



**Mayor's Council on Fitness and Well Being
Minutes for January 8, 2014 Meeting
Conference Room 851, 8th Floor, Ed Ball Building, 214 N. Hogan St**

ATTENDANCE:

Mr. Bryan Campbell, Chair

Mr. Joseph Bergman
Mr. Tim Burrows
Ms. Nancy Crain
Dr. Ellan Duke
Ms. Valerie Feinberg, Chair
Ms. Tonisha Gaines
Ms. Alicia Hinte
Dr. Laureen Husband
Mr. Bo McDougal
Mr. Patrick McSweeney
Ms. Bernadette Overstreet
The Honorable Don Redman
Mr. George Sanders
Ms. Shaniqua Simmons
Ms. Jennifer Stein
Dr. Danielle White
Dr. Audrey Wooten
Ms. Michelle Weinbaum, Recorder

Duval County Medical Society

Sports and Entertainment, City of Jacksonville
YMCA of Florida's First Coast
Baptist Health
River Hills Clinic
Downtown Vision, Inc.
Special Events, City of Jacksonville
UF Health of Jacksonville
Duval County Health Department
Jacksonville University
St. John & Partners
Health Planning Council of Northeast Florida
City Council, City of Jacksonville
Florida State College of Jacksonville
Parks and Recreation, City of Jacksonville
St. Vincent's Health
Development After Sports, LLC
Northeast Florida Medical Society
City of Jacksonville

Excused Absences:

Ms. Pat Alexander
Ms. Terri Cicero, Vice Chair
Ms. Charlene Walker

Adult Services, City of Jacksonville
Duval County Public Schools
Employee Services, City of Jacksonville

Guests:

Allan Childers
Karen Coleman
Denise Chaplick

Ethics Compliance and Oversight Office
Baptist Health
Bicycle and Pedestrian Coordinator, City of Jacksonville

Monique Ellis
Cyndia E. Stimp

Florida Department of Health in Duval County
Florida Department of Health in Duval County

PROCEEDINGS:

I. Welcome

Chair, Bryan Campbell, called the meeting to order at 12:35 and introductions were made around the room to include new members and guests. A quorum was established.

II. Minutes

George Sanders motioned to approve the minutes from September 4th, September 23rd, October 2nd and November 6th, Patrick McSweeney seconded the motion and it carried.

III. Ethics Presentation

Bryan introduced guest speaker Carla Miller, Director of the City of Jacksonville Office of Ethics, Compliance and Oversight, who gave a presentation with annual training on ethics. She discussed the Sunshine Law, public meetings, public records, public comments, gifts and other requirements of a government ethics code. The presentation slides are attached to these minutes.

IV. Let's Move Subcommittee

Tonisha Gaines explained that there has not been much information to add to the website; the next deadline for submitting metrics is 1/29/14. She recommends that the Let's Move Subcommittee meet on the week of the 22nd. Bryan asked about an announcement and Tonisha told the group about the press release issued from the Mayor's Office in early December highlighting Jacksonville's designation as a Let's Move City.

V. Direction to Subcommittees

Bryan commended the website launch and data submissions and said the next step is to identify the gaps in what the community has. He would like that to be the topic of discussion in the next Let's Move Subcommittee meeting, and discussed the importance of the process for moving forward.

VI. Seal Subcommittee

Bryan explained that the feedback from members on the initial designs was submitted, and a follow up meeting is needed. Patrick agreed. Feedback is attached to these minutes.

VII. New Business

Bryan discussed the presentation Winnie Holland gave at the last meeting and summarized Clay County Health Department's initiative for weight loss in Northeast Florida for those who were absent. Bryan also

discussed similarity to the awards program and asked for feedback from the group on the MCFWB becoming involved with this initiative. Bryan disclosed that, with his professional role, he will have to be involved whether the MCFWB is or not. Dr. Audrey Wooten asked about where the MCFWB goes from here in partnership. Bryan discussed ongoing planning with the CEO of St. Vincent's in Orange Park and looking for a non-profit organization to lead and manage the program as well as hospitals and insurers to make small contributions for staff and supplies; staff would be needed to pursue grant funding. Bryan explained it is up to the MCFWB on how to participate and then he would propose it to Representative Jones and the Mayor to have a designee from MCFWB to the health departments' planning committee. The MCFWB also needs to consider whether to not do the awards or build the awards into that. Dr. Danielle White and Valerie Feinberg both agreed the program is aligned with the MCFWB. Bryan gave more information on the 1 Million pound challenge in Oklahoma City and explained reporting can be done through a combination of self reporting, group outreach such as with the YMCA and technology (mobile applications, SMS, etc.) The company which designed the website for Oklahoma City provides a customized community website for \$27K and can add other technological functions to the package. Dr. Ellan Duke recommended embracing the program and using it to help announce the Let's Move initiative. Patrick suggested a competition between Council Districts to lose the most weight. Tonisha asked about whether MCFWB support helps expanded the initiative from Clay County into Duval and Bryan explained that the kick off will be in Clay but the goal is to bring in Duval, Nassau, St. Johns, Putnam and Baker counties as well, and he has been discussing the plan with Dr. Wells from the Duval County Health Department. Bryan explained that an action is not required yet and Michelle Weinbaum will request a meeting with Mia or the Mayor for Brian to discuss it with them. Council Member Redman offered the possibility of introducing a resolution promoting the challenge through City Council and the group was appreciative. Dr. Laureen Husband requested that the MCFWB endorse the current legislation seeking to amend the Special Events Ordinance. Tonisha explained that the changes relieve some of the pressures organizations now have to provide certificates of insurance for both their organization and all vendors; if passed, the liability will be passed only to the organizer and the requirement for insurance companies to provide a waiver of subrogation will also be lifted. The revised ordinance will also further define what a special event is. Laureen added that a lot of small organizations have not been able to hold events

because of the current ordinance and there was discussion on whether the group could write a letter in support of the legislation. It was established that there was not sufficient time to draft and approve a letter prior to the vote at City Council. Alicia Hinte asked if CM Redman could verbally provide the MCFWB endorsement at the Council Meeting and CM Redman explained he could if the MCFWB voted on it and it passed. Alicia made a motion to have CM Redman express the MCFWB's support of the legislation, Patrick seconded and it was opened for discussion. Bryan asked if this exactly meets the MCFWB's mission and also if the language was available as most members had not seen the legislation before. There was some discussion of the need for a process for the MCFWB to follow on reviewing policies and legislation. Dr. Ellan Duke explained that the group should vote because, even without knowing the full parameters, it appeared to be in the best interest of the community. CM Redman explained that there had been no opposition in committee. Bryan requested a vote by name and also requested any public comments. Monique Ellis from the Florida Department of Health in Duval County expressed support for the legislation and the opening up for more healthy events. Tonisha added that this is not just for downtown but for any public property or event requiring a street closure. CM Redman reminded the group of how many schools, children's organizations, etc. have events and do fund raising at city parks. Members George Sanders, Jennifer Stein, Shaniqua Simmons, Pat Alexander, Bo McDougal, Ellan Duke, Danielle White, Bryan Campbell, Nancy Crain, Lauren Husband, Joseph Bergman, Audrey Wooten, Valerie Feinberg, Alicia Hinte and Tim Burrows voted in support. CM Redman and Tonisha Gaines abstained. The motion carried.

VIII. Public Comments

No one in the audience requested to make any additional comments.

IX. Adjournment and Next Meeting

The meeting adjourned at 1:37 pm. The next regular meeting of the Mayor's Council on Fitness and Well Being will be held Wednesday, February 5th at 12:30pm in the same location (Conference Room 851 in the Ed Ball Building at 214 N. Hogan St.)

Respectfully submitted by Michelle Weinbaum, Recorder



Mayor's Council on Fitness and Well Being

The next meeting will be held on:

Date: Wednesday, January 8, 2014

Time: 12:30 pm – 2:00 pm

**Location: Ed Ball Building, 8th floor
Conference Room 851**

Please call Michelle Weinbaum at 255-7907 for any questions or concerns.



**Mayor's Council on Fitness and Well Being
January 8, 2014
8th Floor, Ed Ball Building, Conference Room 851**

Agenda

- | | |
|---|--|
| I. Welcome and Introductions | Bryan Campbell, Chair |
| II. Ethics Presentation | Carla Miller, COJ Ethics Coordinator |
| III. Approval of Minutes
Sept 4 th , Sept 23 rd , Oct 2 nd , Nov 6 th | Council |
| IV. Let's Move Update | Tonisha Gaines, Subcommittee Chair |
| V. Mayor's Seal Update | Patrick McSweeney, Subcommittee Chair |
| VI. Direction to Subcommittees | Bryan Campbell, Chair |
| VII. Public Comments | As requested |
| VIII. New Business | Council |
| IX. Adjourn | |

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.

Mayor's Council on Fitness and Well Being

January 8, 2014

Name	Company	Signature
Ms. Pat Alexander	Adult Services, City of Jacksonville	Excused - Medical
Mr. A.J. Beson	Beson4 Media Group	Unexcused
Mr. Joseph Bergman	JEDC Sports and Entertainment, City of Jacksonville	<i>Joseph Bergman</i>
Mr. Tim Burrows	YMCA of Florida's First Coast	<i>Tim Burrows</i>
Mr. Bryan Campbell	Duval County Medical Society	<i>Bryan Campbell</i>
Ms. Terri Cicero	Duval County Public Schools	Excused
Ms. Nancy Crain	Baptist Health	<i>Nancy Crain</i>
Dr. Eillan Duke	River Hills Clinic	<i>Eillan Duke</i>
Ms. Valerie Feinberg	Downtown Vision, Inc.	<i>Valerie Feinberg</i>
Ms. Tonisha Gaines	Special Events, City of Jacksonville	<i>Tonisha Gaines</i>
Ms. Alicia Hinte	UF Health Jacksonville (previously Shands)	<i>Alicia Hinte</i>
Dr. Laureen Husband	Florida Department of Health in Duval County	(Arrived late)
Mr. Bo McDougal	Jacksonville University	<i>Bo McDougal</i>
Mr. Patrick McSweeney	St. John & Partners	<i>Patrick McSweeney</i>
Ms. Bernadette Overstreet	Healthy Planning Council of Northeast Florida	<i>Bernadette Overstreet</i>
The Honorable R. Don Redman	City of Jacksonville - City Council	<i>R. Don Redman</i>
Mr. George Sanders	Florida State College at Jacksonville	<i>George Sanders</i>
Ms. Shaniqua Simmons	Parks and Recreation, City of Jacksonville	<i>Shaniqua Simmons</i>
Ms. Jennifer Jones Stein	St. Vincent's Health	<i>Jennifer Jones Stein</i>
Ms. Charlene Walker	Employee Services, City of Jacksonville	Excused
Ms. Sharon Watkins	Black Hog Farm	Unexcused but notified today
Dr. Danielle White	Development After Sports, LLC	<i>Danielle White</i>
Dr. Audrey Wooten	Northeast Florida Medical Society	<i>Audrey Wooten</i>
Ms. Michelle Weinbaum	City of Jacksonville - Recorder	<i>Michelle Weinbaum</i>
Guests / Visitors:	Guests: ***Please indicate your e-mail address if you want to be added to the e-mail distribution list***	
Allan Childers	Ethics Compliance & Oversight Office (COI)	<i>Allan Childers</i>
Kevin Owens	Duplex	<i>Kevin Owens</i>
Denise Chaplick	JAX City Bikes/vel club	<i>Denise Chaplick</i>
Nomique Ellis	FL Dept of Health in Duval County	<i>Nomique Ellis</i>
Bernadette Overstreet		<i>Bernadette Overstreet</i>
Cyndia Estimp	FL Dept of Health in Duval	<i>Cyndia Estimp</i>

Ethics Training



Training Overview

- 1. Government in the Sunshine Review**
- 2. Public Records Review**
- 3. Conflicts**

Sunshine Law: Review





- ALL Meetings are to be open and accessible to the public

Meet at City Hall or other “public location”

- Reasonable advance notice of the meeting (Staff)
- Written minutes of the meeting (Staff)

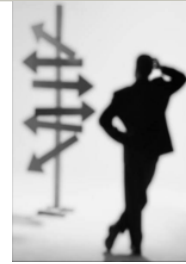
NO OTHER TALKING/EMAILING ON ISSUES!!

Public Records



Every document made OR received in connection with public business is to be made available for inspection & copying

Your “personal” laptop/emails/text messages/facebook



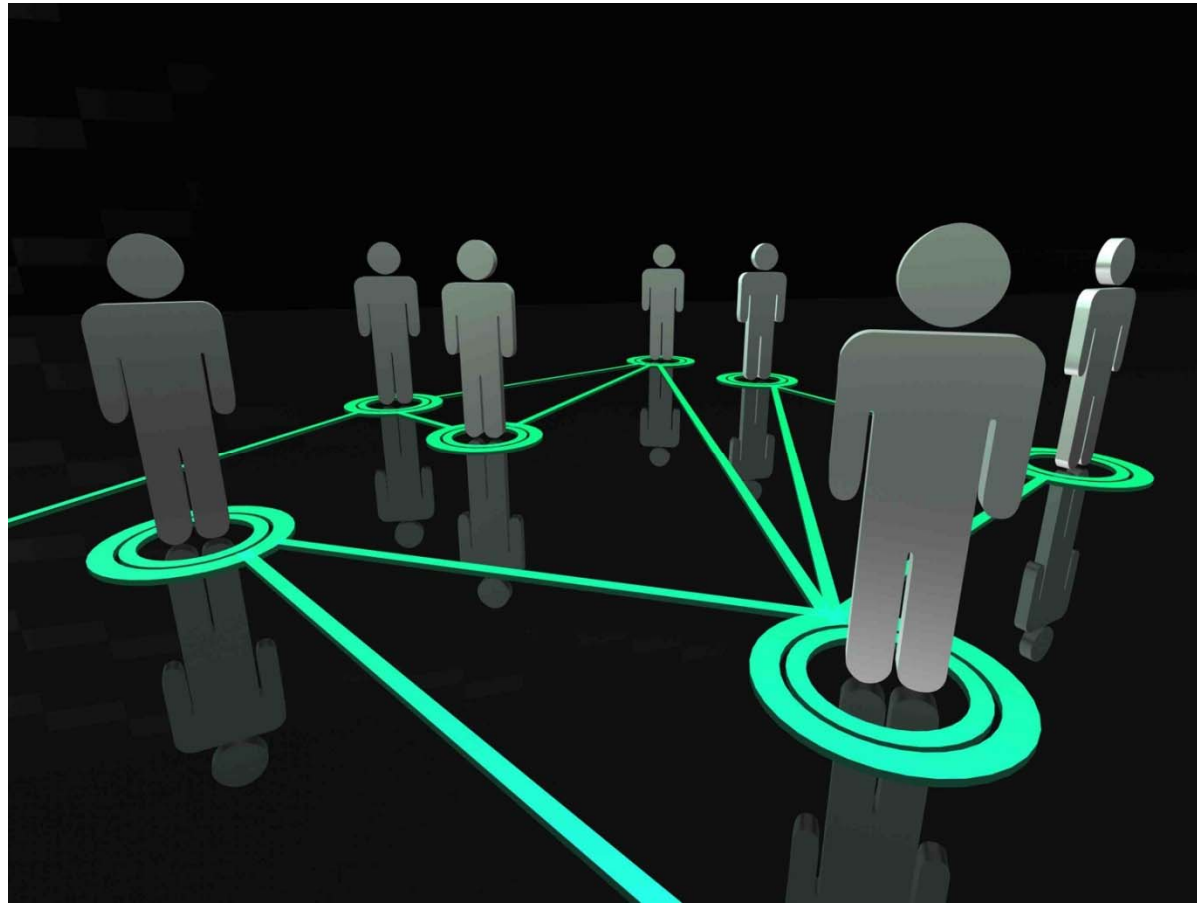
Regardless of what form it comes in,
cave drawing, smoke signal, carrier pigeon, telegram,
handwritten/typed letter, email, text message,
YouTube video, Facebook wall post, etc.,
**if it concerns public business, it is a public
record**

**What matters is the content--what is discussed in
the communication, not the form it comes in.**

Public Comment



CONFLICTS



How to Stay out of Trouble



SPEAK UP

ASK QUESTIONS
BEFORE YOU ACT

DANGER AREAS



1. You might be **In Trouble** if:

You **accept** anything of value over \$100 from someone for you or your family. (GIFT)

Gifts from relatives OK!

2. You might be **In Trouble** if:

You ASK FOR anything of value from someone for you, your family, your business associates or your friends.

3. You might be **In Trouble** if:

you destroy public records
(emails; text messages)

4. You might be **In Trouble** if:

You vote on any matter which might benefit your family or your business associates.

5. You might be **In Trouble** if:

You or your family try to do
business with the City.

6. You might be **In Trouble** if:

You have an employment or contractual relationship with a company doing business with the City.

7. You might be **In Trouble** if:

You use your public position for the personal gain of you, family, friends or business associates.

8. You might be **In Trouble** if:

Your Board doesn't allow public comment before you vote on an issue

9. You might be **In Trouble** if:

You Take a Bribe

“Quid Pro Quo”

**CANNOT ASK OR ACCEPT ANYTHING BASED
ON AN UNDERSTANDING THAT AN OFFICIAL
ACTION WOULD BE INFLUENCED.**

10. You might be **In Trouble** if:

You talk with other board members
outside of a noticed meeting
(A Sunshine law violation)

Thought

Your willingness to learn and abide by the Sunshine & Public Records laws demonstrates your respect for the constitutional rights of the citizens of Jacksonville and their desire to know about their government. It's not always easy, and we know you all work hard to comply with Florida's laws on this.

QUESTIONS



Tim Burrows, Member

My input would be for #1 and #3. They both have minimal color that would save on printing costs, and they also look clean when printed out in black and white. If I had to choose one of the two it would be for #3.

Emily Whritenour, Intern

I like number one and number six.

Barbara Sanchez-Salazar

First choice is number 1

Second choice is number 4

Patrick McSweeney, Member

Numbers 3, 5 and 6 work best. All need to employ vibrant colors rather than the more muted shades.

Bo McDougal, Member

I like 5 the best of the group but not sold on the color combination.

Ellan Duke, Member

I vote for logo #3

Karen Coleman

I like design #3 the best

Alicia Hinte and Charlene Walker, Members

They like number one but with more of the shade of blue found on number seven. Number two is too busy, too compact and too distracting. They like number three but with the blue from number seven. Number four needs more vibrant colors but it makes them think of joy and high spirits. No comments on five and six. On number seven: like the splurge of color for the background. Like the water, blue, the ocean, endless possibilities, open ended. Number eight got: No. No. Don't care for color or design.

Tonisha Gaines

Number 1 and 5