



Wellbeing Advisory Committee

City Hall, Blairs Ferry Training Room

Tuesday, July 19, 2016

12:00 pm

MINUTES

Committee Members present: Steve Dolezal, Kaitlin Emrich, Heather Fleming, Jennifer Hougen, Shannon Keller, Stephanie Neff, Tim Stiles

Committee Members absent: Emily Barnard, Kathy Keane

Staff Members present: Sandi Fowler, Jennifer Pratt, Stephanie Schrader, and April Wing

Tim Stiles called the meeting to order at 12:07 p.m.

Heather Fleming moved to approve the minutes. Shannon Keller seconded. There were no objections to the June 8, 2016 meeting minutes. Motion passed.

Kaitlin Emerich provided an overview of the Worksite Summit held at Van Meter on June 30. Twelve individuals attended and five businesses were represented. She noted businesses found the session helpful and were able to get questions answered on becoming designated.

Jennifer Pratt, City of Cedar Rapids' Community Development Director, facilitated the strategic planning process. She began the session asking committee members to describe their notions of successful outcomes for the next year. The following ideas were generated: Increased public awareness (knowing Blue Zones Project is alive and well); expanded activities beyond downtown – reach into neighborhoods; more environmental changes (in organizations and city infrastructure); clear definition of “healthy community”; trademark initiative; increased Wellbeing Index (WBI) score; and progress toward recertification or alternate initiative.

Jennifer Pratt then asked for the committee's input on possible areas of focus for the upcoming year. Responses included:

- A “Trademark” approach centered on Wellbeing Index (WBI) measures for community (an area where Cedar Rapids scored low in the 2016 results). Shannon Keller suggested an approach used in Albert Lea, MN called “Wind-down Wednesday” which involves community members gathering for food vendors and art. Stephanie Neff noted this is similar to Meet Me at the Market.
- Build credibility through awareness of current initiatives (and those inspired by Blue Zones Project Cedar Rapids)
 - Consider replacing the use of “Blue Zones” with “well-being”, for consistency

Noticing a trend in feedback from the group, Jennifer Pratt asked the committee to expand on the “Trademark” concept. The group discussed the “Trademark” approach as either:

1. An Event – neighborhood spotlight, Fitbit Challenge

2. A Theme – National Night Out, Pop-Up Block Party

Sandi Fowler suggested the Healthiest State Initiative Walk, on October 5, could be the kickoff to whatever approach is chosen. In addition, it was noted volunteer recognition should be part of the focus and partnerships with the media are important. Heather Fleming cautioned the group to consider the level of effort involved in the chosen endeavor. Stephanie Schrader will summarize the discussion findings and send to the committee for review.

The next Wellbeing Advisory Committee meeting will be held in September. Due to the late date of the July meeting, the committee decided to cancel the August meeting. The September agenda will focus on finalizing the work plan.

The meeting was adjourned at 1:51 p.m.

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