

Mayor's Council on Fitness and Well Being
Minutes for December 6, 2017 Meeting
Conference Room 459, 4th Floor, Ed Ball Building, 214 N. Hogan St



ATTENDANCE: [QUORUM OF 7 NOT ACHIEVED]

| Name of Council Member | Company / Affiliation | Attended? |
|--|--|-----------|
| Joseph Bergman | COJ, OED Sports and Entertainment | Yes |
| CM Aaron Bowman / CM Scott Wilson | COJ, City Council VP [or designated representative] | No |
| Tim Burrows [CHAIR] | YMCA of Florida's First Coast | Yes |
| Bryan Campbell | Duval County Medical Society | No |
| Ms. Nancy Crain | Baptist Health | Yes |
| Ms. Heather Crowley (Albritton) | Duval County School Board | Yes |
| Dr. Johnny Gaffney | COJ Council Rep, Boards & Commissions Liaison | Yes |
| Dr. Heather Hausenblas [VICE CHAIR] | Jacksonville University | No |
| Ms. Alicia Hinte | UF Health Jacksonville (previously Shands) | Yes |
| <i>Ms. Robin Mantz</i> | <i>City of Jacksonville – Recorder (Non-voting)</i> | No |
| Mark Owens | American Heart Association | No |
| Ms. La'Dora Taylor | Parks, Recreation & Community Svcs (<i>Delegate of Director</i>) | Yes |
| Dr. Christina Wilson | Florida Department of Health in Duval County | No |
| Guests | | |
| Ms. Tammy Chaney | DCMS Foundation | |
| Ms. Jackie Culver | Marathon High | |
| Ms. Carrence Bass | Making Strides for Autism, Inc. | |
| Ms. Genevieve Day | Timucuan Parks Foundation | |
| Dr. Ellan Duke | River Hills Clinic | |
| Ms. Billie Jean Fryer | Family Foundations | |
| Ms. Veronica Glover | Sister Hermana Foundation, Inc. | |
| Ms. Valeria Gonzalez-Kerr | Jacksonville University | |
| Ms. Jennifer Martin | US Preventative Medicine | |
| Mr. Don Redman | Former Council Member | |
| Mr. Vince Robinson | COJ Public Affairs / Journey to One | |
| Mr. Mark Smilek | SoFitco | |
| Ms. Erica Whitfield | Family Foundations | |
| 10 College Students (JU Assignment) | Jacksonville University | |

Mayor's Council on Fitness and Well Being
Minutes for December 6, 2017 Meeting
Conference Room 459, 4th Floor, Ed Ball Building, 214 N. Hogan St

PROCEEDINGS:

I. Welcome

The Meeting was called to order at 12:35PM by Chair, Tim Burrows. Quorum of [7] members was not achieved by attendance, which leaves September and October 2017 draft minutes pending approval. [*Minutes approved at the May 2018 MCFWB meeting – 1st motion: Jillian Loritz & 2nd motion: Joey Bergman*]

II. 904 Mission One Million [904M1M] Update

Tammy Chaney of 904 Mission One Million to give an update on 904M1M (Mission One Million) saying that there are 4,517 registered users who have lost 79,339 pounds to date. Tammy Chaney asked that MCFWB members send her information on events and partnerships so she can network them with the 904M1M initiative.

III. Family Foundations

Guest speaker Erica Whitfield, M.A., LMHC and Billy Jean Fryer, Clinical Counselor of *Family Foundations* presented information on their organization, which provides low-to-no cost mental healthcare for families and in schools, which is the only resource of its kind in the 32244 and 32210 zip codes. *Family Foundations'* mission is to get 1,000 people out of poverty in 1,000 days. They also offer children's counseling for issues such as grief and ADHD. They also teach *Parent University / Parent Power* for parents, relatives and caregivers which include methods for reducing stress.

<https://www.familyfoundations.org> or by email ewhitfield@familyfoundations.org

IV. Council Nomination Process

Tim Burrows mentioned that Chair nominations are due in September and asked that everyone be prepared to submit nominations and vote during the August meeting, as the Council doesn't meet in July.

V. Public Comments / New Business

Mayor's Council on Fitness and Well Being
Minutes for December 6, 2017 Meeting
Conference Room 459, 4th Floor, Ed Ball Building, 214 N. Hogan St

A question was asked about how to share and incentivize the 904M1M program. Bryan Campbell stated that funding is the main issue and that it would take \$1.5MM - \$2.5MM for a public awareness campaign. There is a public perception that Oklahoma City is the only effort that has been successful although Jacksonville has lost more pounds than other city efforts. Bryan estimates that a good website would cost no less than \$100K and an accompanying app would be \$50K, which includes database management and HIPPA compliance. Bryan Campbell reiterated that every pound counts in the effort and asked that everyone please sign up.

VI. Adjournment and Next Meeting

At 2:15PM Chair Tim Burrows adjourned the meeting with a motion by Bryan Campbell and a 2nd motion by Nancy Crain. The next regular meeting of the Mayor's Council on Fitness and Well Being will be held Wednesday, August 2, 2017 at 12:30pm in Conference Room 851 in the Ed Ball Building at 214 N. Hogan St.

Respectfully submitted by Robin Mantz, Recorder