



Wellbeing Advisory Committee

Water Administration Building, Steven J. Cook Memorial Conference Room South

Wednesday, January 11, 2017

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 and Stephanie Schrader

Tim Stiles called the meeting to order at 12:02 p.m.

Stephanie Neff moved to approve the minutes. Shannon Keller seconded. There were no objections to the November 9, 2016 meeting minutes. Motion passed.

During public comment, Stephanie Schrader noted the Blue Zones Project[®], Cedar Rapids will be represented at the RoughRider's Mascot Mania night on January 20th. Discounted tickets may be purchased to support the Parks and Rec Department youth programs.

Stephanie Schrader discussed the Blue Zone's Project- Cedar Rapids' table January 18th at the St. Luke's Health and Wellness Fair. Several Wellbeing Advisory Committee members will help staff the table. The Cedar Rapids success story presentation will be shown on a laptop and attendees will be asked to "like" the Cedar Rapids Blue Zones Project Facebook page, encouraged to sign up for a new City newsfeed, and learn about what our community has accomplished and upcoming volunteer opportunities.

Taylor McGurk, from Go Cedar Rapids, attended the meeting to discuss collaboration opportunities. The conversation centered on Restaurant Week, February 22nd -March 5th, with a "Dinner of Champions/Culinary Fair" on March 9th. For the first time, a vegetarian/vegan dish will be one of the four winners. Tim Stiles noted this event is a fairly easy way to leverage the Blue Zones Project image, so the group should participate. The committee discussed sponsoring the winner for the vegetarian/vegan dish, as the other three winners are sponsored by the Beef and Pork Councils. Taylor McGurk suggested a \$1,000 sponsorship, however he acknowledged the cost to make the dish is considerably less, even for meat entrees. Thus, the group felt a \$500 prize would be appropriate. Sandi Fowler and Stephanie Neff will check into a source to fund this prize.

Sandi Fowler stated she and Stephanie Schrader met with the City's Communications division to discuss marketing and branding options for Blue Zones Project/wellbeing initiatives going forward. Stephanie Schrader stated that her discussions with Wellmark revealed the City would have to earn the Healthy Hometown designation, by competing actions. She continued by noting being a Healthy Hometown Founder does not allow us to use the Healthy Hometown logo, as previously thought. Sandi Fowler noted Cedar Rapids is a Healthy Hometown "founder", based on the work completed with the Blue Zones Project. The group agreed to not pursue the Healthy Hometown project designation. Tim Stiles said the goal is to decide what to

call our wellbeing work going forward. The group brainstormed several ideas: Tim Stiles suggested "Healthy CR"; Emily Barnard mentioned utilizing the City's tree logo in conjunction with wellness principles and showed the group how Coe College incorporates wellness in their image; Stephanie Neff stated five values that contribute to quality of life could align with each branch of the City tree; Kaitlin Emrich mentioned a "Live Well Cedar Rapids" theme. Stephanie Neff stated it is desirable to build off brand recognition, possibly incorporating "a certified Blue Zones Community ®" with the City logo. Sandi Fowler and Stephanie Schrader will bring these ideas back to the City's communications team and present ideas to the committee next month.

The next Wellbeing Advisory Committee meeting will be held February 8, 2017.

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

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