



**Regional Leadership Council Meeting - March 31, 2014
(Re-scheduled Quarterly Meeting from February 24th)
Upper Iowa University Student Center
5:30 – 7:30 pm**

Welcome – Meal served – Thank you to our hosts @ Upper Iowa University!

- Brief Introductions - Welcome new members; Barb Schmitz – Oelwein Schools, Kraig Tweed – ISUEO Regional Director and Guests; Rick Edwards, Casey Mai - UERPC
- Council members present: Scot Michelson, Eric Nordschow, Karla Organist, Brandon Friedlein, Sam Iverson, Mary Koopman, Duane Willhite, Sue Burrack, Elaine Govern, Angela Gibbs, David Lester, Barb Schmitz, MJ Smith, Nancy Yeldon,
- Council members absent: Liang Wee, Rhonda Seibert, Fernando Vaquero, Joanne Tupper, Larry Tupper, Jon Jensen (teaching in Malta spring '14)
- FFI Staff present: Teresa Wiemerslage, Lynette Houser, Ashley Christensen, Emily Neal, Haleisa Johnson, Ann Mansfield
- Agenda Review
- Approval RLC Minutes – November 25, 2013
 - Motion for approval made by David Lester, seconded by MJ Smith. Unanimous approval.

FFI Community Action Plan – Year 5 – Mid-year Update

- **Theme: “Why this work matters” and Ongoing Need for Community Engagement** Ann Mansfield provided a brief overview that complimented handouts for RLC members;
 - Review - public health burden of obesity
 - Evidence-based top healthy habits – Focus on physical activity & healthy eating – consistent with FFI focus
 - FFI work – creating community conditions to support healthy choices/habits
 - Role modeling and advocating for changes – Ideas for RLC– Example; Community Walks
 - RLC members encouraged to contact any of the FFI Operation team members with ideas or invitations for community presentations
 - Engaging Parents – Stakeholders – Spring meetings, events – Working to create an FFI presence in many venues
- School Outreach – Emily Neal
 - Overview of Planning for 2014-2015 - Schools supporting RCs – MOAs with schools
 - Emily described the current planning efforts with schools to maintain the FFI school outreach with Resource Contact (RC) - service member (AmeriCorps and FoodCorps). To make the school outreach work sustainable, FFI has asked schools to provide stipend support – up to \$5K for full time service member (total = \$6.5K; FFI will cover the \$1.5K).
 - Response from schools – Most see great value in the RC; ready to support part or full time. Emily has been visiting with regional Superintendents and presented at their March AEA meeting.
 - Community support – FFI received a \$2,000 donation from the Oneota Food Coop to support the FFI school outreach efforts. We have a plan to invite other community members/organizations to join in this support. RLC members asked to invite FFI leaders to present in their community re

communities investing in healthy communities work. Examples; Chamber meetings, Rotary, etc.

- Food Systems – Teresa Wiemerslage
 - Teresa presented a powerpoint - comprehensive update of the Food Hub development over the winter and early spring 2013-14 with description of capacity building, food box pilot experiences (worksites, schools, etc), increasing demand for local food, current planning for cold storage expansion, Allamakee New Beginnings development (Food Hub board), linking these efforts to Farm to School grant from USDA, etc.... with the overall goal of increasing access to local healthy food for children and their families in our region.
 - Handouts supporting her presentation; Map of Food Hub Journey over the last 7-8 years and Food Hub 1 page overview
- Active Living- SRTS – Ashley Christensen, Karla Organist, Casey Mai
 - Karla – provided an update of the trail counting efforts that UERPC is facilitating this spring, summer and fall. RLC members encouraged to participate in these community efforts to understand trail usage and planning needs in our region
 - Ashley – Provided an brief update re the Liaison role and planning activities that focuses on community Engagement, Education and Encouragement for active transportation to and from school. She also invited RLC participation in the upcoming quarterly Active Living Work Group meeting on April 25th.
 - Casey – provided an update of his planning efforts focused on the Engineering and Evaluation aspect of SRTS – community-school plans to make the necessary changes (including infrastructure) to achieve safe routes for children and families to actively transport themselves to and from school. He invited the RLC members to complete a survey that reflects what is being currently collected from parents in the region.
- Youth Engagement – Sam Iverson, Lynette Houser
 - Sam and Lynette described the FEEST experience for the 3 pilot schools over the school year (North Fayette, Postville and Decorah). With support from Cici Mueller (FEEST Coordinator) and Lynette, the 3 regional FEEST Interns (Sam is one) facilitated FEEST meals in their school community. The churches in each community have been great partners. Each school community hosted 4 FEEST meals and made strides in their efforts to build awareness, capacity for advocacy and deepening the work for community change.
- Early Childhood – Haleisa Johnson
 - Haleisa provided an update of the implementation Farm to PreSchool in the NEICAC Head Start classrooms, NICC Early Childhood AD Program and Child Development Center.
 - Haleisa described winter – early spring opportunities for parent engagement – HeadStart grocery store tours, family nights - with a positive response from families
 - Plan - to submit for several grant opportunities to support deepening of efforts to create policy, system and environmental changes in regional Early Childhood settings – submission dates in April and May.

Action Items

- FFI Yr. 5 Budget
 - W.K. Kellogg Funds Year to Date – February 2014
 - Overall Budget = \$ 318,951
 - 02.10.14 Balance = \$288,957

- Motion made by Duane Willhite to approve the budget expenses to date. Seconded by Elaine Govern. Unanimous approval.

Reports for Regional Leadership Council

- Financial Sustainability – Updates
 - End of year letter to stakeholders
 - 2013 Donations
 - FFI Direct Fund - \$8,150 Balance = \$14,363
 - FFI Endowed Fund - \$1,400 Balance = \$7,338
 - Recognition – Newsletter, website, thank you's
- Equity – Community member participation in planning, decision making
 - Focus - Parent Engagement, Education – HeadStart parent education, grocery tours, etc.
- Evaluation
 - March 17th
 - Collective vs. Isolated Impact – Backbone support
 - Indicators – Mid-year review
 - Capacity building – local evaluation; data collection, analysis, impact stories
 - BMI data - schools

Coordinator Update

- StrengthFinders – leadership development for collaborative work – continue to integrate in our work
- Communications - Quarterly Newsletter, Internal Updates
- State and National meetings
 - Iowa Bike Summit and Expo in Des Moines- January 2014 - Ashley
 - Statewide Safe Routes to School Meeting in Des Moines- January 2014 – Ashley
 - Smart Growth – February 2014 – Teresa Wiemerslage
 - Good Food for All – Washington, DC – March 11th - Ann Mansfield
 - National Food Hub Conference – North Carolina - March 26-28 Nick McCann
 - County Supervisor Visits – March – Teresa and Kraig Tweed
 - Regional Food System Working Group meeting, Des Moines – March 14
 - State Local Food Business Development Conference, Ames – April 8
 - National Farm to Cafeteria Conference, Austin, TX – April 14-18
 - Group GAP Inspector training, LaFarge, WI April 22-24
 - WKKF Food and Community meeting – Detroit – May 19-22
 - Pro Walk/Pro Bike/Pro Place in Pittsburgh- September 2014
- Dates for future RLC meeting - Quarterly meeting dates
 - May 27th **, Aug.25th
- Focus for next quarterly meeting;
 - FFI Community Action Plan – Monitor progress – Second Quarter of Year 5
 - School Plan 2014-15
 - Financial Sustainability - Budget, Grants, Community investment
 - Spring Community Engagement (Chambers, Rotary, etc.) - Update
 - Other
- Notes by Ann Mansfield