

Executive Committee Meeting
Activate Omaha Kids
January 17, 2008
7 – 9 A.M.
Collaborating Center
Minutes

Members Present: Adi Pour, Jennifer White, Mary Balluff, Kerri Peterson and Magda Peck (phone)

Members Not Present: Cristina Fernandez, David Finken, David Filipi, Tom Tonniges, Nancy Nielsen, Jeff Strohmyer, Larry Brown, and Marty Shukert

Staff Present: Mikki Frost and Diane Roberts

1. Welcome and approval of minutes. Since there was not a quorum present, the minutes were not approved.
2. Integration of Plank Strategic Plans – Matrices were presented that provided a visualization of integration of the strategic plans with the ecological model. Another matrix illustrated known community organizations (assets) with the ecological model, which showed gaps, overlaps, current and possible partners and areas that will need additional attention. Questions arose in the discussion if all organizations within the community were represented. It was determined that we will need to add those organizations which are operating in the arenas of physical activity, nutrition and/or physical environment, and add them to the list. Mikki Frost was commended for putting together all of this information in a format that was easily and visually discernable. The matrix(ces) are a work in progress and information can be added (or removed).
3. Leadership of Activate Omaha Kids in the implementation phase.
 - a. Revised Job Description of the Executive Committee – The group discussed the time of service and a one year commitment and agreed that this commitment with the possibility of re-committing each year is a reasonable time frame. With a core group of Executive Committee members, continuity can be assured. It was suggested that two bullet points be added to the responsibilities of the plank chairs – 1) to provide technical expertise and 2) be accountable to the funder(s).
 - b. Revisit current membership of the Executive Committee – Several members of the Executive Committee have already re-committed to serve additional terms. Those members are: Nancy Nielsen, Adi Pour, Kerri Peterson, Jennifer White, Mary Balluff and Magda Peck. Larry Brown has decided to move off the Executive Committee, while remaining a member of the Medical Subcommittee. His service is well appreciated. Current members will be surveyed to find if there is another day and/or time that would be better suited for more members to be able to participate.
 - c. Potential new members – The group agreed that there were two areas that should receive a higher priority, to be included on the Executive Committee, those being: government and schools. The qualities sought in new members

- include: strategic thinking, alignment with the city/government and an ability to enhance the board through leadership and governance. Several individuals were suggested and it was agreed that an attempt would be made to invite a few of them to the Strategic Planning session, scheduled for February 21, 2008. Individual members of the current Executive Committee will approach several of the potential members to provide background information and explain the needs of the group.
- d. Executive Committee's Strategic Plan – It was agreed that the strategic plan as provided was accurate in its goals. The area needing the greatest input would be the building of political will.
4. Preparation for the Strategic Planning session, February 21, 2008.
 - a. What do we want to accomplish? It was agreed that the group wanted to be able to present a business plan to the Executive Committee and to have it polished for the members' reactions. An agenda was suggested with key discussions around membership, action plans, the business plan (as the end product) and the contributions of the "other" planks: evaluation, resources/funding and leadership.
 - b. Do we want a facilitator? The group responded "yes." It was agreed that a facilitator could help keep the group on task and more could be accomplished.
 - c. Pre-work. The group agreed that pre-work could be accomplished by several core members of the Executive Committee working on the matrix (ces). It had been suggested that perhaps the organizational matrix could be overlaid upon the plank matrix providing a more comprehensive picture of what is being done on the Omaha landscape.
 5. Staff reports
 - a. Convergence – Kerri Peterson reported that meetings with Activate Omaha, Activate Omaha Kids, and Healthy Omaha continue. There will be a draft affiliation agreement which will seek to centralize some functions of these groups: marketing, funding, etc.
 - b. Recognition from Activate Omaha Kids – Mikki Frost presented a certificate that was created to honor groups who have found ways to increase physical activity, healthy eating or healthy living. The membership is encouraged to report these activities to the staff. The staff will then seek consensus from the group that a specific group or activity warrants recognition.
 - c. White Paper – The white paper is being written by Dina Maas. The white paper draft was presented to the Social Marketing Plank committee and this plank made some suggestions for revision. It was agreed that Dina should be invited to attend the Strategic Planning session.
 - d. Governor's Conference on Public Service – Mikki Frost reported that this conference is scheduled for March 31 – April 1 and that it is an opportunity for our group to tell our story.
 6. The next meeting is the Strategic Planning session, scheduled for Thursday, February 21 at the Thompson Center on the campus of UNO from 7 a.m. to noon.