



Wellbeing Advisory Committee
City Hall, Blairs Ferry Conference Room
Wednesday, May 11, 2016
12:00 pm

MINUTES

Committee Members present: Emily Barnard, Steve Dolezal, Kaitlin Emrich, Heather Fleming, Kathy Keane, Shannon Keller, Stephanie Neff, Tim Stiles

Committee Members absent: Jennifer Hougen

Staff Members present: Sandi Fowler, Stephanie Schrader, April Wing

Tim Stiles called the meeting to order at 12:03 p.m.

During public comment, Emily asked if Purpose Workshops at Coe College were still an option. Tim stated he was not sure. Stephanie Schrader thought that was fine, as the Blue Zones Project needs community-led activities to be sustainable.

Heather Fleming moved to approve the minutes. Kaitlin Emrich seconded. There were no objections to the April 20, 2016 meeting minutes. Motion passed.

Updates on the six Blue Zones Project® Cedar Rapids sector community groups were provided. Stephanie Schrader discussed the Engagement, Restaurant and Grocery Committees. The Engagement Committee will meet this month to discuss events where the Blue Zones Project Cedar Rapids can have a presence. The Restaurant Committee did not meet in the past, as the best approach was to work directly with the local restaurants. This sector is tied to the work of the Food Environment Alliance which meets bi-monthly. A gap seems to exist for restaurants; need to ensure they remain engaged. The grocery stores were coordinated by Hy-Vee. A plan to keep Hy-Vee engaged in the future should be implemented based on metric findings.

Sandi Fowler and Stephanie Neff discussed the Community Policy sector. Sandi Fowler discussed several of the City's public works and traffic engineering projects that advance the Blueprint objectives including: traffic calming strategies, bike lanes, and BikeCR. These departments continue to earmark projects that align with the complete streets policy. Stephanie Neff noted the Food Environment Alliance continues to work on urban agriculture strategies and SNAP at farmers markets, among other projects.

Stephanie Neff commented on the work of the schools sector, noting the Cedar Rapids School District has a District Wellness Council and a Health Advisory Committee. She stated progress is being made on all Blueprint items and that a school wellness report card will be compiled.

Kathy Keane discussed the Worksite Committee. She noted the group is developing welcome packets for new worksite members and preparing for a Worksite Summit on June 30. The summit will help organizations interested in becoming designated worksites and offer networking and sustaining opportunities for worksites already designated. The event will be held at Van Meter, Inc. Kathy mentioned the committee struggles with collecting metrics from the worksites.

The Committee identified three subcommittees, based on the Blue Zones Project sectors, and their respective focus areas:

1. Citizen Engagement/Organizations (Steve and Emily)- This subcommittee will center on event volunteerism, marketing/promotions, and public engagement
2. Grocery Stores/Restaurants/Food Policy (Shannon and Tim)
3. Worksites (Kathy and Heather) - This subcommittee will be employee-centered.

Challenges for each sector were discussed; engagement, visibility and sustainability were common themes. Stephanie Schrader will follow up with Jennifer Hougan to verify what subcommittee she would like to join.

Kaitlin Emrich, Sandi Fowler, and Stephanie Neff will staff community policy discussions, particularly those centered on active living and tobacco/nicotine.

Sandi Fowler discussed a potential opportunity for the Blue Zones Project Cedar Rapids to partner with the Med Quarter Regional Medical District (MedQ). This type of collaboration would support the sustainability of the Blue Zones project in Cedar Rapids. Additional meetings will be held to define what this collaboration might look like from a program and staff perspective. Tim Stiles noted the MedQ would be a great ally and encompasses a significant part of the city.

The next Wellbeing Advisory Committee meeting will be Wednesday, June 8 at 12:00 p.m. at City Hall, Blairs Ferry Conference Room. Items that will be discussed include a review of the 2016 Wellbeing Index Report results.

The meeting was adjourned at 1:26 p.m.

Respectfully submitted,
Stephanie Schrader
Wellbeing Intern, City Manager's Office