



**Mayor's Council on Fitness and Well Being
Minutes for June 5, 2013 Meeting
Conference Room 851, 8th Floor, Ed Ball Building, 214 N. Hogan St**

ATTENDANCE:

Ms. Valerie Feinberg, Chair

Ms. Pat Alexander
Mr. Tim Burrows
Ms. Kelley Boree
Ms. Kim Bynum
Mr. Bryan Campbell
Ms. Terri Cicero
Ms. Karen Coleman
Ms. Nancy Crain
Dr. Ellan Duke
Mr. Ken Glover
Dr. Lauren Husband
Ms. Alicia Hinte
Mrs. Carmen Rojas
Ms. Charlene Walker
Ms. Michelle Weinbaum

Downtown Vision, Inc.

Adult Services, City of Jacksonville
YMCA of Florida's First Coast (incoming member)
Parks and Recreation, City of Jacksonville
Veterans Affairs, City of Jacksonville
Duval County Medical Society
Duval County Public Schools
Baptist Health
Baptist Health
River Hills Clinic
CSX
Duval County Health Department
UF Health of Jacksonville (incoming member)
Varsity Personal Training, LLC.
Employee Services, City of Jacksonville
Recorder

Excused Absences:

Ms. Sandy Ilog
Mr. Bo McDougal
The Honorable Don R. Redman
Mr. George Sanders
Ms. Jennifer Stein
Ms. Barbara Sanchez-Salazar

Special Events, City of Jacksonville
Jacksonville University
City Council, City of Jacksonville
Florida State College of Jacksonville
St. Vincent's Health
Fowler White Boggs, P.A.

Guests:

Ms. Emily Whritenour
Mr. Thomas Adams
Mr. Terrence Regan
Mr. Tyle Robbins
Mr. Aaron G.
Ms. Angela Turknnett
Mr. Michael Raymond
Mr. Roberto Gonzalez
Mr. Bryan Johnson
Mr. Logan Haynes
Mr. Rob Louis
Mr. Corey Adams

Intern, UNF
PET 4401, UNF
Action News Jacksonville
Sixth Gear, LLC

PROCEEDINGS:

I. Welcome

Chair Valerie Feinberg called the meeting to order at 12:33 and introductions were made around the room.

II. Minutes

Ms. Carmen Rojas moved to approve all minutes from May 1st, May 9th and May 16th, Mr. Joel Lamp seconded the motion and it passed.

III. Discussion

Ms. Terri Cicero made a motion to chair the nominating subcommittee, Joel seconded and the motion carried. Valerie gave the group of a reminder to follow the Sunshine laws and that Carla Miller is available for any calls or to come back for more training. Valerie updated the group that there is an e-mail address dedicated for MCFWB and that she met with Representative Mia Jones to discuss the group's work. Alicia asked about the governing body for Let's Move and Valerie explained that it is a national initiative. Joel gave an update that NFL Play 60 weekend is in December and they also have three home games in December that may be options to partner. Carmen asked if October was still a possibility and Joel explained that it looks more likely that an event would be later in the year but there is still potential for it to be moved up to October and added that everything else can still be finished prior to October and then the event will be later. Joel answered questions about the posted game schedule for the Jacksonville Jaguars. Joel also said there may be other opportunities coming up aside from the Jaguars. Valerie asked if the MCFWB event was still linked to the Jaguars at this point and Joel said that it was. Valerie gave an overview for new members of the MCFWB's tasks to revamp the seal and get data from the applications for the Let's Move initiative. Mr. Bryan Campbell reviewed that the MCFWB had formed four subcommittees to address the two missions of strengthening the seal and making the city Let's Move but that there had been trouble understanding the differences from group to group. He was concerned that the students presenting today are too focused on Let's Move instead of on the seal and recommended switching to two sub committees with one focused on the Mayor's Seal and one focused on the city's Let's Move process. Dr. Danielle White explained that the students would be presenting a prototype of the Let's Move criteria to ensure they are capturing the Let's Move data needed within it. Bryan explained that that was an example of mission drift because the Mayor's Seal has nothing to do with Let's Move. Valerie

explained that the seal would be used to support Let's Move but that the seal can go above and beyond it. Danielle encouraged the MCFWB members, after the students' presentation, to provide feedback for them to develop specifically what the MCFWB wants. There were questions about how best to facilitate the feedback from MCFWB members to the students and it was reaffirmed that meetings with more than one member of the MCFWB would have to be public and noticed. Carmen introduced guest Corey Adams to the students and Valerie asked for an update on the seal design. Carmen showed the new designs which had been shared in the Promotion and Outreach subcommittee and reviewed the notes on her discussions with St. John and Partners (SJP) and she made the suggestion for the focus group to test the whole concept. Valerie asked if the redesigned logo would have to go through the Mayor's Office and Ms. Kelley Boree answered that it would. Valerie asked if the MCFWB was making the redesign too cumbersome and Carmen said maybe but also that she didn't think they should test only the logo if they do market testing. Bryan disagreed with the statement that it might be too cumbersome because it is a cornerstone project and expressed concern about the city rejecting \$30,000-\$50,000 in donated services from SJP who has won more awards than anyone else in the media. Bryan asked Mr. Rob Louis for his views. Corey requested to speak about the logo process and Valerie asked him to wait and asked how this direction had developed. Carmen explained that, at the last meeting, she was asked to redevelop the High Five concept. Valerie expressed that, as a volunteer Commission, the group is appreciative of all donations including SJP offering design assistance. Bryan clarified that Carmen is doing the design but SJP offered help with market testing and the focus group. Danielle asked for clarification on the purpose of the Promotion and Outreach subcommittee's purpose and the donations from SJP and Action News: what, specifically, would each partner work on? Bryan suggested the possibility of eliminating all subcommittees and only having one. Ms. Nancy Crain asked about the meeting Carmen had with SJP. Carmen offered that, while she had a one hour meeting with them, they are competing groups and explained that she filled them in as she had been to the meetings and they did not disagree with testing the whole concept but were also not sure that the MCFWB needed the same level of investment as a large brand such as Zaxby's. Valerie said the group needed consensus on two items: does the group feel that level of market testing is needed and who will do the design. Nancy pointed out that everyone previously made a decision for Carmen to go full force under a very short time line and, while we have more time now, it was a

generous gift of her staff's time in that situation. Carmen explained that the Seal was never market tested before so it was not originally part of the process. Valerie asked Ms. Karen Coleman about the development of the original seal and also wanted to know Kelley's stance. Carmen said that she was working with Pam Roman from the Public Information Office and Valerie requested her comments on the vetting process. Pam decided that a zero dollar bid was not needed. Valerie asked about engaging in kind services and Bryan suggested moving forward with the vetting process and market testing. Danielle noted it is important that SJP is aware they are working off of an October deadline and they don't want to be low priority because the work is free if that will affect the MCFWB process. Valerie requested clarification from Corey and Corey explained that based on what he is hearing today versus two to three meetings back, the design is not fitting what the group wanted. Corey did ask why the MCFWB would not want SJP to do everything as they have excellent design services. Carmen asked if the group was in agreement that market testing was needed. Bryan made a motion to move forward with market testing, Nancy seconded and the motion passed. Carmen offered some of the feedback from the informal testing she did at the Never Quit event; the feedback was overwhelmingly in support of the circular design. Dr. Laureen Husband said, while the dialogue was good, she wanted to remind the MCFWB that they had a meeting with Representative Mia Jones not long ago to advocate for their existence as a commission and are still fighting their reputation of historically being unable to make decisions. Laureen was concerned about how the group kept moving the date back. Valerie agreed and said the group needs to work on a decision. Bryan referenced the meeting where they presented the strategic plan with two goals for the year: the by-laws, which they accomplished, and the seal revision which they are still working on. Valerie requested a proposal on the process for the next meeting. Carmen asked for clarification on what the MCFWB is asking the partners to do. Valerie requested a proposal with a timeline and a list of the deliverables and asked what subcommittee should be doing that. Nancy noted that the timeline needs to allow for additional items aside from the design. Mr. Ken Glover expressed concern as to whether the MCFWB was being considerate of the person who had already been donating her time and Nancy pointed out that she had expressed her concerns last meeting to this effect. Michelle (Recorder) asked for clarification on whether Carmen will propose whether and how much each partner is involved. Karen noted that they need to incorporate worksite wellness and re-establish that connection and also asked for clarification on the seal

design versus the logo. Karen made a motion to recognize that both a seal design and award logos were needed; Michelle recalled the group previously voting to make them the same and Karen suggested tabling that for the subcommittee. Dr. Ellan Duke expressed thanks to everyone working on the redesign.

IV. Presentation

Dr. White introduced her class and gave a background on her course and set some ground rules: members should submit all concerns, comments and suggestions to Thomas and that it is fine to see a problem but they also need to submit a solution. Kelley asked members to copy Michelle on the comments to Thomas in order to preserve the public record. UNF Students Thomas and Tyler presented their slides and handouts (attached). Ms. Emily Whritenour asked about the gold, silver and bronze awards and Carmen asked about when they had discussed giving out 20 awards. Danielle explained that was still the basis with four categories and five types of applicants. Nancy asked how to delineate the winners in each group, or would they have 20 gold winners? The missing e-mail address from the presentation was noted as stephen.catalone@yahoo.com. Danielle requested that all comments be sent as soon as possible because the class ends on June 18th and Emily will need to finish what is left over. Ellan said more check boxes are needed and Ms. Kimberly Bynum explained that the students would need the MCFWB's criteria. Valerie reiterated to send comments to the group through Michelle. Carmen asked if there should be an additional meeting and Danielle expressed concern about having enough time to do that. Carmen asked what would be done if comments conflict with each other and how the students will know how to weight them. Danielle said the subcommittee will be able to meet with Emily to vet the comments. Valerie would like the students to compile the comments for the group. Ms. Alicia Hinte suggested the students could remove duplicate comments but Danielle added that the group will want to know how many members agreed with each opinion.

V. New Business

Michelle reminded the members who needed to be re-appointed to complete their applications.

VI. Public Comment

None.

VII. Adjournment and next Meeting

The meeting adjourned at 1:44 pm. The next regular meeting of the Mayor's Council on Fitness and Well Being will be held Wednesday, July 3rd.

Respectfully submitted by Michelle Weinbaum, Recorder