



**Mayor's Council on Fitness and Well Being
Million Pound Challenge Discussion
Minutes for February 25, 2015 Meeting
Conference Room, 4th Floor, Ed Ball Building, 214 N. Hogan St**

ATTENDANCE:

Ms. Pat Alexander

Mr. Brian Campbell, Chairman

Mr. George Davis

Dr. Laureen Husband

Representative Mia Jones

Mr. Keith Meyerl

Mr. Mark Owens

Ms. Charlene Walker

Dr. Audrey Wooten

Ms. Wendy L Jones, Recorder

Adult Services, COJ

Duval County Medical Society

COJ, Military & Veterans Affairs

Florida Dept. of Health

COJ, Director of Boards & Commissions

COJ, Parks, Recreation & Community Services

Sofitco

Employee Services, City of Jacksonville

Northeast Florida Medical Society

City of Jacksonville

Guests:

Ms. Ashley Smith-Juarez

PROCEEDINGS:

I. Welcome

The Meeting was called to order at 12:40 p.m. by Chairman, Bryan Campbell.

Bryan Campbell welcomed everyone to the meeting and presented a one piece of paper overview of the Million Pound Challenge by Ashley Smith Juarez. There is a fiscal note of \$150 thousand, which includes \$40 thousand for website and app and \$80 thousand for a 20 hour week, contracted employee. Which one to use as a central plan, what we need to add to this to make it a presentable plan?

Is there a reason that everything was done under the Duval County Medical Society? Mainly because of the Sunshine law which it would come under if it was under the Mayor's Council. Also if it was under the Council the funds would become public funds and would be under the guidelines of the City Funding. The Million Pound Challenge was created under the 501(3)(c). The understanding is that the Challenge would

start under the DCMS Foundation and then once funding was secured then the branding would then go under the Million Pound Challenge Logo along with the stakeholders logos. We need the stakeholders to come together. It is suggested that a box be added on the side of the back page where all the supporting stakeholder's logos would be added.

1. Use Ashley's version with box for endorsing Stakeholders in a sidebar.
2. We need to have the Mayor's Council instead of DCMS Foundation.

When presenting this information what are we asking for: What is the maximum level that we need to ask for from a sponsor - 50 thousand and the least amount to be 5 thousand? If looking for 1 title sponsor then their brand would be on everything the Challenge sends out. There could be area sponsors or event sponsors. Discussion continued about conflict that may happen if 1 company in a medical field would be the title sponsor and then no other company would participate. The idea is to have all the hospitals and other companies involved so that it is a shared Community project.

Ashley Smith Juarez and Dr. Laureen Husband will work on putting together a development package.

The Million Pound Challenge needs to be a co-branded so that the participating sponsors can be included in the logo such as DCPS Million Pound Challenge, etc.

Representative Mia Jones joined the meeting. She had just come from a meeting with Michelle Leak, Mayo Clinic, who attended the last Council meeting and met with Mia asking how they can work together to make this an initiative that so the group can work together. The Challenge and Let's Move initiative are opportunity that the hospitals can partner together with the Council to see what programs that they have in place that will support the programs.

If they could see what is coming out of the Program then they would be more willing to come on board. Opportunities in the groups represented on the Council to report the weight loss of their programs in the past 3 months to support this initiative to make the base of the program. Report it under the Million Pound Challenge so we may not have a large amount be we would then have something to start presenting to the financial backers.

There was discussion regarding meeting with COJ ITD division regarding putting together a website for the Million Pound Challenge.

What does the Council need to start up the Challenge, identify the actual pieces? Are there parts that Council representatives can assist with?

Committee would like to ask the YMCA to give a presentation at the next meeting about their My30 program.

Summary: Work on amending one page document which will be a supplement to the main document. Change the document to read Mayor's Council instead of DCMS. Ashley SJ and Dr. Husband will work on development level by next week's meeting. Continue with discussion as to whether we take the updated information out right now or whether we have the ability to move forward with some sort of implement of the steps so we can achieve an attainable momentum before actually going out and presenting the information. We need to look at the low hanging fruit as to opportunities that we can use to make the case, especially from the board. Ask Tim from the Y to come and present the MY30 program for 10 minutes.

Ashley Smith Juarez will work on a logic model before the next Council meeting. Mark Owens will reach out to Universities and Professors about providing graphic design that would be willing to provide art work for the Challenge.

VI. Adjournment and Next Meeting

At 1:45 p.m. Chairman Bryan Campbell adjourned the meeting. The next regular meeting of the Mayor's Council on Fitness and Well Being will be held Wednesday, March 4, 2015 at 12:30pm in Conference Room 851 in the Ed Ball Building at 214 N. Hogan St.

Respectfully submitted by Wendy L. Jones, Recorder