



**Mayor's Council on Fitness and Well Being
Meeting between Chair, Vice Chair, and Seal Committee Chair
Minutes for December 19, 2012 Meeting
100 North Laura Street**

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 12:10 pm.

II. Discussion

Seal Chair Bryan Campbell reviewed the previous minutes of the past month of meetings including his informal meeting with Mia Jones for Council Chair Valerie Feinberg. Valerie will follow up on the request for Mia to set up a meeting with the Mayor to discuss the Seal plan. Bryan Campbell explained that the Council will further break down the selection process if they receive support from the City leadership for the initial plan. Bryan reiterated that the two requests for the city are to design a website, which is also a pre-requisite for Jacksonville to be designated as a "Let's Move" City, and to support the festival in a city location. Valerie suggested that the plan aligns with The City Chamber's Downtown mission led by Tony Allegretti and they may be able to assist with advertising to reduce costs. Bryan Campbell also suggested the resources of St. John and Partners once Patrick McSweeney becomes a member of the Council. Valerie Feinberg requested resumes and information for those nominated to Council membership including Patrick McSweeney, Sharon Watkins (Black hog Farms), Marty McEachen (Health and Fitness

Jacksonville), and A.J. Bisson (owner of a medical magazine). Dr. Shahady addressed the role of the members at large in the executive committee and suggested a vote at the next meeting, under the new by-laws, to appoint Bryan and Barbara as the interim members until the next Council elections in June. The idea of staggered appointment lengths was revisited. Questions were raised about the restrictions that would be involved in using a trust fund when it is reestablished for the Council. Valerie raised the role the Council retains in offering advice on policy to City Council. CM Lori Boyer is working on context sensitive design right now which is an example of something the Council on Fitness and Well Being should be engaged in. Valerie is going to put greater focus on keeping the Mayor's Council on Fitness and Well Being aware of relevant City Council projects. Dr. Shahady suggested that the Council should make a decision on what to do with prior seal recipients which may involve waiting until the new seal criteria are complete before announcing changes. Bryan Campbell asked about a new name and design for the Seal. Valerie suggested a contest for children to draw elements for the seal by answering the question "What does a healthy community look like to you." The final product would be an artistic rendering of the childrens' submissions. Valerie may have someone talk about the park in San Marco at the next meeting. There will be a vote on interim members of the executive committee at the next meeting. The Council may look at their terms of appointments and the make-up of membership in the overall Council.

III. Adjournment and next Meeting

The meeting adjourned at 1:00 pm. The next Mayor's Council on Fitness and Well Being meeting will be Wednesday, January 2nd.

Respectfully submitted by Michelle Weinbaum, Recorder