



Richland FIT coalition meeting minutes

Date: Thursday, December 8th noon to 1:00 pm

Location: Richland County Board Room

Present: Kay Cunningham, Cindy Chicker, Chelsea Wunnicke, Mallory Bender, Tracy Gobin, Kristine Lockwood, Christine Swanson, Marcia Carlson, Mary Nee, Colleen Schroeder, and Fred Jones

- 1. Welcome and partner sharing-**Cindy Chicker, Co-Chair welcomed everyone to the meeting. Encouraged all to share their hopes for Richland County.
- 2. Brief review FIT goals to HWLI Community Teams Program-**

Cindy presented a summary of results developed by a coalition review of goals and strategies conducted over the summer. Strategies were classified as networking, partnership or coalition. Chelsea provided a summary of FIT's participation in the [Healthy WI Leadership Institute](#). She explained that coalition leaders were made aware of the opportunity over the summer. Then, a small group visited with a team in Crawford County who completed the HWLI. This group wanted to get a better idea of the how the program makes an impact in a community. Sheri Scott and Betsy Roesler worked on the application. 8 community members stepped forward with interest. They are: Jarred Burke, Chelsea Wunnicke, Cindy Chicker, Sheri Scott, Robin Cosgrove, Kristine Lockwood, Tracy Gobin (Denise Lins, as time allows), and Mallory Bender. One site visit with UW Partnership Program leadership and one workshop with SW region coalitions has happened so far. Site visits will happen on January 25th and in the Spring. Workshops will happen on March 9th and 10th and in mid-June. Chelsea said that the vision for the HWLI is that it will help to build a stronger, more effective coalition. It is hoped that the Coalition and Steering Committee will be able to better serve Richland County. Cindy presented a workshop outlining the components of a possible Charter. Coalition members will

have the opportunity to review the Charter. HWLI is being offered at no cost with the exception of travel and lodging for the workshops. The first workshop was in Richland Center. Chelsea presented a list of volunteer opportunities. Members were encouraged to contact Betsy if they had an interest in any one of the opportunities.

3. **1:1 Conversations and Outreach** Chelsea explained that during the HWLI workshop, the national expert, Tom Wolff encouraged Richland FIT to work on grassroots activities such as conducting 1:1 conversations with people to strengthen community engagement. HWLI Community Teams Program members will complete 5 conversations by the next site visit on January 25th. Members will be seeking “unlikely suspects” for these conversations. Next HWLI workshop the information from the 1:1’s will be discussed. The question we are asking is, “What does it take to maintain health in Richland County?” A worksheet was distributed explaining the process of conducting a 1:1 conversation.
4. **PE equipment**-Chelsea Wunnicke, Co-Chair, Chelsea explained that one way to make connections with county residents, specifically PE teachers in the county would be to take some of the equipment (dodge balls, footballs, hula hoops and jump ropes) to locations not reached. People volunteered to help with counting the equipment on Thursday, December 15th at 1 pm at HHS. A list showing where equipment was already taken since the WPP funding in 2012 was presented by Chelsea. Mary Nee, Mallory Bender, Colleen Schroeder and Cindy Chicker volunteered to count the equipment. People volunteered to distribute to the following locations:
 - Ithaca and Weston-Mallory Bender
 - Eagle School-Kristine Lockwood
 - Lone Rock-Tracy Gobin
 - Bear Valley-Tracy Gobin
 - Riverdale-Cindy Chicker
 - Mennonite School-Kay Cunningham
 - Yuba-Mallory Bender
 - Lincoln-Chelsea Wunnicke
5. **Update Point of Purchase campaign**-Chelsea Wunnicke, Co-Chair, provided an update on the Point of Purchase campaign. Volunteers have interviewed 29 of the 107 locations in the county. The county map identifying food server and seller locations was shared. Results of the interviews were shared at the Ugly

Sweater Fun Run/Walk and additional data was collected from those who participated in the US. Sheri Scott, WPP Evaluation Consultant will be analyzing. Fred Gables, owner of Gables Restaurant provided his perspective from years in the restaurant business. Puts salads on the menu, then people don't buy. He feels there is more to being healthy than eating salads. Thinks we need to create more awareness around what it takes to be healthy. Customers lead you to believe the healthy items will be popular, but then don't purchase. He is willing to explore totally revamping his menu with all healthy menu items—would like assistance from FIT. Talked of a new fitness center for youth going in downtown—part of Gables' non-profit mission. Will meet with Robin and Chelsea soon to develop a plan for providing technical assistance to Gables. Chelsea briefly described the very preliminary work currently going on with FIT and GRACE. Just at the talking stages right now. One possible plan may be to host an event with the team leaders who have the concessions stands around the county. Chelsea referred to the county map identifying all the food sellers and servers in the county. Mallory offered the idea of a Winter Farmers' Market. Christine has said that Paul has considered that idea, as well. Mallory said we could showcase PoP, CSA's would be there. She said Boscobel has a similar event and it is successful. Christine offered her perspective on why the local Farmers' Market has not grown in popularity. Cindy suggested that city officials may be a good prospects for a 1:1 conversation, especially in light of

6. **2017 Calendar**-Betsy expressed the need for an annual calendar for coalition members and Steering Committee members to plan ahead for meetings. An annual calendar with proposed dates will be posted on the FIT website. Coalition members at the meeting suggested that there be quarterly SC and Coalition meetings.
7. **Other strategy updates:** Mary Nee announced the date of the Garden Expo for the last weekend in March.
8. **Meeting was adjourned by Cindy Chicker at 1:16 pm.**

Next meeting: March 2017. See website for 2017 calendar.