



**Mayor's Council on Fitness and Well Being
Promotion and Outreach Subcommittee
Minutes for April 19, 2013 Meeting
Conference Room 3112, Ed Ball Building at 214 N. Hogan St.**

ATTENDANCE:

Mr. Bryan Campbell

Dr. Ellan Duke
Dr. Danielle White
Mr. Joel Lamp
Ms. Michelle Weinbaum

Chair Duval County Medical Society

River Hills Chiropractic Clinic
Development After Sports
Sports and Entertainment, City of Jacksonville
Recorder

Guests:

Mr. Rob Louis
Ms. Sharon Watkins
Ms. Jasmine Williams

Action News Jacksonville
Black Hog Farm
Student

PROCEEDINGS:

I. Welcome

The meeting began at 10:04 am and introductions were made.

II. Discussion- Opening (One MCFWB Member)

Although there was only one MCFWB member present at the start of the meeting, minutes from the time preceding a second member's arrival were taken and follow. Bryan Campbell offered a summary of the Seal Committee plan, gave the overview of the Celebration event and it possibly being done as a health fair, explained the possibilities of a cash sponsorship from Florida Blue and reviewed a potential partnership for the Jacksonville Jaguars to host the event at their facility during a pre-season game in mid-August. Rob Louis said that, if the Jaguars can handle the facility and logistics and manage the event, the MCFWB will just need vendors and the Action News sales Department can assist with that. Bryan Campbell explained that, if Joel Lamps reports that the Jaguars are all in, the date will be firm. Otherwise, there is some flexibility to choose a date. Rob would prefer that the event be held on a weekend and on a

Saturday. Ms. Sharon Watkins joined the group, and Bryan gave a recap and explained that the Mayor had not approved MCFWB to work on making Jacksonville a *Let's Move!* city; MCFWB is only approved to hold the awards ceremony which is a celebration event, not a kick off. Bryan explained that the website has to be a city website, Carmen Rojas's team is working with the city directly to design a page to house the awards, Rob will need to be involved in their logo design and branding and Rob will need to ensure that the city website routes people back to the Action News website.

III. Discussion- Seal (Multiple members present)

Dr. Danielle White entered making the meeting from this point forward a public meeting (others filtered in afterwards). Sharon asked if Carmen's team is designing the seal; Bryan answered that they are designing it to be emblematic of the award, but that the name still has to be chosen because *Let's Move! Jacksonville* was found to suggest to most people that there was a plan to physically pick the city up and move it. Bryan suggested that Carmen should have names ready for May 1st. Dr. White asked if MCFWB should have the city vote on their website for a name to build anticipation. Rob noted that the Jaguar's games would be August 9th and August 24th. Bryan and Dr. Ellan Duke agreed with voting on the name. Bryan noted that having a June launch for the criteria would give the full month of May to vote and reiterated the need to have suggestions in place by the May meeting. Bryan asked if they should allow people to submit their own designs and Dr. White said that would make it too convoluted. Dr. White also mentioned that the new interns were encouraged to engage the support of their peers in the voting. Introductions were made a second time with the larger group.

IV. Discussion- Potential Partnership with Jaguars

Mr. Joel Lamp brought up issues with the schedule; the Jaguars are interested but they need a proposal of what the MCFWB would want them to do at the game. They have an open scrimmage before the season on a date yet to be determined but about a week before the first pre-season game. Others asked about holding it at a pre-season game and Joel explained that the open scrimmage is free and it will be harder to get the same attendance at a pre-season game that individuals have to pay for. Danielle asked how the MCFWB can partner with Play 60. Joel said that he is working on that, and explained that the Jaguars have more control over their open scrimmage than a game in terms of schedule, filming, etc. Danielle and Joel agreed that a partnership would be beneficial for both parties. Bryan asked who would be the ultimate

decision making authority on the Play 60 partnership and Joel said it would be Mr. Lamping after the team, game production, etc. Bryan requested a meeting between himself, Rob Louis, the Action News sales manager, the president of the Jacksonville Chamber of Commerce's Health Council and the Jaguars before May 1st. Joel said this was a possibility and would work on it. Danielle mentioned that the internships are full time internships so the students can attend meetings like this. Bryan reiterated the importance of getting the meeting in the next week and asked what the Jaguars will want or need, and if the Jaguars are more or less than 50% ready to make a final commitment. Joel answered the commitment was at 50%. Rob said that the NFL pushes teams to be involved with this sort of thing, and that August 3rd will be the best day for a scrimmage as most people work Monday through Friday.

V. Discussion- Communications and Branding

Bryan asked if Rob will need a month of profiles going back in time. Rob said that three to four weeks is possible if they can get a videographer assigned. Bryan noted this would cut the submission time down to one month which is not enough time for a four page application with outcomes, statistics, etc. which is something for the Awards Criteria subcommittee to know when they meet next week. Ellan spoke about the broad spectrum of connections and networks the MCFWB individual members bring to the table and their ability to pass things out. Bryan thought a pass-out flier was a great idea. Dr. White explained that the Awards Criteria Subcommittee would be looking at what has worked for other cities and following their models.

VI. Assignments and Deadlines

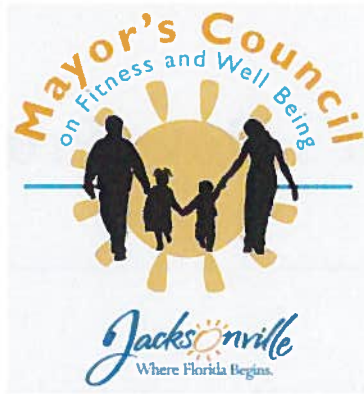
Bryan reviewed that Joel is assigned to set up the meeting and get a final answer from the Jaguars and Bryan will get a connection between branding and Rob and communicate that whatever comes out needs to be complete before May 1st; Bryan will also take this information to the Awards Criteria meeting next week. Bryan will put together a "how to get engaged" flier for those in the business world. Bryan mentioned that it was very difficult to get the Chamber on board, but as things get rolling more people will want to be involved. Ellan suggested a presentation on the search for a name include a generic call for entries at that time. Rob mentioned the CBS and FOX presence on the website. Bryan said he is still meshing the pieces, and as he is responsible for getting all public-private partnerships for the Council, he will need to know what else is missing, for example, a mobile application. Sharon asked about the criteria

for awards from events which were completed in the past and will happen again which won't qualify for the Seal. Bryan explained that the award will address a time period; if something happens between a range of dates it will qualify. Bryan explained that the hope is to create a culture of groups documenting their work for the next event coming up. Ellan asked if MCFWB can award for the last two to five years for the opening event so that, even if a group doesn't have the documentation, they can still apply which will increase submissions. Joel discussed the potential that has to get older movers re-involved. Bryan said a lot of winners will be either little things that the MCFWB was not aware of, but some will be big and Action News may have historical footage on them. Dr. White gave the example of Shakti Life nutrition which does education on healthy foods as a potential award winner. Bryan discussed the concept of the 18 month plan and of the first iteration providing lessons to make the next one better. Bryan asked "how do we make ourselves a corner of One Spark?" addressing health innovations.

VI. Adjournment and next Meeting

Dr. White reminded the group of the Awards Criteria subcommittee meeting next week on Wednesday April 24th. The subcommittee has already looked at aligning the Seal criteria with the mission statement of *Let's Move!* The meeting adjourned at approximately 11:00 am. The next regular meeting of the Mayor's Council on Fitness and Well Being will be held Wednesday, May 1st.

Respectfully submitted by Michelle Weinbaum, Recorder



**Mayor's Council on Fitness and Well Being
Celebration Committee
April 19, 2013
3rd Floor, Ed Ball Building, Conference Room**

Agenda

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| I. Welcome and Introductions | Bryan Campbell, Chair |
| II. Review of Program Summary* | Bryan Campbell |
| III. Update on Jaguars Partnership | Joel Lamp |
| IV. Update on Communication/Branding | Carmen Rojas |
| V. Recommendation on Timing | Committee |
| VI. Assignments and Deadlines | Bryan Campbell |
| VII. New Business | Council |
| VIII. Adjourn | |

***Denotes Attachment**

Directions: The Ed Ball Building is located at the intersection of N. Hogan and E. Adams St. in downtown Jacksonville. You may enter the building either in the middle of the block of E. Adams (approx. 2 blocks W of Main) or mid block of N. Hogan (next to Quizno's). The entrance to the **Ed Ball Parking Garage** is on Monroe Street between the Ed Ball and the Courthouse- this is a one way street. You will exit on N. Julia.

