



**Regional Leadership Council Meeting  
December 1, 2014  
NICC Student Center Room 109 - Calmar  
5:30 – 7:30 pm**

The FFI Regional Leadership Council met on December 1, 2014 at 5:30 pm at the NICC Student Center in Calmar. Present: Mary Koopman, MJ Smith, Nancy Yeldon, Duane Whilhite, Rhonda Seibert, Liang Wee, Angela Gibbs, Scot Michelson, Brandon Friedlein, Eric Nordschow, David Lester, Sue Burrack, Karla Organist, Jon Jensen.

Guests: Cici Mueller, Paige Wettach – North Fayette-Valley, Ashley Turk - Allamakee, Megan Woodward - Decorah, Cassie Panther – Central Elkader, Katie Blocker – Turkey Valley & St. Joe’s, Katrina Underwood – North Winneshiek & Clayton Ridge , Molly Schintler - Oelwein

WG Leaders: Haleisa Johnson, Ashley Christensen, Teresa Wiemerslage, Emily Neal, Ann Mansfield  
(Please visit <http://www.iowafoodandfitness.org/site/leaders.html>)

- **Ann reviewed agenda with group**
- Approval RLC Minutes – August 25, 2014 – **Nancy Yelden move to approve the minutes as presented. Mary Koopman seconded and it carried unanimously.**

#### **FFI Community Action Plan – Year 5**

- Year 5 ended Oct. 31, 2014. **FFI is wrapping up year 5 and preparing reports to be submitted to WKKF.**

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

- FFI Yr. 5 Budget Plan – November 1, 2013 – October 31, 2014
  - Overall Budget = \$ 318,951.00
  - 10.31.14 Balance = \$23,495.53 (Carryover)
  - Discussion:  
**Sue Burrack asked how many years left of WKKF funds. Jon replied Oct. 31 of 2016 will be the end of WKKF funds. Discussion then went to Year 6 Budget.**  
**Dr. Wee asked about how much is needed after WKKF funding is done - \$200,000?**  
**Sue Burrack commented on people working in FFI are putting more experience and hours in than is reflected in the budget. She commended them.**
  - **Duane Willhite moved to approve year 6 Budget (11/1/14 to 10/31/15). Sue Burrack seconded and it carried unanimously.**
- FFI Yr. 5 Final Report to WKKF – (Suggestions for change)
  - Narrative draft 11.15.14 – sent out electronically
  - Evaluation draft 11.15.14 – sent out electronically

**Ann reviewed – the following comments about changes were made:**

  - **Ashley Christensen asked to add parents to the Walking School Bus info**
  - **Angela Gibbs asked to change Head Start description to IDEA**
  - **Emily Neal asked to add school garden hours and nutrition education**

- ***Teresa Wiemerslage asked to change the Year 5 Budget to \$200,000 instead of \$300,000***
  - ***CC Mueller talked about the positive comments made regarding NEIFFI at the May WKKF Conference in Detroit, MI***
  - ***Longevity in leadership has helped FFI***

***MJ Smith moved to approve the Year 5 Final report after changes. Scott Michelson seconded and it carried unanimously.***
  
- FFI Community Action Plan – Year 6 – November 1, 2014 – October 31, 2015
  - Final draft distributed electronically 11.20.14

***Mary Koopman moved to approve the Year 6 CAP. Nancy Yelden seconded and it carried unanimously.***
  
- FFI Yr. 6 Budget – Nov. 1, 2014 – Oct. 31, 2015
  - Final draft distributed electronically 11.20.14
  - Total Budget = 247,461.31
    - WKKF Funds Yr. 6 = \$200,000
    - WKKF Funds Yr. 5 Carryover = \$23,495.53
    - FFI Direct Funds = \$23,965.78

***This was already covered earlier in the meeting. Duane W moved to approve year 6 Budget (11/1/14 to 10/31/15). Sue Burrack seconded and it carried unanimously.***
  
- School Outreach – Emily Neal/ Jon Jensen – ***Emily introduced the Service Members and all reported on what they are doing in the communities they serve.***
  - Team – 8 Service members – Welcome & Update in regional schools – Fall 2014
  - Reminder: *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,*
  
- Food Systems - Teresa Wiemerslage
  - ***State wide report on local food in Friday Bits – check it out***
  - ***IFH work – moving to Unionland Market in West Union***
    - ***Ribbon Cutting Open House December 18 – save the date***
    - ***Awarded USDA Grant of \$88,000 to get more local food in grocery stores and non-traditional retailers***
    - ***Food Access Grant for new IFH website***
    - ***Local food sales in schools have already reached the \$33,000 mark compared to the entire year of 2013.***
    - ***\$2,500 in local turkey sales last month to schools***
  - ***Giving Tuesday reminder***
  
- Active Living- SRTS – Ashley Christensen, Karla Organist
  - ***Elkader, Maynard and New Hampton received IDPH grant funds and are designated I Walk Communities***
  - ***SRTS funds through 9/16 – Collaboration with Iowa Bicycle Coalition***
  - ***Bike Rodeos update***

- **4th Annual Bike Rack Challenge Spring 2015 – encourage more schools to participate**
- **Active Living Work Group meeting will be January 9**
  
- Early Childhood – Haleisa Johnson, Rhonda Seibert
  - **Held 6 Head Start Parent Meetings on Nutrition in November – positive feedback from parents and center managers**
  - **Collaborated with NICC CDC and ECE Dept. to write a 2015 Youth Garden Grant App. Will find out in February if awarded**
  - **Worked with AEA in November to train 150 preschool teachers and para professional in Farm to Preschool – gained more classrooms implementing the program**
  - **Working on Wellmark Grant timeline – funds should come in December**
  
- Youth Engagement – Laura Liechty – **CC Mueller reported for Laura**
  - **Feast in 3 communities – Decorah, Postville and West Union. Decorah and Postville have interns**
  - **St Joe’s and MFL Mar Mac Middle School are interested in becoming Feast sites**
  - **RYLT met in Oct at the NICC Dairy Center next meeting is Dec 11**

#### Reports for Regional Leadership Council

- Financial Sustainability – Update
  - FFI Funds at CFGD
    - FFI Direct Fund – Balance (09.30.14) = \$38,138.56
    - FFI Endowed Fund – Balance = \$8,386.81
  - Grant – Early Childhood – Haleisa Johnson = \$75K over 2 years
    - Wellmark – Farm to PreSchool – Develop model for NE Iowa HeadStart
  - USDA Local Food Promotion Grant – Teresa Wiemerslage = \$88K
  - **GIVING TUESDAY** – FFI participation with CFGD
    - **Everyone was asked to consider spreading the word**
  
- Equity – 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.
  - Convergence Leadership Institute – October
    - 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.

#### “Beyond W.K. Kellogg Foundation Funding”

Facilitated small and large group discussion

- **Conversation stayed in large group**
- **Poster displayed history of FFI funds**
- **Discussion on next phase and community transformation**
- **Comments follow:**
  - **Duane – Not in favor of decentralization**

- *Nancy – we need centralization to continue*
- *Scott – Funding – look at local business (Theisen’s in New Hampton)*
- *Duane – I feel we have a brand that is recognized – We are rural Iowa advocates – maybe Farm Bureau would fund*
- *Scott – Corporations will fund schools rather than a group like FFI*
- *Dr. Wee – Corporate partners are asked a lot. We need to justify why – what is the return on investment – put a plan together to make a case for each one – mission, believes – how does it benefit them – moving forward we need to put a strategy together – what do we believe in – core mission*
- *Sue – We need to identify work groups – look at individual work groups to see if they can stand alone*
- *Eric – WKKF looks at higher agenda to make their plan*
- *Teresa – Core partners will embrace this work*
- *Eric - How do we initialize the strategies – reflect- core principles*
- *Emily – We still support schools – ‘here is a resource not a program’ – can schools do it?*
- *Teresa – Training for RCs is included in our funds*
- *Sue – What does Kellogg support? Will they support us again?*
- *Haleisa – There have been many major changes in the WKKF – focus has change*
- *Mary – We need to keep our communities vibrant – I like the idea of finding funding to continue*
- *Ann – Can we be something bigger than WKKF?*
- *Jon – Think ahead – 1) Are there other people who need to be in the discussion? 2) Are there other things we need for this conversations?*

#### **Coordinator Update**

- Communications - Fall Newsletter
- State and National meetings
  - Pro Walk/Pro Bike/Pro Place in Pittsburgh- September
  - Early Childhood – State Educator meeting - October
  - Convergence Leadership Institute – October
  - Food Hub – GGAP and Farm to School site visits – Fall 2014
- Dates for future RLC meeting - Quarterly meeting dates in 2015
  - February 23rd
  - May 26<sup>th</sup> \*\* Tuesday
  - August 24<sup>th</sup>
  - November 30<sup>th</sup>
- Focus for next quarterly meeting in February;
  - **Beyond WKKF Funding**
  - Other

Notes by Haleisa Johnson and Ann Mansfield