



**Executive Committee Teleconference
Minutes for January 25, 2013 Meeting
Teleconference- City Ten Port**

ATTENDANCE:

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

Mr. Bryan Campbell
Ms. Michelle Weinbaum

**Health Planning Council of Northeast Florida
Health Local ADA Medical and Diabetes Master
Clinician Program
Duval County Medical Society
Recorder**

PROCEEDINGS:

I. Welcome

Chair Valerie Feinberg called the meeting to order at 9:00 am and introductions were made.

II. Discussion

Vice Chair Dr. Ed Shahady requested a recap of the meeting with the Mayor. Valerie and Bryan explained there was limited time to speak but the Mayor was obviously briefed ahead of time and was supportive; they explained to the Mayor how the Seal would support the Let's Move initiative. The Mayor referenced similar programs in other cities which the Council should consider for best practices. Bryan stated they will still need to meet with the Mayor and get a commitment on the resources the city will provide and to allow the city to take ownership of the event. There was discussion about the need for a draft action plan; on whether or not to move forward with establishing partnerships with the media, Chamber, and Downtown Vision; and on finalizing what the seal will look like.

Dr. Shahady suggested looking at the proposal during the next meeting and condensing it into bullet points and also spoke about the need to keep the Council apprised of actions and progress. He asked what the Council would do with prior award winners and pointed out the need to give the Council a better understanding of the National "Lets' Move" program. Valerie suggested requesting Laureen give an

overview presentation to the Council. There was some confusion about whether the Seal can be awarded outside of the designated event (according to the new proposal, they cannot be given out) which brought up the need to further clarify this point with the Council. Bryan explained that the new Seal award would be retroactive in establishing that Seals given previously would be good only for the year in which they were given. Bryan suggested notifying those who have the Seal of the new process once the new program is in place.

III. Next Steps

Valerie discussed the agenda items for the next Council meeting: introducing the outcome of the Mayor's meeting; Bryan discussing the high points of the Seal; Laureen introducing the Let's Move Initiative; discussing working through the Mayor's Office to move forward; giving assignments in February in order to allow people to start work once the group has the green light from the Mayor's Office; and using the March meeting as an update on work done. The question was raised on whether there is still a Seal Committee or not and on which function new members should be volunteering for. Dr. Shahady asked about our status with the new by-laws and Valerie said she would follow up on it with Mia. Dr. Shahady suggested Valerie prepare something in writing for the Council like a "Chairman's Report" to give announcements to the Council each month. Dr. Shahady also offered that the meeting minutes can be abridged and that the Executive Committee should always plan a 30 minute conference call between meetings.

IV. Adjournment and next Meetings

The meeting adjourned at 9:35 am. The next Mayor's Council on Fitness and Well Being meeting will be Wednesday, February 6th.

Respectfully submitted by Michelle Weinbaum, Recorder