



**Mayor's Council on Fitness and Well Being  
Chair, Valerie Feinberg and Bryan Campbell  
Minutes for March 20, 2013 Meeting  
Conference Room 851, 8<sup>th</sup> Floor, Ed Ball Building, 214 N. Hogan St**

**ATTENDANCE:**

**Ms. Valerie Feinberg, Chair**  
Mr. Bryan Campbell  
Ms. Michelle Weinbaum

**Health Planning Council of Northeast Florida**  
Duval County Medical Society  
Recorder

**PROCEEDINGS:**

**I. Welcome**

Chair Valerie Feinberg called the meeting to order at 8:20 a.m.

**II. Discussion**

The discussion was focused on six points: the city commitment, seal, recruitment of partners, recruitment of media, website, and the conduct of the awards event. The city commitment refers to the Mayor officially designating a week to the Seal activities as discussed in previous meetings. The Council will submit a formal request for a Mayor's resolution to declare a week as Let's Move Jacksonville week. The Council will need to pick the week in order to make the formal request and will request recommendations from Special Events on a date to hold the events at Hemming Plaza. In regard to the seal, the Council will seek guidance from Pam Roman, Community Relations Officer for JaxParks and COJ, on partner organizations' use of the city seal such as on banners, web applications, etc. The Council will also seek guidance from Ms. Roman on forming partnerships with media and will seek guidance from Director Kelley Boree on forming partnerships with other businesses. The possibility of beginning a website as an extension of the JaxParks website until more robust resources are available was discussed. The anticipated role of the Special Events office was also discussed. The Council will ask the Special Events Office representative to

give a brief overview at the next full meeting of what Special Events can provide in terms of hosting and organizing the event. Ms. Feinberg and Mr. Campbell discussed several possibilities for securing a sufficient number of volunteers to work the event. Mr. Campbell suggested breaking the criteria for the Seal award out of the event planning; he will continue to chair the event planning and Council will request volunteers to chair the group determining criteria. Chair, Valerie Feinberg will chair the group considering policy and an enduring focus on Let's Move Jacksonville. Questions about the

### **III. Action Items**

Council will request the Special Events office representative provide an overview of their abilities in hosting the event including typical planning timeline and a task list at the next meeting on April 3<sup>rd</sup> as well as recommended dates for the Let's Move Jacksonville week. Chair Valerie Feinberg will send an update letter to the Council letting them know of the request for a chair for the criteria group and of the need to be prepared at the Council meeting on the 3<sup>rd</sup> to set two planning meetings prior to the May meeting. Bryan Campbell will request meetings with Ms. Roman and Ms. Boree to discuss partnerships. Questions were also raised as to operational costs from the city and what is and is not feasible in terms of the Seal awards.

### **IV. Adjournment and next Meeting**

The meeting adjourned at approximately 9:20 am. The next Mayor's Council on Fitness and Well Being meeting will be held Wednesday, April 3<sup>rd</sup>.

Respectfully submitted by Michelle Weinbaum, Recorder