

Mayor's Council on Fitness and Well Being
Minutes for March 1, 2017 Meeting
Conference Room 851, 8th Floor, Ed Ball Building, 214 N. Hogan St



ATTENDANCE: [QUORUM OF 7 ACHIEVED] **approved with June 7, 2015 MCFWB vote*

Name of Council Member	Company / Affiliation	Attended?
Joseph Bergman	COJ, OED Sports and Entertainment	Yes
Hon. Lori Boyer	COJ, City Council VP [or designated representative]	No
Tim Burrows [CHAIR]	YMCA of Florida's First Coast	Yes
Bryan Campbell	Duval County Medical Society	Yes
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	Yes
Ms. Alicia Hinte	UF Health Jacksonville (previously Shands)	No
Daryl Joseph	COJ, Director, Parks, Recreation & Community Services	No
<i>Ms. Robin Mantz (Wendy Jones fill in)</i>	<i>City of Jacksonville – Recorder (Non-voting)</i>	Yes
Keith Meyerl	COJ, Parks, Recreation and Community Services	No
Ms. Gloria McNair	Florida Department of Health – Duval County (Non-confirmed)	Yes
Mark Owens	American Heart Association	Yes
Ms. La'Dora Taylor	Parks, Recreation and Community Services, COJ	No
Guests		
Ms. Tammy Chaney	DCMS Foundation	
Dr. Ellan Duke	River Hills Clinic	
Ms. Haleigh Hutchison	City Council Assistant to CM Tommy Hazouri	
Ms. Jackie Lee	City Council Assistant to CM Scott Wilson	
Don Redman	Former Council Member / Bicycle & Pedestrian Advocate	
Ms. Christy Schell	Brunet-Garcia	
Ms. Natalie Spindle	Brunet-Garcia	
Ms. Charlene Walker	City of Jacksonville, Employee Services	
Chad Walters	Lean Blitz Consulting	

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PROCEEDINGS:

I. Welcome

The Meeting was called to order at 12:30PM by Chair, Tim Burrows and quorum of [7] members achieved by attendance. Draft minutes for all previous meetings were approved.

II. Chair's Remarks

Tim Burrows thanked Wendy Jones for filling in as the recorder for Secretary Robin Mantz who wasn't able to attend. Introductions were made around the room and Burrows started by listing the steps a person has to take to get to the website for the Mayor's Council for Fitness and Well Being. First, from the COJ.com website, the user clicks the *Government* page, which isn't very intuitive, then clicks the *Boards and Commissions* page and then the user would need to scroll down through the list to find the *Mayor's Council for Fitness and Well Being* and finally, click the link to the *More Information* page. Tim Burrows met with the YMCA Marketing team to discuss areas of opportunity for the site. Aside from needing to reduce the number of clicks it takes to get to the actual site, it needs more content such as listing exercise and wellness tips, nutrition, parks, 904 Mission One Million, etc. We currently have two 'parent' entities for the 904M1M program, which are the Duval County Medical Society and the COJ Mayor's Council for Fitness and Well Being. Brian Campbell stated that it would be easy to list the COJ MCFWB page as a link from the 904M1M.com site, so we have all the content covered and meeting minutes can be listed on the COJ site. Tim Burrows said that we can list the MCFWB seal on the 904M1M site to show that everyone on the council is a part of the effort to help Jacksonville lose a million pounds. He also said that people can click on the MCFWB logo to check out the City's happenings, but that the events, photos, testimonials will go through Caroline Davis to be posted on the 904M1M website. Tim Burrows suggested that the Council attendees also use their company websites to post 904M1M information to collectively inundate the community with information. Bryan Campbell mentioned the two things that will help move the program forward is posting content of value and

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social media sharing. Tim Burrows said that Caroline Davis will be the POC for filtering the content of the 904M1M website for relevancy.

III. Million Pound Challenge Initiative

Bryan Campbell said the metrics last month were [670] users and we are now at [1,124] users, which is close to a 100% increase, and pounds pledged are [28,198], up from [20,000] and the total pounds lost to date are [1,914]. Community partnerships have really started to kick off and the events participation has Jax Fitness and Health Expo on FoxNews, YMCA launch at Baptist Northside, UNF Health Fair, Insurance Summit, 5K races, Orange Theory, March Madness, etc. so public engagement and social media is really gaining momentum. We have a major sponsor that will be announced in the next 30 days that will enable us to launch a mobile application. Don Redman suggested that 904M1M affiliate with the River Run and Paul McCrae of PRS may allow the 904M1M team to sign people up from their booth.

Tim Burrows encouraged everyone to tag #904M1M on social media and think of a few larger events that we can participate in to gain more subscribers. Joey Bergman asked what Special Events can do to grow the reach of the program in the City such as the upcoming World of Nations. Bryan Campbell said he'd like to get a pop-up marketing device with a QVC code and a portable scale that people can weigh in. Currently we have table materials, but that should change with the upcoming sponsor, and we will be able to engage with Special Events staff.

IV. Public Comments / New Business

Tim Burrows requested input of public comments and new business and none were noted.

V. Adjournment and Next Meeting

At 1:17PM Chair Tim Burrows adjourned the meeting. The next regular meeting of the Mayor's Council on Fitness and Well Being will be held Wednesday, April 5, 2017 at 12:30pm in Conference Room 851 in the Ed Ball Building at 214 N. Hogan St.

Respectfully submitted by Robin Mantz, Recorder