



**Mayor's Council on Fitness and Well Being
Minutes for July 11, 2013 Meeting
1st Floor Training Room, Ed Ball Building, 214 N. Hogan St**

ATTENDANCE:

Ms. Valerie Feinberg, Chair

Ms. Pat Alexander
Mr. Tim Burrows
Mr. Bryan Campbell
Dr. Laureen Husband
Ms. Alicia Hinte
Ms. Sandy Ilog
Mrs. Carmen Rojas
Mr. George Sanders
Ms. Charlene Walker
Dr. Danielle Mincey White
Ms. Michelle Weinbaum

Downtown Vision, Inc.

Adult Services, City of Jacksonville
YMCA of Florida's First Coast (incoming member)
Duval County Medical Society
Duval County Health Department
UF Health of Jacksonville (incoming member)
Special Events, City of Jacksonville
Varsity Personal Training, LLC.
FSCJ
Employee Services, City of Jacksonville
Development After Sports, LLC
Recorder

Guests:

Ms. Emily Whritenour
Mia Jeckel
Alexis Smith

Intern for DCMS, UNF
FSCJ
COJ seasonal employee

PROCEEDINGS:

I. Welcome

Chair Valerie Feinberg called the meeting to order at 12:37 and introductions were made around the room and a quorum was established. Dr. Danielle Mincey White let the group know that she would have interns in the fall who will be able to help the MCFWB. Michelle Weinbaum let the group know that Joel Lamp could not make it to the meeting but wanted to pass on the possibility of the MCFWB doing something with the Orlando basketball game on October 9th. Mr. Bryan Campbell asked if this meant that there was no longer any possibility of partnering with the Jaguars. Michelle said that she didn't have any additional information but did not understand the statement as negating the possibility with the Jaguars but as a

stand-alone possibility. Dr. White let the group know that the PTA will be partnering with Play 60 and suggested the MCFWB partner with the PTA on that.

II. Minutes

Valerie asked if everyone had looked over the minutes; Ms. Carmen Rojas had not had a chance to review them. Bryan moved to approve the minutes from June 5th, June 11th, June 12th and June 26th, Ms. Alicia Hinte seconded the motion and the motion carried.

III. Update from Subcommittees

Valerie asked for updates from subcommittees. Danielle noted that Emily Whritenour finished the revised application on June 20th and sent to all members (enclosed to these minutes as a review). Bryan gave the update on discussions on dissolving the existing four subcommittees and forming two: one for Let's Move and one for the Awards program. The Let's Move subcommittee would be the one to focus on the PTA now and the awards program would focus on the logistics for that. This change will increase the clarity on Let's Move not tying in directly to Let's Move. Valerie agreed this is something to vote on at the next meeting on August 7th. Carmen asked if there was a need to wait until then to make the change. Valerie explained that the committee will need to decide how to supply the data for the person entering it and the organization of the subcommittees. There was some additional discussion on whether or not to wait and Michelle suggested the possibility of making the change in the subcommittees now with interim chairs to have the chairs and membership finalized by vote at the August 7th meeting; Emily can assist in compiling the list of who would like to be assigned to each of the two subcommittees. Bryan moved for Valerie to serve as chair for the Let's Move subcommittee. Michelle asked if there would be a contact for the Awards subcommittee for the next couple of weeks until the vote. Danielle asked about the awards application and the relationship to the Let's Move data and Bryan explained that those two things are separated based on the previous subcommittee discussions. Bryan moved to dissolve the existing four subcommittees and create the two subcommittees with Valerie and himself serving as the interim chairs until the next meeting. Ms. Pat Alexander explained to the group that a member cannot nominate themselves for something per Robert's Rule of Orders. Carmen made the same motion, Mr. George Sanders seconded it and the motion carried. Valerie let the group know that the Let's Move process is starting. Bryan asked about the date for the event and Valerie asked about the lead time needed for the event. Bryan explained that there is

virtually no lead time with the Jaguars vent because the city will take care of more but Joel can probably help with the basketball as well. Valerie pointed out that there is not only lead time for logistics but for the award applications, judging and design as well. Bryan said that the criteria for the application is near complete based on the last draft which Emily sent. Emily asked about setting a deadline for responses back on the application draft. Valerie asked her to send it again with a deadline based on her schedule. Carmen explained that the market testing and brand testing with St. John and Partner's which the MCFWB voted to move forward on would make October 9th highly unlikely. Valerie requested a timeline showing the full design process versus a more streamlined one for the next meeting and an explanation of what the steps are for those unfamiliar with the process. Carmen cautioned that rushing on the design before led to a flawed design and she is concerned that the same situation is being set up again. Valerie asked what Carmen suggests moving forward and Carmen answered that she advises the MCFWB to say "no" to the October 9th event due to insufficient time. Danielle suggested that work on the awards can continue and the kickoff can be later than October 9th, but the basketball game is an opportunity to reach the families and partner with the city to brand the MCFWB and to move the city along in the process for Let's Move. Carmen suggested making the event on the 9th a time to highlight Let's Move and preparation for that will be faster because of the established branding and there can be a potential for the Awards Subcommittee to collaborate and use the event as a time to encourage applications. Danielle and Alicia agreed with using the event to capitalize on the available marketing. Danielle will also use her 36 students to help with the event. Valerie asked Carmen if this would be realistic for the schedule and Carmen said it can be useful as an announcement of the awards. Valerie asked which subcommittee this event would fall under and Bryan explained that this would be a Let's Move event. Valerie requested the schedule up until October 9th and Carmen cautioned against trying to impose a deadline on St. John and Partners because they are a volunteer and the MCFWB needs must fit into their schedule and existing deadlines. Bryan explained that October is not really feasible but December is especially considering that Patrick McSweeney now has a date to be confirmed as a MCFWB member which makes him more available to work on it. Carmen asked if procurement would still need a letter from St. John and Partner's explaining what they would like to contribute if Patrick will become a member and Michelle answered that it can't hurt since he is not a member yet. Bryan moved to work with the city to promote the Orlando game and partner

as Let's Move event, Carmen seconded the motion and it carried. Valerie asked for an update from the nominating subcommittee. Bryan explained that Terri was not sure of the process as there was no formalized process for voting and the group developed a slate of officers for vote (as reflected in the minutes) and suggested developing a formal process to be used next year to determine when and how nominations occur. Valerie asked about by-law provisions for next year and would like the full MCFWB to agree with the revision process which may be a task for the next Chair. Valerie asked who was on the official slate. Michelle explained that the options for voting will be anyone who is eligible and not restricted to only those recommended by the nominating subcommittee and asked about how voting took place last year and whether the chair and vice chair were voted upon iteratively or concurrently. The group responded that both were voted for at the same time. Dr. Husband recused herself from the vice chair position due to her work responsibilities and time commitments. She later clarified that she is able to serve as an Executive Committee member. Valerie asked for the nominating subcommittee to clarify the list of recommendations with Michelle.

IV. New Business

Danielle let the group know that she will be pitching next week at CoWork Jax. Carmen explained a free fitness program Winn Dixie is sponsoring to reduced slip and fall injuries in the elderly that involves 30 sessions with a nutritionist and trainer on Wednesdays, Thursdays and Fridays at the Oceanway Masonic lodge. Valerie let the group know that Downtown Vision is working on the Fitness in the Park program. Laureen let the group know that the Childhood Obesity Prevention Coalition will have speakers tomorrow. Valerie reminded the group of their role to influence policy and gave an example of her personal interest in the tobacco free parks initiative which received funding several years ago but they cannot enforce the signs they posted because state law makes them unenforceable. Alicia asked if anyone in the country enforces tobacco free parks and is successful and agreed that they have trouble with not being able to enforce employees not smoking on sidewalks patients have to walk through and Carmen asked about the beaches trying to enforce this. Valerie said Starbucks has stopped smoking within a certain number of feet of their entrance. Valerie explained this is an example of an issue that MCFWB members can bring forward.

V. Public Comment

None.

VI. Adjournment and next Meeting

The meeting adjourned at 1:44 pm. The next regular meeting of the Mayor's Council on Fitness and Well Being will be held Wednesday, August 7th. Carmen let Valerie know that she would need to resign from the MCFWB due to an upcoming military move.

Respectfully submitted by Michelle Weinbaum, Recorder

Weinbaum, Michelle

From: Emily Whritenour <intern@dcmsonline.org>
Sent: Thursday, June 20, 2013 3:26 PM
To: Weinbaum, Michelle
Subject: Re: FW: Application Criteria and Application for The Mayors Council on Fitness and Well Being Award

Thank you!

On Thu, Jun 20, 2013 at 2:17 PM, Weinbaum, Michelle <MWeinbaum@coj.net> wrote:

All,

Please see the information below. Please send your responses directly (without replying "all") to Emily at intern@dcmsonline.org and copy me for record keeping purposes at mweinbaum@coj.net.

Thank you!
Michelle

From: Emily Whritenour [mailto:intern@dcmsonline.org]
Sent: Thursday, June 20, 2013 1:32 PM
To: Weinbaum, Michelle
Subject: Application Criteria and Application for The Mayors Council on Fitness and Well Being Award

Hello Michelle,

I met with Thomas yesterday and discussed some of the revisions he received from the council.

I have revised/revamped the Application and the Award Criteria document.

For the Application:

There will be 10 general organization questions in "yes or no" format

5 short paragraph

4 "yes or no" per category

A section below the category questions in which the organizations can defend/elaborate on their yes or no responses

Will you please forward to the council for their review and revisions?

Thank you!

Emily Whritenour

The Mayors Council on Fitness and Well-Being Award Application
2013



General Information

Name of Organization	
Date	
Website	
Category Applying for	

General Contact Information

Contact Name	
Office Phone	
Cell Phone	
Email Address	

General Organization Information

CEO/Founder	
Year Founded	
Number of Employees	
Market Served	
Industry	
Global Scale	
Local Contribution	
Local Committee Board Members	
Profit or Non-Profit	

Basic Organization Questions

1. In the last 3-5 years, has your organization/program provided informational sessions delivering healthy living tips to the community?

YES	
NO	

2. Does your organization/program provide print materials/literature for participants to take home?

YES	
NO	

3. Does your organization/program provide contact information with free consultation or follow-up advice?

YES	
NO	

4. Does your organization/program encourage participants to utilize this contact information for future needs?

YES	
NO	

5. Does your organization/program have a website with online resources?

YES	
NO	

6. Does your organization/program have measurable objectives tracking impact results? (Participation, retention, and overall results)

YES	
NO	

7. Does your organization/program provide an individualized baseline assessment and follow-up assessment?

YES	
NO	

8. Does your organization/program have an interagency collaboration within the community?

YES	
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NO	
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9. Does your organization/program reach high-risk populations in the community?

YES	
NO	

10. Does your organization have effective marketing techniques and processes in tact to reach your desired population?

YES	
NO	

Short Answer

1. Provide a summary on why your organization is applying for the Mayors Council on Fitness and Well-Being?
2. What category and why does it fit into a certain category? (50 Words Maximum)
3. In the last 3-5 years, briefly describe what measurements your organization put in place to help Jacksonville become a healthier city? (50 Words Maximum).
4. Please define what the foreseeable future for your organization is? What do you hope to accomplish? (50 Words Maximum).
5. How do you feel your organization/program can change the health and well-being of the community for a sustainable future? (50 Words Maximum).

Category Application Questions

Fitness Education, Nutrition Education, Family Health, Access to Healthy Food, Access to Healthy Activity

Fitness Education

1. In the past 5 years has your organization/program implemented programs/activities which educate on proper fitness techniques in order to increase the activity levels in the Jacksonville community?

YES	
NO	

2. In the past 5 years, has your organization/program utilized a fitness education program/activity which show positive results in the participants health levels?

YES	
NO	

3. Does your organization/program have partnerships that are focused on teaching school children proper physical fitness activities?

YES	
NO	

4. Does your organization/program offer individualized fitness education programs for varying levels of physical need?

YES	
NO	

Please provide a brief summary explanation of your answers above (500 word maximum)

Nutrition Education

1. Does your organization/program provide nutrition education to the community?

YES	
NO	

2. Does your organization/program currently offer any healthy food options to its members? Please check the box.

YES	
NO	

3. In the last 3-5 years has My Plate contributed to your organizations food sources?

YES	
NO	

4. In the last 3-5 years has your organization fulfilled it's dietary needs, with sources of information?

YES	
NO	

Please provide a brief summary explanation of your answers above (500 word maximum)

Family Health

1. In the last 3-5 years, has your organization/program provided proper education to parents/guardians on proper dieting?

YES	
NO	

2. In the last 3-5 years, has your organization/program provided proper education to parents/guardians on fitness activities?

YES	
NO	

3. Does your organization increase proper fitness for the whole family?

YES	
NO	

4. Does your organization increase fitness in the school system?

YES	
NO	

Please provide a brief summary explanation of your answers above (500 word maximum)

Access to Healthy Foods

1. In the last 3-5 years, has your organization/program provided healthy food to families that cannot afford it in the community?

YES	
NO	

2. Does your organization/program provide healthy food opportunities to Food Deserts in the community?

YES	
NO	

3. Does your organization/program currently offer any healthy food options to its members?

YES	
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NO	
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4. Does your program/organization participate in community gardens or farmers markets?

YES	
NO	

Please provide a brief summary explanation of your answers above (500 word maximum)

Access to Healthy Activity

1. Does your organization help to create public spaces for play and fitness activities?

YES	
NO	

2. Does your organization create these spaces in locations where there is a lack of physical fitness opportunities?

YES	
NO	

3. Does your program offer scholarships to sports programs or fitness facilities?

YES	
NO	

4. Does your organization/program offer voluntary trainers to provide fitness sessions to high-risk (for obesity, diabetes, hyper-tension) populations?

YES	
NO	

Please provide a brief summary explanation of your answers above (500 word maximum)

Objectives for The Mayors Council on Fitness and Well-Being Award Application Criteria



Objective: To create a “Gold Standard” awards program to spotlight the 20 best programs in the community that focus on the improvement of the fitness and wellbeing of Jacksonville residents.

Success is based on an organizations willingness to commit to the five goals of *The Mayors Council on Fitness and Well-Being Award*. Each of these goals are based, fundamentally, on the criteria set forth in the Let’s Move initiative; however, *The Mayors Council on Fitness and Well-Being Award* is expanding on the *Let’s Move* criteria and taking into consideration programs that impact the entire community, from birth to 100 years old and beyond.

Integrated Goals:

Goal 1: Fitness Education

Goal 2: Nutrition Education

Goal 3: Family Health

Goal 4: Access to Healthy Food

Goal 5: Access to Healthy Activity

Awardee Categories:

Organizations apply according to these categories:

Fitness Education

Nutrition Education

Family Health

Access to Healthy Foods

Access to Healthy Activity

Within each of the five categories, four awards will be given. Each award will have the same criteria, but the winners will be separated into categories based on the applicant’s type.

1. **Large Business (50+ employees)**
2. **Small Business (<50 employees)**
3. **Large non-profit entity (50+ employees)**
4. **Small non-profit entity (<50 employees)**

Awards Summary

AWARD/Category	Large Business	Small Business	Large Non-Profit	Small Non-Profit
Fitness Education	Yes	Yes	Yes	Yes
Nutrition Education	Yes	Yes	Yes	Yes
Family Health	Yes	Yes	Yes	Yes
Access to Healthy Food	Yes	Yes	Yes	Yes
Access to Healthy Activity	Yes	Yes	Yes	Yes

***The program or activity to be submitted must have taken place in Jacksonville between September 1, 2012 and August 31, 2013. National programs may be considered, but only activities and measurable results from Duval County in the allowed time frame will be considered for the purposes of this award.**

The 5 Goal Levels Based Upon Each Group: Fitness Education, Nutrition Education, Family Health, Access to Healthy Food, and Access to Healthy Activity.

Goal 1: Fitness Education

To achieve this goal the winner's will show they have created and implemented programs which educate and provide fitness education to Jacksonville's population. Examples include, but are not limited to, organizations teaching proper fitness techniques in order to increase the activity levels while preventing injury. By promoting health and fitness for the community, organizations have the opportunity to instill a healthy mindset from any age, thus creating an overall healthier community.

The winners of the Fitness Education award will demonstrate excellence in delivering education regarding the well-being benefits of physical activity and fitness and will be able to demonstrate outcomes measurements that show their efforts have been successful in changing behavior. Educational programs may be for any age group or demographic.

Let's Move Bonus: Programs which advance the goals of the National Let's Move initiative will receive a small bonus in the scoring and review process. In order to receive this bonus, the program must demonstrate that in addition to having the measurable outcomes in behavior, they have the following components:

- Your organization has an active interagency collaboration with two or more early care and education programs (ECE) in order to help make improvements in the care that these programs
- Your organization holds one community event per month that engage in collaborating and providing technical assistance for ECE providers to sign up for LM Child Care.
- Your organization has integrated the five goals of LM Child Care into at least one professional development-training program offered annually to ECE providers.

Goal 2: Nutrition Education

To achieve this goal organizations are required to provide food and nutrition education to citizens in various ways: by utilizing various communication channels, e.g. public events, conventions and lectures, and programs able to inform the general public on what it means to eat healthy (Special emphasis on Jacksonville's food deserts).

The winners of the Nutrition Education award will demonstrate excellence in delivering education regarding the wellbeing benefits of healthy eating and nutrition will be able to demonstrate outcomes measurements that show their efforts have been successful in changing behavior. Educational programs may be for any age group or demographic.

Let's Move Bonus: Programs which advance the goals of the National Let's Move initiative will receive a small bonus in the scoring and review process. In order to receive this bonus, the program must demonstrate that in addition to having the measurable outcomes in behavior, they have the following components:

- Your organization is registered be a MyPlate Community Partner and all-organization operated venues that serve food prominently displayed by MyPlate.
- The organization has an active website that provides *MyPlate* guidelines and a list of food venues that display the *MyPlate* guidelines.
- 100% of an organizations food, whether, it be a cafeteria or a vending machine should be *MyPlate* approved and a healthier option.

Goal 3: Family Health

To achieve this goal requires programs instructing students and families on what it means to be healthy and active. Guidelines for physical activity and access to healthy eating alternatives within the school system can be generated through this initiative. Families should take an active approach in their child's well-being; therefore, programs educating parents and guardians on the importance of physical fitness healthy eating habits can be found under this goal.

The winners of the Family Health award will demonstrate excellence in improving health of families. Improving family health can come in many forms, including education, financial support, training or intervention. The winner in this category will be able to demonstrate outcomes measurements that show their efforts have been successful in changing behavior for families.

Let's Move Bonus: Programs which advance the goals of the National Let's Move initiative will receive a small bonus in the scoring and review process. In order to receive this bonus, the program must demonstrate that in addition to having the measurable outcomes in behavior, they have the following components:

- Increased participation in schools can be achieved through the School Breakfast Program (SBP) and the National School Lunch Program (NSLP); where local elected officials

commit to increased participation in providing healthier food in schools.

Goal 4: Access to Healthy Food

To achieve this goal requires a hands on approach for providing healthy and economical eating alternatives to the community. Providing fresh and healthy meals will assist in eliminating Jacksonville's many food deserts. Educating citizens on how to cook and eat well is the basis for this initiative. Additionally, programs that provide access to healthy foods in food desert areas will qualify for this award.

The winners of the Access to Healthy Food award will demonstrate excellence in providing access to healthy food to people of all ages. Winners will be able to demonstrate outcomes measurements that show that their efforts have been successful in providing healthy food to people who did not have access previously. Winning programs will also demonstrate sustainability and positive health outcomes.

Let's Move Bonus: Programs which advance the goals of the National Let's Move initiative will receive a small bonus in the scoring and review process. In order to receive this bonus, the program must demonstrate that in addition to having the measurable outcomes in behavior, they have the following components:

- The organization hosts community events at least once a month providing families information on how to make healthy meals at home.
- A food vendor has 70% compliance as a member of MyPlate and is aligned with the DGA and all food vending in organization is considered healthy alternative to vending products for food vending in schools, business centers, hotels, college/universities, as outlined by H.U.M.A.N (Helping Unite Mankind and Nutrition).
- Program must target one of the five "Food Deserts" designated in Jacksonville.

Goal 5: Access to Healthy Activity

To achieve this goal programs must address the lack of physical fitness and fitness education in our community. Providing fitness activity in areas where there are high rates of obesity and preventative disease and retaining and acquiring participation is crucial.

The winners will be able to demonstrate outcomes measurements that show that their efforts have been successful in providing healthy activity to people who did not have access previously. Examples include, but are not limited to, creating of public play spaces, scholarships to sports programs or access to fitness facilities. Winning programs will also demonstrate sustainability and positive health outcomes.

Let's Move Bonus: Programs which advance the goals of the National Let's Move initiative will receive a small bonus in the scoring and review process. In order to receive this bonus, the program must demonstrate that in addition to having the measurable outcomes in behavior, they have the following components:

- The organization hosts community events at least once month providing families with information on proper fitness techniques.
- Organization sets aside 60 minutes per day for healthy fitness activity for participants.

DEPARTMENT OF PARKS AND RECREATION



July 16, 2013

MEMORANDUM

TO: All Department Permanent Employees

FROM: Kelley Boree, Director
Parks and Recreation Department

SUBJECT: Live Pay Checks

With last year’s budget reductions, it has been decided that effective August 16, 2013, live pay checks for the Parks and Recreation Department permanent personnel will no longer be delivered to or be available for pick-up by employees. The pay checks will be placed in the mail and sent to the employee’s residence. Therefore, it’s your responsibility to make sure your address is correct for mailing purposes.

Employees may want to consider signing up for direct deposit of their pay check.

Employee Acknowledgment Date

Witness signature Date

cc: Dan Rieves, Manager of Personnel Services
Tracey Bolton, HR Business Partner
Jackie Edwards, Administrative Services Manager
Claire Stine, Parks Finance Manager
Tera Meeks, Chief