



**Mayor's Council on Fitness and Well Being
Meeting of Subcommittee Chairs
Minutes for April 26, 2013 Meeting
Conference Room 3112, Ed Ball Building at 214 N. Hogan St.**

ATTENDANCE:

Chair, Valerie Feinberg
Chair, Dr. Danielle White
Mr. Bryan Campbell
Ms. Carmen Rojas

Ms. Michelle Weinbaum

Health Planning Council of Northeast Florida
Development After Sports
Chair Duval County Medical Society
Varsity Sports

Recorder

Guests:

None.

PROCEEDINGS:

I. Welcome

The meeting began at 10:05.

II. Clarification of Role of Council

Chair, Valerie Feinberg noted that there had been some good conversations about *Let's Move* data and partnerships to support the city's effort. She requested updates to understand what has been going on within all of the subcommittees and asking for feedback on the chart's utility (the chart from the April 3rd meeting). Bryan explained that the proposal that the MCFWB had submitted to Mia, and what he submitted to the Mayor, was a seal program to support the city moving towards *Let's Move*, but not to make the city *Let's Move*. Bryan stated that Carmen (Rojas) and Joel (Lamp) had thought the MCFWB was trying to make the city a *Let's Move* city and that the awards program was a side project as part of it. Bryan does not believe the MCFWB was asked to or received approval for making Jacksonville a *Let's Move* city. Valerie explained that, initially, the MCFWB started with looking at revamping the awards and

aligning them with *Let's Move*, but the Mayor and Mia, with Laureen (Husband)'s help are moving to get a *Let's Move* designation. The kick off would be announcing that the city will move forward in pursuing *Let's Move* status which is why there had been discussions of website development, partnerships and promotion and outreach to feed the information needed into the MCFWB. Bryan noted that that was never discussed before the last meeting. He said that the MCFWB has taken a good direction on the awards, which supports *Let's Move*, but they barely have the capacity for the awards and can't focus on both at the same time. Dr. White said that, in time, the MCFWB can create a process for organizations to get the seal while setting the city up for *Let's Move*. Valerie informed the group that, with the Mayor's approval, the city has been signed up for the Official Designation process, and the MCFWB will develop an action plan to conduct data collection over a period of time. Bryan agreed that this won't be done once, so the MCFWB needs to create a system. Valerie explained that the chart may need to depict more clearly that the MCFWB will be concerned with more than just children. Bryan emphasized the tie in to the Jaguars presents a tight timeline if the event happens on the first Thursday, Friday or Saturday of August. Also, Joel cannot meet with the Jaguars until next Friday, after the full MCFWB meeting. Bryan suggested bumping the meeting by one week and Michelle Weinbaum, recorder, explained that, by Executive Order, the MCFWB needs to maintain their monthly meeting but can add another. Valerie suggested using the next meeting to discuss where resources were still needed. Bryan let the group know that the intern is working in his office. Dr. Danielle White gave an overview of her Admin for Physical Education class which she is designing to have all graded activities focused on supporting the Award process.

III. Event and Promotion

Valerie discussed the website for the MCFWB and how it must be aligned to *Let's Move*, and discussed the need to choose a name for an e-mail address. Michelle let the group know that a work request had already been submitted but could be cancelled; it was determined to continue with the request. Bryan reviewed that Action News Jax wants to make the event a Health Fair. Valerie asked if it would be called a Health Fair and Bryan said it would not be called that, but reiterated why they hated the name *Let's Move Jacksonville*. Valerie asked if there were alternatives, and Bryan reviewed that Carmen's PR team is working on web access and they have a URL for the Mayor's Office. Carmen stated that she has sent all of her questions about what the MCFWB can and can't do to Pam Roman. Valerie asked to be copied on

all correspondence between Carmen and Pam, and Michelle explained that this would constitute two MCFWB members discussing their Council business outside of public, noticed meetings. Valerie requested that Carmen send the correspondence to Michelle and Michelle send it to Valerie and Michelle explained the prohibition on using a city employee as a go-between. Several members expressed frustration with balancing adherence to the Sunshine laws and making quick progress. Bryan reminded the group that Carmen's team will be getting logos so that the MCFWB can pick the top three or so at the meeting on May 1st and send the top options out through all communication channels. Carmen suggested allowing voting by text as done on American Idol and on voting at the community meetings. Bryan specified that the name, logo, and launch award criteria will need to be publicized and that the Chamber of Commerce can help with that. Valerie suggested using Community First Saturdays to further publicize the information. Carmen let the group know that she had been attempting to contact Rob Louis of Action News Jax but had not yet been successful in getting a response and Bryan suggested she call the news line. Valerie asked if the MCFWB needs funds from grants or other sources. Bryan said that, while he had been tasked with managing public-private partnerships, everything thus far has been voluntary. He did expect funds would be needed for PRI to manage the event because screens and speakers would be needed. Valerie asked who the Parks Department uses, and Michelle replied that there is some organic equipment but that it depends on the size and what is needed. Bryan responded that the MCFWB will not know for sure what is needed until the location is determined. Valerie asked to discuss food vendors and the need to be cautious that vendors are representing the MCFWB goals and, for example, not offering food fried in oil or sugary drinks. Carmen asked if Action News will be selling other sponsorships and Valerie asked about how involved WJCT is. Bryan explained that Action News Jax has media exclusivity. Valerie asked if she can go on Melissa Ross to promote the event and Bryan said that she could. Valerie would also like to involve the Downtown Investment Authority and JCCI; Bryan said that he does not have any contact with JCCI. Valerie said that Laureen can assist and she can also discuss the event with the Robert Wood Johnson Foundation to get data from them. Bryan reiterated that the Jacksonville Chamber of Commerce is on board to assist through the Health Planning Council. Danielle asked if the MCFWB needs a Public Relations person. Carmen expressed concern with the tight deadlines associated with the Jaguars partnership and Corey (on Carmen's team) will be out of town for the weekend. Carmen also expressed

concern about when the MCFWB would require a decision from the Jaguars. Danielle pointed out that this week is the Draft and the MCFWB will not be their priority for the week. Bryan advised to have the MCFWB decide on Wednesday (May 1st) what the risk versus benefit of waiting for a decision would be.

IV. Timeline and Assignments

Bryan asked the group to discuss the timeline. Carmen pointed out that the Sunshine Laws make it take much longer for the group to communicate. Bryan responded that the public private partnerships would decrease this time lag because the MCFWB could get the right people aligned on a task and then have them working. He explained that when the MCFWB sets the compass for the direction of the work, a lot can be done between meetings. The discussion returned to the difficulties posed by the Sunshine Laws and Valerie said she would follow up with Jason Gabriel (City of Jacksonville Office of General Counsel) on a better way to keep the discussions moving between meetings. Carmen asked if the seal design should be focused on *Let's Move* considering that all awards would not be based on *Let's Move* and it was decided that would be too narrow. Bryan gave an example of how a criterion from *Let's Move*, access to play spaces, would be changed to access to recreational spaces to make it universal, but that those applicants strictly aligned with *Let's Move* would get extra points. Valerie asked Bryan to put together a generic timeline for the event addressing the typical aspects such as messaging, advertising, technical pieces and getting the date on the Mayor's calendar and Danielle offered to assist with doing this because she has experience with it. Bryan said that May 2nd would mark the beginning of promoting the poll and that the website would be created during May with a primary focus on directing individuals to information about the awards and how to apply. Valerie asked Carmen to create a brief written statement on the polling to give to the MCFWB. Carmen agreed and asked about how the poll would work and where or how people are voting. Valerie suggested using Survey Monkey and Dr. White suggested using the city Facebook page and doing a poll. Bryan said that Action News must host the poll, and Carmen asked if this would meet the city requirements. Valerie agreed with Bryan's understanding but suggested that Carmen confirm with Pam Roman. Bryan said that with Danielle doing the timeline, he will produce the written statement about the poll and send it to the group. Bryan reiterated that the MCFWB will make branding changes at the June meeting and launch the awards submission the next day on June 6th. Carmen asked if there are specific items that Action News Jax wants in the seal and Bryan said no. Valerie asked if the

MCFWB would need money for printing and Bryan said he will ask printers to volunteer their services. Valerie asked if the earlier timeline would prevent school based programs from submitting applications and Bryan said that they can submit an application telling about a previous program. Bryan explained that he expected confirmation of cash awards for winners from Florida Blue in May and that the cash awards are the biggest funding need of the MCFWB to have an incentive. Danielle asked about the awards criteria for the divisions of who will be applying and Bryan discussed the proposed categories of individuals, small and large businesses and schools. Valerie suggested the group nail down what is mean by "individuals." Bryan suggested five awards for the four categories. Valerie recalled proposed categories of schools, community programs, for profit businesses and not for profit businesses. Carmen asked what was meant by having Rob Louis involved in the logo and Bryan said that Carmen should go ahead with designing some and Rob may bring other designs to the table and the MCFWB can consider all of them. Returning to the timeline, Bryan said that the group will promote the event in June and plan everything while accepting applications. If the Jaguars event is in July, the MCFWB will need to grade the applications in June; otherwise, they can wait until October. Bryan said that, ideally, the event is a celebration at the end of the week. Valerie suggested that, if it is not done with the Jaguars, it be done as part of Community First Saturdays and use Blue Cross as a partner. Bryan said he will approach them and that the Hale and Hearty event would be during the promotion which would be helpful. Bryan suggested working with the Health Planning Council to extrapolate data from their programs to determine where the city is in terms of *Let's Move* outcomes and where it needs to be. Valerie suggested there may be funds available for a health impact assessment; she will send out the spreadsheet (to be attached to minutes) so that members can start populating it and be ready to work on it immediately after the event.

VII. Agenda for next meeting

Valerie said that the next meeting will include discussions of the information that has been sent to the MCFWB and asked if the subcommittee chairs needed time set aside to work with their subcommittees. Bryan said no and Danielle said yes. Valerie said that she can set aside 45 minutes for the subcommittees to work. Bryan said that he can accommodate more interns if anyone has any. It was brought up that the Executive Committee has five slots with two vacancies and that should be addressed at the next meeting.

Valerie asked that Michelle follow up on the Mayor's office sending a letter to Dr. Shahady. Bryan explained that the logo needs to be appropriate for single color use, eye catching and unique.

VI. Adjournment and next meeting

The meeting adjourned at approximately noon. The next regular meeting of the Mayor's Council on Fitness and Well Being will be held Wednesday, May 1st.

Respectfully submitted by Michelle Weinbaum, Recorder

Let's Move Action Plan

GOAL 1: To provide children with a healthier start, local elected officials commit to helping early care and education program providers incorporate best practices for nutrition, physical activity and screen time into their programs.

Strategy	Action Steps	Time Frame	Resource Link	Results	Champion

GOAL 2: To empower parents and caregivers, local elected officials commit to prominently displaying 'MyPlate' in all municipally- or county-owned or operated venues where food is served.

Strategy	Action Steps	Time Frame	Resource Link	Results	Champion
Identify all municipally- or county-owned or operated venues where food is served.	>Provide venue manager/operator with guidelines for displaying MYPLATE >Develop legislation or city policy that requires MYPLATE display with guidelines				MCFWB/City Council
Create a policy requiring all private vendors at city events display MYPLATE and/or display in prominent place in a food court.					

GOAL 3: To provide healthy food in schools, local elected officials commit to increasing participation in the School Breakfast Program (SBP) and the National School Lunch Program (NSLP).

Strategy	Action Steps	Time Frame	Resource Link	Results	Champion
Work with Duval County Public Schools to ensure healthy foods are being served in all schools					Obesity Coalition
Promote community gardens in schools	>Inventory current programs >Provide resources / "how-to" guide >Identify funding opportunities for gardens in schools				UF Extension Office

GOAL 4: To improve access to healthy, affordable foods, local elected officials commit to implementing healthy and sustainable food service guidelines that are aligned with the Dietary Guidelines for Americans in all municipally- or county-owned or operated venues that serve food.

Strategy	Action Steps	Time Frame	Resource Link	Results	Champion

GOAL 5: To increase physical activity, local elected officials commit to mapping local play spaces, completing a needs assessment, developing an action plan, and launching a minimum of three proven policies, programs or initiatives aimed at increasing access to play.

Strategy	Action Steps	Time Frame	Resource Link	Results	Champion
Map play spaces throughout the City	Review current parks map from COJ parks and determine if all play spaces are accurately mapped				