



**Mayor's Council on Fitness and Well Being
Executive Committee
Minutes for November 19, 2012 Meeting
Teleconference on City Ten Port**

ATTENDANCE:

Ms. Valerie Feinberg, Chair, Excused
Dr. Edward Shahady, Vice Chair

Ms. Barbara Sanchez-Salazar
Dr. Ellan Duke
Mr. Bryan Campbell
Ms. Michelle Weinbaum

Health Planning Council of Northeast Florida
Health Local ADA Medical and Diabetes Master
Clinician Program
Fowler White Boggs P.A.
River Hills Chiropractic and Wellness Center
Duval County Medical Society
Recorder

PROCEEDINGS:

I. Welcome

Vice Chair Dr. Shahady called the meeting to order at 10:01 am and identified those present.

II. Discussion of By Laws

Barbara Sanchez-Salazar led a discussion of the changes to be made to each section of the draft by-laws; all decisions will be represented in the draft attached. The draft will be up for discussion at the next Council meeting and Barbara will pull out the sections requiring a change to the Executive Order for preparation of that request.

III. Discussion of Seal

Dr. Shahady reiterated Chair Valerie Feinberg's concerns over whether the Council should be tweaking the current seal laws and Bryan Campbell explained that the Council wants the seal to be the golden standard of fitness and well-being in the City and it has not been so for the previous recipients; the proposal will offer a way to establish the seal as the golden standard. Dr. Shahady noted that many

aspects of the plan require City support; the Council will have to approve the plan with the understanding that there are those requirements for the Mayor's office to fulfill.

Elements of the discussion follow.

- Bryan Campbell reiterated that the Council will need a partnership with the Chamber of Commerce in order to access Media through them, get promotion and publicity/advertising at no cost to the Council, and to reach the Chamber's full audience;
- Bryan discussed the challenge of staffing and noted that the Mayor will need to be in full support and participate in and attend activities; the Council needs answers from the Mayor's Office on what they will allocate for this such as a website for the event and submissions, and the use of the Parks and Recreation Department to set up the event. Bryan will volunteer to coordinate the media partnerships on behalf of the City;
- If the Mayor does not support this type of event, the Seal subcommittee will have to reevaluate the direction to take and determine what the Mayor will support;
- Barbara Sanchez-Salazar offered some historical context that the Council had been dissuaded from planning events in the past and told to focus strictly on informing policy. The Council will have to determine how the Mayoral administration's focus has or has not shifted since then;
- Barbara Sanchez-Salazar noted that the Parks and Recreation Department might not be the right Department to fund the event; the Mayor's office might be more appropriate to staff and fund the event;
- Bryan and Barbara discussed the inclusion of a partnership with physicians to better reach the target audience of "individuals" similar to using the Chamber to reach businesses; the Duval County Medical Society as well as Healthy Planning Council and Healthy Jacksonville may be brought on as partner(s) in this proposal;
- Dr. Ellan Duke offered that the proposal as it stands is a significant commitment and might scare off the audience because of that. It can be written to explain that there will be a week-long event for the first few years to be dramatic enough to gain attention and spark interest, but the event can potentially be scaled back to a more manageable scale after that such as a presentation at the annual Council meeting in lieu of week-long festivities.

IV. Adjournment and next meeting

The meeting adjourned at 10:38 am. Each subcommittee will present recommendations to the full Council at the next Council meeting on December 5, 2012.

Respectfully submitted by Michelle Weinbaum, Recorder