



**Mayor's Council on Fitness and Well Being
Minutes for February 6, 2013 Meeting
Conference Room 851, 8th Floor, Ed Ball Building, 214 N. Hogan St**

ATTENDANCE:

Ms. Valerie Feinberg, Chair

Mrs. Kelley Boree
Mr. Bryan Campbell
Ms. Terri Cicero
Ms. Nancy Crain
Dr. Ellan Duke
Dr. Laureen Husband
Mr. Bo McDougal
The Honorable R. Don Redman
Mrs. Carmen Rojas
Mr. George Sanders
Dr. Danielle White
Ms. Michelle Weinbaum

Health Planning Council of Northeast Florida

City of Jacksonville, JaxParks
Duval County Medical Society
Duval County School Board
Baptist Health
River Hills Chiropractic and Wellness Center
Duval County Health Department
Jacksonville University
City of Jacksonville- City Council
Varsity Personal Training, LLC
Florida State College of Jacksonville
Development After Sports, LLC
Recorder

Guests/Visitors

Mr. Bart Edgar
Ms. Susan Cohn
Ms. Sharon Watkins
Mr. Farmer Watkins
Mr. Marty McEachean
Ms. Shelly Purser
Mr. Patrick McSweeney
Ms. Ann Huckaby

CSX
HPCNEF
Black Hog Farms
Black Hog Farms
Health and Fitness Jacksonville
University of North Florida
St. John and Partners
Larry Williams Consulting LLC

Excused Absences

Mr. Ken Glover, Excused with Representative
Ms. Beth Mehaffey, Excused
Dr. Edward Shahady, Vice Chair, Excused

Ms. Jennifer Stein, Excused

CSX
Baptist Health
Health Local ADA Medical and Diabetes Master
Clinician Program
St. Vincent's Health

PROCEEDINGS:

I. Welcome

Chair Valerie Feinberg called the meeting to order at 12:35 pm and introductions were made.

II. Approval of Minutes

Bryan Campbell requested a change to the January minutes which read “the new member process and seal website were discussed with nothing decided” to reflect that “No vote was taken on the website; the Council must wait on a decision from the Mayor’s office before they will be able to proceed in any way.” Bryan Campbell motioned to approve the January minutes with change, Bo McDougal seconded, and the motion carried.

III. Sunshine Laws

Chair Valerie Feinberg brought attention to the letter from the Ethics Office to the Council and reminded all of the Sunshine Laws training they completed. These regulations are important even for volunteers. She cautioned the group to be mindful of their e-mails and phone calls and that the Ethics Office will conduct training at the next session. Conference calls will no longer be held as these violate regulations.

IV. Action Items from Previous Year

The Council is still waiting for the Mayor’s Office to approve the by-laws and executive order and continue working through Mia Jones. The Council is still waiting for the meeting which the Mayor requested to be scheduled by his office. Bryan Campbell reviewed the past activities of the Seal Committee for the benefit of new members. Valerie Feinberg suggested putting criteria together and beginning that part of the planning process. A discussion followed on formation of two subcommittees: one for criteria and one for implementation. Council discussed communicating a one year time limit on their receipt of the Seal for previous recipients; Dr. Ellan Duke suggested holding a small ceremony to recognize the previous winners. Discussion covered the types of individuals or organizations who would be eligible for a Seal, the status of past recipients and the issue of follow-up information not being provided to the Council, the use of a promotional banner in the past and the possible role of grants and donations for recipients.

V. Let’s Move Initiative

Dr. Laureen Husband presented information about the National League of Cities and the Let’s Move Initiative. Dr. Husband discussed the primary need not just to have programs but to have policy changes and gave examples from the hand-outs. Chair Valerie Feinberg pointed out context sensitive design initiatives in the city as an example of policies. Valerie Feinberg explained that if Jacksonville wants to be

a Let's Move city we will need seal standards aligned to the national standards. Dr. White suggested broadening the seal awards to include suppliers such as those who can update existing playscapes. Bryan Campbell asked if there should be a third sub-committee or task force focused on the Let's Move Policy. Discussion followed on whether or not the three task forces should begin work at the same time and how work would be divided as the areas overlap. Dr. Duke requested information on how volunteers and visitors can be involved—all meetings are public meetings and anyone can help. Bryan Campbell made the motion to initiate a task force for the Seal which he would lead and a task force for policies which Valerie would lead. Bo McDougal seconded the motion and it passed. Dr. Husband cautioned that the Let's Move Campaign may not be adopted by the next administration and the Council may need to identify an enduring action plan to work towards.

VI. Public Comments

Lobbyist Ms. Ann Huckaby spoke about the work the Saint John's River Ferry Commission is doing and about the Greenway Initiative, a trail from Maine to Key West, which can only be connected through Jacksonville if the Ferry service is maintained. Ms. Huckaby spoke of the importance of knowing how to use the federal funding available. Chair Valerie Feinberg explained that the Council does not have or apply for funding, but suggested the tie-in between her cause and the bicycle advisory committee.

VII. New Business

Dr. Eilan Duke distributed information about the Midtown Center festival to be held during the upcoming weekend. Ms. Ann Huckaby communicated information about Baptist sponsored free health screenings and mammograms for residents of certain zip codes. Ms. Valerie Feinberg distributed information about the Colon Cancer Alliance "Wear Blue" campaign. Ms. Carmen Rojas alerted the Council that the month of May is "Exercise is medicine month." A reminder was made on the new member process for Council Members to send recommended names to the recorder; the Mayor's Office will send applications out.

VIII. Adjournment and next Meetings

The meeting adjourned at 1:44 pm. The next Mayor's Council on Fitness and Well Being meeting will be held Wednesday, March 6th.

Respectfully submitted by Michelle Weinbaum, Recorder