



Mayor's Council on Fitness and Well Being

The next meeting will be held on:

Date: Wednesday, October 2, 2013

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
October 2, 2013
8th Floor, Ed Ball Building, Conference Room 851**

Agenda

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|---|-----------------------------------|
| I. Welcome and Introductions | Bryan Campbell, Chair |
| II. Approval of Minutes
September 4th, 23rd | Council |
| III. Discussion | Bryan Campbell, Chair |
| IV. Meeting Procedures | Terri Cicero, Vice Chair |
| V. MCFWB Vacancies | Bryan Campbell, Chair |
| VI. Committee Membership
<i>(Purpose is to update list of leadership and members of each committee)</i> | Michelle Weinbaum, Council |
| VII. Let's Move Update | Bryan Campbell |
| VIII. Mayor's Seal Update | Bryan Campbell, Chair |
| IX. Public Comments | As requested |
| X. New Business | Council |
| XI. 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
Minutes for October 2, 2013 Meeting
Conference Room 851, 8th Floor, Ed Ball Building, 214 N. Hogan St**

ATTENDANCE:

Mr. Bryan Campbell, Chair
Ms. Terri Cicero, Vice Chair

Ms. Pat Alexander
Mr. Tim Burrows
Dr. Ellan Duke
Ms. Tonisha Gaines
Dr. Laureen Husband
Mr. Bo McDougal
Mr. Patrick McSweeney
Ms. Jennifer Stein
Ms. Charlene Walker
Dr. Danielle White
Dr. Audrey Wooten

Duval County Medical Society
Duval County Public Schools
Adult Services, City of Jacksonville
YMCA of Florida's First Coast
River Hills Clinic
Special Events, City of Jacksonville
Duval County Health Department
Jacksonville University
St. John & Partners
St. Vincent's Health
Employee Services, City of Jacksonville
Development After Sports, LLC
Northeast Florida Medical Society

Ms. Michelle Weinbaum, Recorder
Ms. Emily Whritenour

City of Jacksonville
Intern, UNF

Excused Absences:

Mr. AJ Beson
Ms. Kelley Boree
Ms. Nancy Crain
Ms. Valerie Feinberg, Chair
Ms. Alicia Hinte
Mr. Joel Lamp
Mr. George Sanders

Beson4 Media Group
Parks and Recreation, City of Jacksonville
Baptist Health
Downtown Vision, Inc.
UF Health of Jacksonville
Sports and Entertainment, City of Jacksonville
Florida State College of Jacksonville

Guests: None.

PROCEEDINGS:

I. Welcome

Chair Bryan Campbell called the meeting to order at 12:31. Bryan discussed the importance of everyone's time and let the group know that the meetings will start at 12:30 and end at 1:30. The group introduced themselves including their purpose for serving on the MCFWB.

II. Minutes

Minutes could not be approved at this meeting because a quorum was not present. Ms. Jennifer Stein requested a brief update on past meetings which Bryan gave and highlighted the Awards group chaired by Mr. Patrick McSweeney and the Let's Move group co-chaired by Ms. Valerie Feinberg and Ms. Tonisha Gaines.

III. Procedures

Vice Chair Terri Cicero discussed meeting procedures highlighting the need to ensure that meetings are fair and orderly and everyone has an opportunity to be heard. Procedures include being mindful of the agenda, being prepared for meetings, gaining recognition from the Chair and speaking to the Chair and being mindful of representing the city and creating a respectful environment. There will be some learning as the group goes regarding making motions and amendments, etc. and following procedures will be a team effort. Bryan requested a one page sheet on the procedures and added that once someone has had a chance to voice an opinion on a specific point, everyone else will have an opportunity to speak before going back to the same person a second time.

IV. Vacancies

Bryan led a discussion of the vacancies on the MCFWB. He is working on filling the Chamber of Commerce vacancy. The group discussed appropriate groups to engage for the vacancies for large employers and suggestions included the Jaguars, the Health Planning Council, Winn Dixie, Publix, Second Harvest, 1st Place Sports, REI, Black Creek Outfitters, Florida Blue, NAS Jax, Prudential, Aetna, etc. The group discussed these options and the Chair and designees will reach out to some to encourage them to submit an application. Vacancies will be filled as they become available.

V. Attendance

Bryan reminded the group that absences are addressed in the by-laws and the recorder will send a reminder to all those absent after each meeting to remind them of their attendance record(s).

VI. Subcommittee Membership

Membership was established as follows:

Let's Move		Awards	
Chair	Tonisha Gaines	Chair	Patrick McSweeney
Chair	Valerie Feinberg		Bryan Campbell
Goal 1	Pat Alexander		Bo McDougal
Goal 1	Dr. Audrey Wooten		Jennifer Stein
Goal 2	Dr. Husband		Emily Whritenour
Goal 3	Terri Cicero		
Goal 3	Dr. Husband		
Goal 4	Dr. Ellan Duke		
Goal 5	Charlene Walker		
Goal 5	Tim Burrows		
TBD	Dr. White		

VII. Subcommittee Updates

The Chair requested an update from the sections of the Let's Move subcommittee so that Tonisha can put a timeline together for completion. Tonisha discussed the previous meeting with Pat Alexander and Dr. Wooten regarding Goal I and reminded the group that the application is about identifying and documenting what is already being done and reminded the group of the specific survey included in the September 23rd minutes. Dr. Wooten explained the request for a letter inviting partners to become involved. Bryan asked if the partners had been identified and Dr. Wooten explained it would be JCC and the Early Learning Coalition for Goal 1. Bryan requested the group draft a letter and Dr. Husband agreed with Tonisha's recommendation for it to be a joint letter from Bryan and the Mayor. There was some discussion of how to work on items within the open meeting law. For Goal 3, Terri said the data is available for the breakfast and lunch programs. For Goal 4, Dr. Duke said she had been gathering the information on people contributing to this goal and can forward it. For Goal 5, Tim discussed the meeting he had with JaxParks intern Alyssa Bourgoyne and her progress on mapping the county play spaces and, primarily, making it much easier for the public to search and find what they are looking for. The expectation is that this will be complete by mid-November or December and there is a possibility to show additional information such as MyPlate being taught at schools. Terri discussed the "map a mile" feature to show walkable areas near schools. Bryan thanked all for the comments. Tonisha said that completing the survey is the first step; medals are awarded monthly. She also explained that promotion to the community and partnerships are important and asked about moving along with the website being built. Bryan said he appreciates all the effort Ms. Carmen Rojas put into the website but is not sure it is in the MCFWB's best interest to have someone who no longer lives in the area managing the site: this should be done through the city. Pat

suggested that the design and functionality be donated to the city if no one is opposed. Bryan also let the group know that the seal is on hold and Mr. AJ Beson plans to give pro bono efforts to have a design completed and approved by the end of the calendar year starting with some things for the group to look at next month. The question was raised again about how to communicate data to Tonisha; the answer was to give completed surveys to Tonisha and, if a discussion is needed, to work with the recorder to schedule a public meeting. Members will copy the recorder on e-mail transmissions so that the public record is maintained in one account for ease in researching records.

VIII. Public Comment

None.

IX. New Business

None.

X. Closing

TBD.

XI. Adjournment and Next Meeting

The meeting adjourned at 1:28 pm. The next regular meeting of the Mayor's Council on Fitness and Well Being will be held Wednesday, November 6th.

Respectfully submitted by Michelle Weinbaum, Recorder