CEDAR RAPIDS
City of Five Seasons®

Wellbeing Advisory Committee

City Hall, Blairs Ferry Conference Room
Wednesday, June 8, 2016
12:00 pm

MINUTES

Committee Members present: Emily Barnard, Steve Dolezal, Kaitlin Emrich, Heather Fleming, Jennifer Hougen, Kathy Keane, Shannon Keller, Stephanie Neff, Tim Stiles
Committee Members absent:
Staff Members present: Sandi Fowler, Stephanie Schrader, April Wing

Tim Stiles called the meeting to order at 12:01 p.m.

During public comment, Kaitlin Emerich stated ASAC is interested in revisiting the nicotine free parks discussion. There was some discussion and Tim stated this should be a future agenda item. Stephanie Schrader noted Kristy Staker, a dedicated Blue Zones Project® Cedar Rapids volunteer, was a recipient of the Five Seasons Citizenship Award on June 4.

Steve Dolezal moved to approve the minutes. Kathy Keane seconded. There were no objections to the May 11, 2016 meeting minutes. Motion passed.

Shannon Keller provided input on her recent trip to Nashville, where she noted hospitals successfully work with neighborhoods. She also stated Mason City is holding a bike or walk to lunch/dinner event to help promote the Blue Zones Project Approved® restaurants. She felt this event could also be carried out for Cedar Rapids Blue Zone Project Approved restaurants. Stephanie Neff remarked first there should be follow up to ensure the restaurants are remaining true to their pledges. In addition, she stated a defined marketing plan should be outlined so the restaurants see the value of this event. Tim Stiles mentioned using Mason City's marketing plan as a model.

Stephanie Schrader reviewed the 2016 Gallup-Healthways Well-Being Index report for Cedar Rapids. The Wellbeing Index (WBI) uses five elements: Purpose, Social, Financial, Community, and Physical to measure wellbeing. Cedar Rapids overall wellbeing score (61.4 out of 100) is up from 2015, but slightly lower than the national average. She noted Cedar Rapids' biggest strength was the Financial element while Community wellbeing was the largest missed opportunity. Sandi Fowler stated a key to increasing the wellbeing score is driving awareness. Tim Stiles suggested a conversation with GoCR as a future agenda item.

A discussion about using the WBI to guide future actions followed Stephanie Schrader's presentation. Tim Stiles suggested using the WBI results to guide Blueprint/work plan development and focusing on one or two items as a way to be more impactful. Stephanie Neff agreed and stated the committee should be clear on defining goals and why those goals were chosen. Sandi Fowler suggested an engagement focus through all sectors/efforts. Stephanie Neff said engagement is a good tie in to the importance of volunteerism. Emily Barnard noted the Blue Zones Project should try to tie in with the smaller events as a cost effective way to increase exposure.

Stephanie Schrader mentioned upcoming events where Blue Zones Project Cedar Rapids will have a presence: Blue Zones Project Cedar Rapids night at the Kernels on 6/23, a Worksite Summit at Van Meter on 6/30, Chef at the Market on 6/16, 7/21, and 8/18, and a Food Summit at New Bo on 7/30. Wellbeing Advisory members were encouraged to attend these events.

The next Wellbeing Advisory Committee meeting will be a work plan strategy session. Goals for the next meeting are to determine: work plan focus area(s) and a timeline. Stephanie Neff requested members review the section of Blueprint relevant to members' subcommittees in preparation for the next meeting.

The meeting was adjourned at 1:30 p.m.

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