Koopman, Scot Michelson, Haleisa Johnson, Elaine Govern, Nancy Yeldon, Karla Organist, Barb Schmitz, Joanne Tupper, Laura Liechty, Brandon Friedlein, Jon Jensen, David Lester, Eric Nordschow, Laura Liechty. Duane Willhite, Fernando Vaquero, 2014-15 Youth members (school just starting)

- Agenda Review
- Approval of the RLC Minutes from May 25, 2014. Motion made by Elaine Govern, seconded by Karla Organist. Unanimous approval.

**FFI Community Action Plan – Year 5**

- Evaluation - WKKF Cross site to be submitted August 31, 2014
  - Policy, Systems & Environmental Change; School Food, School Wellness, Producers, Aggregation & Distribution, Active Living & Transportation, Early Childhood Wellness
    - Outcomes, Partnerships, Leverage, Stories
  - Discussion: Question by Scot Michelson re WKKF using the evaluation; examples of WKKF engaging NE Iowa FFI leaders in presentations and other discussions as evidence that they value the evaluation efforts. Jon Jensen & Teresa Wiemerslage commented that we are looking for ways to streamline evaluation and make it more and more meaningful to our local decision making with the development of our own indicators and the integration of the indicators in our community action planning process.
  - “Early” Evaluator highlights:
    - SRTS coalitions in several communities; West Union, Postville, Oelwein, Riceville, Waukon
    - Increase in school purchases of local food is impressive- 40%!
    - Number of students reached by Farm to Preschool is also really impressive- 247 HeadStart students as well as an estimated 420 students at 21 preschools. Having 21 preschools voluntarily chose to implement the program is really exciting.
    - Local food sales and purchases and the number of new food producers/food enterprises are also very compelling.
- **Action Items – Review and Approval**
- FFI Yr. 5 Budget Plan – November 1, 2013 – October 31, 2014
  - Overall Budget = \$ 318,951.00
  - 08.14.14 Balance = \$131,940.41
  - Approval of Expenses to Date:
    - Motion by Nancy Yeldon, seconded by David Lester. Unanimous approval.

**FFI Community Action Plan – Year 6**

- DRAFT CAP - starting Nov. 1, 2014
- FFI Yr. 6 Budget – DRAFT – starting Nov. 1, 2014

## News, Plans for coming Year

- **School Outreach – Jon Jensen/Emily Neal**
  - Outreach Team – 8 Service members!
  - Draft Bios presented to RLC
- School Wellness Action Plan 2014-15:
  - School commitments for service members – placement in schools where there is an active school wellness team this year
    - Full time – Decorah, Oelwein, North Fayette-Valley, Postville, Allamakee, Central
    - Part time – North Winneshiek, Clayton Ridge, Turkey Valley, St. Joes, MFL- (unsure)
- **Food Systems - Teresa Wiemerslage**
  - BUSY with school food orders.
  - Aug 28-29. 6 local farms will be getting GAP certified
  - Sept 9-12: Mabe and Savanna are going to Cherry Capital Foods, Traverse, MI for tours and TA sponsored by the Wallace Center. Hub IT is a special focus.
  - Sept 27: SAVE THE DATE! 2<sup>ND</sup> ANNUAL NE Iowa Farm Crawl is set for Saturday, Sept 27, 1-5 pm.
  - Oct 20-24: Holding for GGAP audit shadow at ALBA, Salinas, CA. Teresa will be attending
  - TBD: Wallace Center is willing to provide TA on business planning and strategy.
- **Active Living- SRTS – Karla Organist/Ashley Christensen**
  - Summer was full of smoothies! The Bike Blender traveled to all 6 county fairs- we served over 1200 smoothies!
  - Ashley will be presenting on the Northeast SRTS program at state-wide and international conferences this fall
    - Pro Walk Pro Bike Pro Place Conference- Pittsburgh in September
    - Iowa Association for Health, Physical Education, Recreation and Dance- Ames in October
  - The SRTS Annual Report was also completed over the summer (Copies to hand out)
    - Discusses how students travel to/from school based on a one-time, 3-day snapshot in spring
    - Percentage of walkers/bikers down- 14% (16% last years; 22% the year before)
      - Many factors can and do impact this...weather, day of the week, school participation, teacher participation, etc.
    - But we know MORE KIDS are walking/biking to school, not less!
      - 19 WSB in 9 communities with over 275 student and 50 adult participants!
    - Other highlights include:
      - A record number of Bike Rodeos- 10 events reaching over 650 students!
      - The involvement of 90 youth leaders in Active Living-SRTS activities- WSB volunteers, Bike Rodeo volunteers, Bike Rack Challenge participants
  - SRTS Plans (individual school plans) update- on hold for now...
  - Trail Counting Update
  - Karla's position – part time Fayette County Economic Development
  - Plans for fall
  - Three Iowa Department of Public Health I-WALK walkability projects coming to NE IA-
    - Partnership with county health departments
    - Community mapping and planning plus building a Walking School Bus program

- Ashley will be facilitating two- New Hampton and Elkader; co-facilitating other- Maynard
- Continued WSB support and expansion for current/new programs
  - West Union, Decorah, Elgin and Clermont, Cresco, Waukon, , Waterville, Oelwein, Riceville
- Begin discussion for NEW WSB programs for spring or next fall
  - Potentials- Clayton Ridge, MFL, Eastern Allamakee and private schools
- SRTS Community Coalitions
  - Support current- West Union, Oelwein, Waukon, Postville
  - Form new- Cresco, Elkader, Maynard, New Hampton
- Spring Bike Rodeo planning
  - Discussions with school admin to incorporate Bike Rodeo into school day this spring
- Family Marathon Program pilot with Winneshiek County Conservation- the “next Safari” program to encourage family to get active outdoors
  - Discussions will begin, planning to pilot program next spring/summer
- Bike Rack Challenge- determine fate...
  - Would need outside sponsors to continue to offer program to schools- ANY IDEAS??
- Partnership with Iowa Bicycle Coalition and INRCOG (Upper Explorerland’s neighboring counterpart in the Waterloo-Cedar Falls area
  - Discussions to bring a regional SRTS program to INRCOG
- Continual funding search to secure Liaison position
  -
- **Early Childhood – Haleisa Johnson**
  - Summer Intern through Luther College – info in Bits

NICC

  - FFI presentation on 8/28 to ECE Curriculum 1 Class, introducing FFI work and the Pledge
  - 9/19-20/14 Haleisa and Dana were selected to present Farm to Preschool at the Iowa AEYC Conference in Des Moines
  - FFI will participate in the Wellness Fair on 9/24
  - Haleisa will participate in the internal Wellness Fair with NICC ECE Dept. on 9/25

AEA

  - Haleisa will be holding preschool teacher trainings this fall with the QPPS sessions
  - EC has 8 more classrooms implementing F2PS with predict impacting over 800 children in NE IA

Head Start

  - FFI Featured in this month’s National F2PS newsletter ‘Taking Roots’
  - Trained 80 staff on 8/21 on F2PS and 5-2-1-0 message for staff wellness
  - F2PS will be included in Early Head Start this year to deepen the work even further
  - GREAT NEWS!! - Wellmark Grant awarded to NEICAC. Haleisa will be managing the grant in conjunction with NEICAC. The focus in to develop a F2PS model in Head Start to replicate including classrooms, teachers and parent engagement
- **Youth Engagement – Laura Liechty**

Discussed Youth Engagement Indicators from 2013-2014

  - Goals to increase to target range and maintain for Years 6 & 7
  - Overview of students’ survey responses (progress they perceive being made)

**News & Plans for this year...**

RYLT

- 1<sup>st</sup> training coming up in October
- Plan to expand youth team's initiatives – teams form committees to expand ideas and school/community outreach

#### Farm to School

- Increasing from 5 à 6 schools (Oelwein returning, with the possibility of 1 other school starting as well)
- Decorah & Oelwein program incorporated into school curriculum

#### FEEST

- 2013-2014 interns presented at State 4-H Youth Conference
- 3 new FEEST interns
- MFL MarMac interested in a team

Number of schools is going from 14 à 15, with the possibility of more developing a team.

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

- Financial Sustainability – Update
  - FFI Direct Fund - Balance = \$19,388.23. Additional \$5K coming from FoodCorps
  - FFI Endowed Fund – Balance = \$8,386.81
  - NICC - \$5,000/year to support Early Childhood for next 3 years (Starting July 1, 2014 budget)
  - Grant submissions – Early Childhood – Haleisa Johnson and NEICAC - HeadStart
    - Wellmark – \$75,000 over 2 years with 1:1 match requirement (FFI funds, NICC, Donations, etc.)
  - CDC “Partnerships to Improve Community Health” – Fully explored opportunity in June, early July – Time frame to prepare a highly collaborative application was very short; want to be positioned for future opportunities like this.
- Equity – Equal opportunity for all citizens, community member participation in planning, decision making to increase access to healthy local food and opportunities for physical activity
  - Focus areas:
    - Parent Engagement, Education – HeadStart parent education, grocery tours, etc.
    - Food Box Delivery pilot – Postville, area communities with limited access
  - Understanding our communities – Handout created by Evaluator – “FFI Master Data Sheet” with demographic data re schools, early childhood, health, income, food access distributed

### **Coordinator Update**

- Collective Impact – long term backbone support (without WKKF in 2 years)
- State and National meetings
  - Pro Walk/Pro Bike/Pro Place in Pittsburgh- September 2014
  - Early Childhood – Fall Educator meeting
  - Convergence Leadership Institute – Oct. 29 & 30
- Dates for future RLC meeting - Quarterly meeting dates. November 24<sup>th</sup>
- Focus for next quarterly meeting;
  - FFI Community Action Plan – New Year 6
  - School Outreach 2014-15 – **Meet** Service Members!
  - Financial Sustainability - Budget, Grants, Community investment
  - RLC members encouraged to provide feedback re meeting topics

Notes by Ann Mansfield