



**Mayor's Council on Fitness and Well Being
Promotion and Outreach Subcommittee
Minutes for May 16, 2013 Meeting
Conference Room 3112, 3rd Floor, Ed Ball Building, 214 N. Hogan St**

ATTENDANCE:

Mrs. Carmen Rojas, Chair

Dr. Danielle White, Chair
Mr. Bryan Campbell
Ms. Nancy Crain
Ms. Charlene Walker
Dr. Lauren Husband

Varsity Personal Training, LLC

Development After Sports, LLC
Duval County Medical Society
Baptist Health
City of Jacksonville
Duval County Health Department

Ms. Michelle Weinbaum

Recorder

Guests:

Ms. Julie Lee
Emily Whritenhour
Patrick McSweeney

FSV Payment Systems/ US Bank
UNF Intern with Duval County Medical Society
St. John and Partners

PROCEEDINGS:

I. Welcome

Chair Carmen Rojas called the meeting to order at 12:08 p.m.

II. Opening Discussion

Michelle let the group know that Joel Lamp wanted to communicate that he met with the Jaguars and they are still interested in a joint effort but requested the event be pushed further back such as into October. Nancy Crain asked what the cost of the tickets would be and Michelle said she didn't know of the specifics of where or how they would plan the event to take place. Bryan let the group know that the Jaguars can only use the field at a ticketed event. Emily Whritenhour asked how many tickets could be free and the group did not know what the limit might be. Carmen Rojas pointed out that it still wouldn't be free for the public. Bryan agreed it would be easy to get 20 tickets for the winners to make it a special event but they

could also consider a tailgate or something in Metro Park or something else for the public to participate. Bryan Campbell also mentioned that Play 60 weekend might be in October. Carmen explained that she would need to know what the event would be such as something on the field, whether there would be vendors and what the attractions would be in order to create a basic website advertising it. Carmen also asked about the health fair and some confusion over whether the plan was for upcoming years or not. Bryan explained that the original concept was for a celebration of the winners at Hemming Plaza and that the only change had been to move the venue to a Jaguar's Game and, now that it would not be done at a pre-season game, maybe it could be at a regular season game. Bryan explained that working with the Jaguars and having the Mayor on the field is still a good idea and Carmen noted that the October timeline does provide more flexibility with or without the Jaguars being involved and provides a lot more time for social marketing. Bryan cautioned that everything will be pink in October which is a strong brand to compete with. Ms. Charlene Walker mentioned the Mayor Brown's Challenge event will coincide with this timeframe. At this time, Bryan provided a review of the meeting to Dr. Husband who had just joined. Emily asked about the Health Fair and 5K and Bryan answered that there are a lot of things not decided yet for this year and that some things will be dependent upon logistics, volunteers and donations. Carmen suggested checking the race calendars because races run all through October. Nancy Crain suggested doing a decision tree for the plan with versus without the Jaguar's involvement. Bryan suggested if it is done at a Jaguars game to take what the Jaguars provide and expand upon it; if not, to possibly pick a date coinciding with Community First Saturday to do something in Hemming Plaza and get healthy food vendors. Carmen said that she would need to know the tertiary vendors and also pointed out that they would have less control over the vendors with Community First Saturday. Carmen asked if Action News has a preference on doing something with the Jaguars or with Community First Saturdays. Bryan said that of course anything with the Jaguars is great for them and that just having the Mayor on the Jumbotron with Shahid Khan for a few minutes would be great. Carmen said that her preference would be to work with the Jaguars because the visible success would help grow the program in 2014. Dr. Husband reminded the group that September is National Childhood Obesity month and the local event at the Hyatt is very well attended; it would be possible to combine the events which might also gain monetary support from Florida Blue. Bryan said he discussed this with Susan Toler and that she was concerned it sounded like the same

thing as the Healthy Jacksonville Child Obesity Coalition but he explained that the Mayor's Seal is beyond the scope of the Coalition. Dr. Husband also spoke with Susan about it and Michelle clarified that Dr. Husband can send information to Bryan as long as they do not discuss it outside of a public, noticed meeting.

III. Branding Update

Carmen passed around some copies of refined logos (attached) for review. One version is angular with coordinating colors and the other is a round button design also with colors. Mr. Patrick McSweeney requested a recap of how the logos were chosen or developed and Carmen explained how the MCFWB picked the high five concept from the original six at the last full meeting and chose the group of hands to show different ages and diversity. Also, the group decided to include an aspect of sunlight and Patrick agreed this will reflect the city seal. Carmen explained she was asked to refine the logos for the emergency meeting but will now present them at the June 5th meeting. Patrick asked if the overall program is the High Five and Carmen answered yes and Patrick asked if the award will be the High Five Award and Carmen answered yes and opened for comments from the group. Bryan asked the question of if he was an average person who didn't know anything about the MCFWB, what does the High Five tell me. Carmen agreed that the first element of the criteria for the brand was explaining what the MCFWB is and what the award is. She also found out that Healthy Heroes is trademarked by the Business Journal. Bryan emphasized that, with a limited marketing budget, people must make a connection to the brand after seeing it only once or twice. Dr. Husband raised the question; "High Five for what?" Patrick commented that the designs are eye-catching but that, from upside down, the angular logo looks like the parliament cigarette logo and people might make unintended connections. Dr. Danielle White asked if this would be used for the Mayor's Seal of Approval and it was clarified that the actual term is the Mayor's seal and that this would be used for both the MCFWB and the seal/award. Carmen explained that it was hard to be unique but not overtly physical such as showing weights or a treadmill. Dr. Husband cautioned that branding takes time and no brand has instant recognition so involving the community would be important. She gave the example of a group wearing buttons with the number three being asked "what is three for?" and learning that one in three are diagnosed with diabetes. Emily asked about the slogan "High Five for Health" and Bryan said that would be too wordy. Bryan asked Patrick about whether his process for

conducting customer/client research is formal or informal and what the timeline is. Patrick answered that they look at what competitors are doing and at the defining characteristics of the organization and then they develop a graphic icon based on that with no words or as few words as possible. It usually takes one to two months but there are some short cuts available. Patrick spoke about making the Timucuan Trails logo pro bono for the city and how they knew the style they wanted but the artist was out of state and way out of the price range; that logo took three months to develop. Bryan explained that the group had been racing towards the June 1st deadline but with the new date likely in October, he asked if Patrick could work pro bono with Carmen on the logo and possibly get focus group feedback. Patrick said he will go back and ask and would also like to involve the CEO as he did with the Timucuan Trail logo. Charlene suggested that, if Patrick's group is not able to help, Tonisha Gaines can help and PIO can post the proposal to the employee portal for feedback and explained what the internal employee portal is. Nancy asked if we have backed off from public voting on the logo and Bryan said that can be reconsidered with the new timeline. Carmen asked about how to reverse the MCFWB vote on High Five to allow the focus group to explore alternatives and Michelle answered that the MCFWB can simply vote again at the next meeting. Bryan suggested still starting out with the High Five brand for the focus group. Carmen expressed that she was thankful for the extra time to work more on the branding and to work with Patrick's group. Patrick suggested involving the American Institute of Graphic Arts (AIGA) considering their efforts for One Spark. Nancy expressed concern about ensuring that all of the time Carmen's group donated to the MCFWB has value and receives a benefit by their being involved in every step of the design process. Dr. White asked about having the public vote online on the Action News website and Patrick expressed the need for a safeguard so that the same person can't vote multiple times. Bryan and Patrick both explained that this would give buy-in and value to the media partner. Bryan clarified that the vote cannot be on the Action News site, just information about the logo redesign. Dr. White reiterated that her students must be done by June 17th so they will present their application at the next meeting and then the subcommittee can tweak their proposal. Dr. White explained that, although the Seal is not supposed to be aligned with Let's Move, the students looked at what criteria other cities used to build the application. Carmen let the group know that, with the extra time, Corey will develop other concepts but will not likely have something new by the 5th. Bryan suggested agreeing on a timeline on the 5th based off of the launch to allow time to put the

website together. Carmen suggested 30 days for judging and 30 days for applications. Bryan said Emily can help with timelines and the project management and reminded the group that Rob needs 30 days for profiles but the MCFWB may not need 30 days to judge. Dr. Husband asked what the plan was if the full MCFWB decided that the direction this subcommittee was taking is wrong and Dr. White explained that she let her students know that the audience might not like all of their ideas but might offer alternate solutions. Carmen brought up the town hall meetings that Julie will be scheduling and Bryan said they should have a moderator and agreed with the idea to do them in four different areas of the city. Patrick mentioned the CPACs as an example. Bryan said that Action News may want to provide the moderator. Michelle explained what she had told Julie about scheduling the town hall meetings at different areas, possibly in community centers, and that dates were needed. Bryan asked how long the group should wait for an answer on the date for the Jaguars and that this must be determined at the June 5th meeting. Dr. White reminded the group that Daniel Pillipow from the last meeting may be able to combine something with a soccer event. Dr. Husband asked when the logo must be submitted to the Mayor's Office for approval and Michelle answered that Pam had told Carmen about a week was needed. Bryan asked Carmen to send the dates and timelines to Emily and Bryan asked if Emily can send e-mail updates out to the MCFWB which she can. Emily asked if the MCFWB has a FaceBook or Twitter account and Carmen said they will have one. Emily asked about the timelines for each subcommittee and Bryan explained that he needs to wait on determining what and when the event is and Valerie explained that hers is not related to the event. Carmen said she can work backwards from a date. Nancy asked when the next Awards meeting is and Dr. White said that is to be determined and gave a summary of the outline for the applications made at her previous meeting. Bryan reminded the group that he had recommended five categories for the five days of the week and they might add policies as a category. Dr. Husband expressed concern about taking out policies but Dr. White explained that policies should be organic to every category. Dr. White reviewed the areas her students are researching such as the One Spark model, with the National League of Cities, the Let's Move criteria and subcommittee member expertise. Nancy discussed the similar program the Navy has run through the MWR. Carmen suggested that, due to the timeline change, the subcommittee table the other agenda items for now.

V. Public Comment

None.

VII. Adjournment and next Meeting

The meeting adjourned at 1:37 pm. The next regular meeting of the Mayor's Council on Fitness and Well Being will be held Wednesday, June 5th. (Annual voting takes place at the September meeting.)

Respectfully submitted by Michelle Weinbaum, Recorder



Mayor's Council on Fitness and Well Being Promotion and Outreach Subcommittee

The next meeting will be held on:

Date: Thursday, May 16, 2013

Time: 12:00 pm – 1:30 pm

**Location: Conference Room 3112
Ed Ball Building
214 North Hogan Street**

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



HIGH FIVE LOGO CONCEPTS
THURSDAY, MAY 16, 2013
ARTWORK BY SIXTH GEAR LLC



HIGH FIVE LOGO CONCEPT #1



HIGH FIVE LOGO CONCEPT #1
VARIATIONS FOR EACH CATEGORY



HIGH FIVE LOGO CONCEPT #2



HIGH FIVE LOGO CONCEPT #2
VARIATIONS FOR EACH CATEGORY