



Mayor's Council on Fitness and Well Being

The next meeting will be held on:

Date: Wednesday, February 5, 2014

Time: 12:30 pm – 2:00 pm

**Location: Ed Ball Building, 8th floor
Conference Room 851**

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



**Mayor's Council on Fitness and Well Being
February 5, 2014
8th Floor, Ed Ball Building, Conference Room 851**

Agenda

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| I. Welcome and Introductions | Bryan Campbell, Chair |
| II. Approval of Minutes
Jan 8th, Jan 24th | Council |
| III. Let's Move Update | Tonisha Gaines, Subcommittee Chair |
| IV. Mayor's Seal Update | Patrick McSweeney, Subcommittee Chair |
| V. Direction to Subcommittees | Bryan Campbell, Chair |
| VI. New Business | Council |
| VII. Adjourn | |

Directions: The Ed Ball Building is located at the intersection of N. Hogan and E. Adams St. in downtown Jacksonville. You may enter the building either in the middle of the block of E. Adams (approx. 2 blocks W of Main) or mid block of N. Hogan (next to Quizno's). The entrance to the **Ed Ball Parking Garage** is on Monroe Street between the Ed Ball and the Courthouse- this is a one way street. You will exit on N. Julia.



**Mayor's Council on Fitness and Well Being
Minutes for February 5, 2014 Meeting
Conference Room 851, 8th Floor, Ed Ball Building, 214 N. Hogan St**

ATTENDANCE:

Mr. Bryan Campbell, Chair

Mr. A.J. Beson
Mr. Tim Burrows
Ms. Terri Cicero, Vice Chair
Ms. Karen Coleman
Ms. Nancy Crain
Ms. Valerie Feinberg
Ms. Tonisha Gaines
Ms. Alicia Hinte
Dr. Lauren Husband
Mr. Bo McDougal
Mr. Patrick McSweeney
Ms. Bernadette Overstreet
The Honorable Don Redman
Mr. George Sanders
Ms. Shaniqua Simmons
Ms. Jennifer Stein
Ms. Sharon Watkins
Dr. Danielle White
Dr. Audrey Wooten
Ms. Michelle Weinbaum, Recorder

Duval County Medical Society

Beson4 Media Group
YMCA of Florida's First Coast
Duval County Public Schools
Baptist Health
Baptist Health
Downtown Vision, Inc.
Special Events, City of Jacksonville
UF Health of Jacksonville
Duval County Health Department
Jacksonville University
St. John & Partners
Health Planning Council of Northeast Florida
City Council, City of Jacksonville
Florida State College of Jacksonville
Parks and Recreation, City of Jacksonville
St. Vincent's Health
Black Hog Farm
Development After Sports, LLC
Northeast Florida Medical Society
City of Jacksonville

Excused Absences:

Mr. Joseph Bergman
Dr. Ellan Duke
Ms. Charlene Walker

Sports and Entertainment, City of Jacksonville
River Hills Clinic
Employee Services, City of Jacksonville

Guests:

Tiffany Thigpen
Anonymous

Metacea
Black Hog Farm

PROCEEDINGS:

I. Welcome

Chair, Bryan Campbell, called the meeting to order at 12:36 and introductions were made around the room. A quorum was not established at the time.

II. Minutes

There were no comments on minutes.

III. Let's Move Subcommittee

Subcommittee Chair Tonisha Gaines briefed the group that she resubmitted the application on 1/27 and the city has moved from bronze to silver in one of the goals. The 4th anniversary of Let's Move is on February 9th. There was discussion about whether the city will hold a celebration event or issue a press release and members offered to use their blogs, websites, etc. to get the word out. Tonisha said the National League of Cities sent out information for an annual press release and the city will send a press release out next week; there will not be an event. Bryan asked to put together a press release specific to the MCFWB by Friday which can be sent out to other organizations and through members' channels. There is a need for messages formatted for blogs, Facebook, Twitter, etc. Tonisha is writing the press release for the city.

IV. Quorum Established

At this time in the meeting, a quorum was established and minutes were addressed. Patrick McSweeney moved to approve the minutes from January 8th and 24th, Bo McDougal seconded and the motion carried.

V. Seal Subcommittee

Subcommittee Chair Patrick McSweeney deferred to A.J. Beson on a status update. A.J. explained that they needed to narrow down designs based on the feedback that the MCFWB had submitted.

VI. Direction to Subcommittees

Bryan asked for a Seal Subcommittee meeting to be held before the next full meeting in order to have a recommendation ready for vote. Bryan asked the Let's Move Subcommittee to focus on identifying the gaps in information/services so they can be addressed.

VII. Health Policy Subcommittee

Bryan opened discussion on whether the MCFWB should form a subcommittee to address health policy in order to increase effectiveness in the MCWFB's advisory role by pre-vetting policies for the full group to evaluate. Dr. Wooten asked about what types of policies would be addressed and Valerie Feinberg gave examples of walkability and the 10 foot sidewalk requirement and bicycle/pedestrian safety in the mobility plan including bike paths and sidewalks. Tonisha suggested the importance of addressing issues and

moving on and not being tied into things. Bryan let the group know that, last year, nearly 300 bills related to health were filed at the state level in Florida. Bryan asked Valerie about what would be needed to make the Subcommittee work and Valerie explained the need for a group of interested members with a broad view of what is going on. Bryan asked about what extra support the city can provide to break down the issues such as a person dedicated to analyzing policy and Tonisha and Michelle answered that the city probably wouldn't be able to provide that service. Dr. Laureen Husband explained that her organization already does that internally and can assist. Bryan suggested a focus on state bills and all agreed that federal, state and local bills can all have an impact. Nancy Crain, Karen Coleman, Dr. Laureen Husband, Valerie Feinberg, Terri Cicero, Dr. Danielle White and Bryan volunteered to be on the Subcommittee. Valerie agreed to Bryan's request that she chair the Health Policy Subcommittee and Bryan asked that her first action be to create the mission statement and purpose and identify the scope.

VIII. One Million Pound Challenge

Bryan updated the group that there will be a meeting with the Surgeon General on the following afternoon and he is still working on meeting with all the hospital CEO's. Bryan reminded the group that he will likely need to take a leadership role in the initiative with his day job which could present a conflict of interest.

IX. Public Comments

Tiffany Thigpen in charge of Public Relations for Metacea requested to present information to the group. She spoke about the main company launch last week and the goal for helping Jacksonville become one of the healthiest cities. She said Metacea has a great product for wellness which their formulator spent 15 years developing. Dr. Danielle White's UNF interns helped with implementing programs. Metacea would like to team up with the MCFWB and Tiffany spoke about the RYL (Revive Your Life) Movement for college students to get involved in sports and the project they are working on with Parks and Recreation to teach kids to use sports equipment and teach parents about nutrition at the neighborhood parks. Wellness 180 is their initiative on blog, twitter, etc. for folks to take a 180 day challenge which starts with objectives like hydration, walking 30 minutes per day, positive affirmations, avoiding white flour, etc. Tiffany has a meeting with the Chamber of Commerce President to help with city involvement in setting up magazines to advertise their initiatives and Metacea is also willing to create a blog and Twitter account for the MCFWB with a unified message. Valerie asked if Metacea is a for-profit business and Tiffany said it is but they are

considering applying for non-profit status because they are already functioning like a non-profit: they have no corporate salaries, a lot of the profit from the product is given back to the community through the programs they implement and there is no cost for events. Bryan thanked Tiffany for coming and wanting to be involved and let her know that all meetings are public, that partners are needed for the One Million Pound challenge at the end of the year, and that he is grateful for the offer of help with social media but that needs to be done through the city. Tiffany asked for permission to print information from the MCFWB on her blog and Bryan said yes and he would have her added to the MCFWB email distribution. Tiffany said she would like to help with the One Million Pound challenge and with getting folks involved in that.

X. New Business

Valerie reminded everyone of Art Walk and shared that two people will be getting married. Nancy let everyone know that next Friday would be Go Red day for heart health awareness for women. Terri said there is a whole month of activities for DCPS employees. Tonisha asked if Terri could get information on Smart Servings and Terri said yes. Karen Coleman reminded the group of the Worksite Wellness Conference in May and suggested the MCFWB invite someone to come in and speak and get support. Bryan asked about getting a table at the conference and several would already be attending with their own organizations. Laureen reminded the group to be careful about being asked to give guidance on whether to enforce a certain diet. Terri said DCPS launched the inaugural intramural program with over 300 employees playing 174 basketball games and they partnered with Dr. Danielle White's interns to facilitate the program. They will play softball next. Valerie suggested holding games in Hemming Plaza. A.J. offered to help publicize Metacea. A.J. will be doing a big spread in June for the Heart Association in the Health Source magazine and will have a happy hour to celebrate.

XI. Adjournment and Next Meeting

The meeting adjourned at 1:27 pm. The next regular meeting of the Mayor's Council on Fitness and Well Being will be held Wednesday, March 5th at 12:30pm in Conference Room 851 in the Ed Ball Building at 214 N. Hogan St.

Respectfully submitted by Michelle Weinbaum, Recorder