



Mayor's Council on Fitness and Well Being Let's Move Subcommittee

The next meeting will be held on:

Date: Friday, January 24, 2014

Time: 11:30 am – 12:30 pm

**Location: Ed Ball Building, 3rd floor
Conference Room 3079**

Please call Michelle Weinbaum at 255-7907 for any questions or concerns.

Mayor's Council on Fitness and Well Being

Let's Move Subcommittee

January 24, 2014

Name	Company	Signature
Ann Burrows	YMCA of FFC	
Bernadette Overstreet	Health Planning Council of NE FI	
Tonisha Landry-Gaines	COJ Grants	
Joey Bergman	COJ Sports & Entertainment	
Sandy Tlog	Special Events	
Michelle Johnson	COJ Parks + Recreation	
Guests / Visitors:	Guests: ***Please indicate your e-mail address if you want to be added to the e-mail distribution list***	



**Mayor's Council on Fitness and Well Being
Let's Move Subcommittee
Minutes for January 24, 2014 Meeting
Conference Room 3079, 3rd Floor, Ed Ball Building, 214 N. Hogan St**

ATTENDANCE:

Ms. Tonisha Gaines

Mr. Joseph Bergman

Mr. Tim Burrows

Ms. Bernadette Overstreet

Ms. Michelle Weinbaum, Recorder

City Of Jacksonville, Office of Special Events

Sports and Entertainment, City of Jacksonville

YMCA of Florida's First Coast

Health Planning Council of Northeast Florida

City of Jacksonville

Guests:

Ms. Sandy Ilog

City of Jacksonville, Office of Special Events

PROCEEDINGS:

I. Welcome

Chair, Tonisha Gaines, called the meeting to order at 11:40 and introductions were made.

II. Discussion

Tonisha reminded the group that the next survey submission window is next week and proceeded to discuss sections with missing information. In Goal 1, the group still needs to discuss approaches used to promote the five Let's Move goals. Tonisha met with the Early Learning Coalition but still needs to meet with JCC. In Goal 2, information is needed from the schools as well as other municipal and county owned facilities offering or selling food, and MyPlate should be displayed. In Goal 3, information is needed on how many students in how many schools take part in school breakfast and lunch programs as well as information on whether these programs are displaying My Plate and using the Model Food Services guidelines. Tim Burrows discussed linking to the Kaboom playspaces map from the Let's Move Jacksonville site for Goal 5 and also about efforts to make it easier for citizens to host events at parks. Tim discussed the Healthy Kids Day coming up in April which is a major community event and will also be tied

in with the First Coast Games this year; over 1,000 children take part on the opening day alone. Tonisha recommended asking that the Let's Move Jacksonville logo be used with that event and Tim offered to reach out to the YMCA Marketing contacts. Tonisha explained that the Department of Health and Human Services has assigned a Let's Move advisor for each region of the country to help cities working on Let's Move. Tim asked about data being collected from other entities and Tonisha gave Betty Burney's Let's Move event as an example of something MCFWB received data from. Tim mentioned the largest kids Triathlon, the First Coast Kids Triathlon, coming up on May 18th; last year they trained about 1,000 children for free during a seven week preparation program which is available to both members and non-members. Tonisha mentioned that some of the same data helps show steps taken towards the 1 Million pound challenge. Tonisha let the group know that she discussed Let's Move Jacksonville at the Healthy Jacksonville Childhood Obesity Prevention Coalition meeting and gave a presentation to encourage coalitions and partnerships to work with the city. Sandy Ilog asked about what other cities are doing and Tonisha discussed their efforts with holding events and branding and reminded group of the website at www.letsmovejax.com. Groups such as the YMCA can use the Let's Move Jacksonville logo in conjunction with their events, but MCFWB can't treat it as a true sponsorship because there is no budget. Also, Let's Move Jacksonville is child focused and won't be right for all city fitness events. Tim mentioned that almost all events have a child friendly portion such as a short fun run. Bernadette mentioned the upcoming Hale and Hearty 7K in June. There was some discussion about the appropriate way to reach out to individual organizations to use the Let's Move Jacksonville logo and Michelle suggested giving the MCFWB Chair the courtesy of approving the group to move forward with that. Michelle and Tonisha also discussed questions of the overlap between Tonisha's daily job requirements and duties on MCFWB and Michelle recommended Tonisha speak with Carla Miller about her unique situation which calls for representing MCFWB business at many other meetings. Joe Bergman also mentioned reaching out to youth soccer games and youth sports for participant data.

III. Adjournment and Next Meeting

The meeting adjourned at 12:29 pm. The next subcommittee meeting has not yet been scheduled.

Respectfully submitted by Michelle Weinbaum, Recorder