



**Mayor's Council on Fitness and Well Being
Minutes for September 3, 2014 Meeting
Conference Room 851, 8th Floor, Ed Ball Building, 214 N. Hogan St**

ATTENDANCE:

Mr. Bryan Campbell, Chair

Mr. Tim Burrows

Ms. Terri Cicero, Vice Chair

Ms. Karen Coleman

Ms. Nancy Crain

Ms. Alicia Hinte

Dr. Laureen Husband

Ms. Michelle Jeckel

Mr. Christopher Lalla

Mr. Jim Mackie

Mr. Keith Meyerl

The Honorable Don Redman

Dr. Chris Robertson

Mr. Glenn Sebold

Ms. Jennifer Jones Stein

Ms. Charlene Walker

Dr. Audrey Wooten

Ms. Wendy L Jones, Recorder

Duval County Medical Society

YMCA of Florida's First Coast

Duval County Public Schools

Baptist Health

Baptist Health

UF Health of Jacksonville

Florida Department of Health in Duval County

Florida State College at Jacksonville

Retired, US Navy

Athletic Training & Sports Medicine Services

COJ, Parks, Recreation & Community Services

City Council

Jacksonville University

American Association of Clinical Endocrinologist

St Vincent's Health

Employee Services, City of Jacksonville

Northeast Florida Medical Society

City of Jacksonville

Guests:

Patti Harris

Crowley Maritime

PROCEEDINGS:

I. Welcome

Chair, Bryan Campbell, called the meeting to order at 12:33 p.m. and a quorum was present at this time.

Bryan Campbell expressed a warm welcome to the new members of the Council: Mr. Christopher Lalla, Mr. Jim Mackie, Mrs. Michelle Jeckel, Dr. Chris Robertson and Mr. Glenn Sebold. Mr. Keith Meyerl is now the representative for Parks, Recreation and Community Services. The Chairman also expressed the appreciation of the Council to Wendy Jones who is now acting as Recorder for the Council and handling

correspondence. At this point the Chairman had everyone introduce themselves and tell why they were serving on the Council as we have a number of new members at the meeting.

II. Approval of Minutes

Once this was completed Bryan Campbell presented the minutes from the June 4, 2014 Council Meeting, July 7, 2014 Nominating Committee meeting, and the August 6, 2014 Council meeting for approval. Dr. Ellan Duke made the motion that they be accepted with Dr. Audrey Wooten giving the 2nd. Chairman called for any corrections. Recorder Wendy Jones noted that Ms. Nancy Crain gave the update from Baptist Health in the August 6th minutes. The minutes were approved by the Council with this minor change.

III. Strategic Planning Committee Report

Chairman Bryan Campbell presented the Minutes from the Strategic Planning Committee from August 27, 2014 meeting. The Committee gives the motion and 2nd and the floor opened for discussion. The Planning Committee used the GOST technique (Goals, Objectives, Strategies, Tactics) when they were brainstorming to come up with the goals to present. Chairman presented the minutes from the meeting and reviewed them with the Council. Dr. Ellan stated that we want to make a measurable impact so that we can say we are getting there. Ms. Crain it is a really important part of the plan that we be able to measure and report the goals. She stated that we need to have two (2) task forces, one for the Lets Move challenge and the Million Pound challenge so that we can make sure the our progress can be measured and accounted for. The Chairman accepted this as a friendly amendment to the minutes. Ms. Wooten wanted clarification on Strategy 2 (b) – about promoting business sales/incentives. This is where the Council partners with local businesses to offer incentives for individuals who are participating in the Million Pound Challenge such as offering a free month at a gym if they join the Million Pound challenge. Dr. Ellan said that we could use these as an “Atta Boy!” After a discussion it was decided the on Strategy 4 we add that we partner with the Alliance for a Health Generation. Laureen Husband wanted to know how we will include Children 0 to 5 in the goals and the Chairman stated that we will give that to the Task Forces to find ways to include all ages.

Patti Harris asked about the Council's definition of a healthy choice – we are not setting a definition of healthy so that it does not prohibit a group from partnering with the Council. We are using the standard

set by the Surgeon General of Florida. The standards are: 1/ set a goal, 2/ get up and move, 3/eat fresh and Council will tag on eat local.

Duval County is 47 out of 67 in the County Health Ratings. St Johns County is 1 and Clay is 7th. Council wants to reach out to the entire County and help bring up the County's rating.

Chairman made the following notations as changes to the Strategic Plan presented by the Committee:

1 b – Monitor or promote city policies and to make appropriate suggestions regarding public wellness.

1 c - Help impact the assessment of policy and hopefully partner with Jacksonville University.

2 e – Creation of a Million Pound Challenge task force

3 b - Wanted to also add consider other appropriate sponsorships.

4 c - Partner with Alliance for a Healthy Generation.

Chairman brought the discussion to an end and the Council voted and approved the Strategic plan as amended.

Sheets were passed around to have membership sign up for the 2 different task forces to be formed. The following signed up under the Let's Move Task Force: Christopher Lalla, Chris Robertson, Dr. Ellan Duke, Laureen Husband, Terri Cicero, Bryan Campbell, and Keith Meyerl. Under the Million Pound Challenge Task Force: Charlene Walker, Glenn Sebold, Alicia Hinte, Audrey Wooten, Nancy Crain, Bryan Campbell, Terri Cicero, Jennifer Stein, Tim Burrows, and Pattie Harris.

IV. Nominating Committee

Nominating Committee – presents that the Same Executive Committee is presented with one change of having Dr. Duke instead of Dr. Danielle White is moving and cannot serve. This was moved and seconded, with 30 days now passing the motion is on the floor for discussion. There was no discussion so the Council voted and approved the slate of the Executive Committee.

V. Public Comments

There were no public comments.

VI. New Business

There was no new business at this time.

VII. Adjournment and Next Meeting

The meeting adjourned at 1:34 pm. The next regular meeting of the Mayor's Council on Fitness and Well Being will be held Wednesday, October 1, 2014 at 12:30pm in Conference Room 851 in the Ed Ball Building at 214 N. Hogan St.

Respectfully submitted by Wendy L. Jones, Recorder