

**Mayor's Council on Fitness and Well Being**  
**Minutes for June 7, 2017 Meeting**  
*Conference Room 459, 4<sup>th</sup> Floor, Ed Ball Building, 214 N. Hogan St*



**ATTENDANCE: [QUORUM OF 7 ACHIEVED]**

| Name of Council Member                     | Company / Affiliation                                       | Attended ? |
|--|---|------------|
| Joseph Bergman                             | COJ, OED Sports and Entertainment                           | Yes        |
| Hon. Lori Boyer                            | COJ, City Council VP [or designated representative]         | No         |
| <b>Tim Burrows [CHAIR]</b>                 | <b>YMCA of Florida's First Coast</b>                        | Yes        |
| Bryan Campbell                             | Duval County Medical Society                                | Yes        |
| Ms. Nancy Crain                            | Baptist Health  | Yes        |
| Ms. Heather Crowley (Albritton)            | Duval County School Board                                   | Yes        |
| Dr. Johnny Gaffney                         | COJ Council Rep, Boards & Commissions Liaison               | Yes        |
| <b>Dr. Heather Hausenblas [VICE CHAIR]</b> | <b>Jacksonville University</b>                              | <b>Yes</b> |
| Ms. Alicia Hinte                           | UF Health Jacksonville (previously Shands)                  | Yes        |
| Daryl Joseph                               | COJ, Director, Parks, Recreation & Community Services       | No         |
| <i>Ms. Robin Mantz</i>                     | <i>City of Jacksonville – Recorder (Non-voting)</i>         | Yes        |
| Ms. Gloria McNair                          | Florida Department of Health – Duval County (Non-confirmed) | Yes        |
| Mark Owens                                 | American Heart Association                                  | No         |
| Ms. La'Dora Taylor                         | Parks, Recreation and Community Services, COJ               | Yes        |
| <b>Guests</b>                              |   |            |
| Ms. Tammy Chaney                           | DCMS Foundation   |            |
| Ms. Caroline Davidson                      | Duval County Medical Society                                |            |
| Dr. Ellan Duke                             | River Hills Clinic  |            |
| Mr. Anthony Duran                          | 904Fitness  |            |
| Mr. Don Redman                             | Former Council Member                                       |            |
| Ms. Christy Schell                         | Brunet-Garcia   |            |
| Ms. Natalie Spindle                        | Brunet-Garcia   |            |
| Mr. JT Williamson                          | S4 Sports Academy   |            |

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**PROCEEDINGS:**

**I. Welcome**

The Meeting was called to order at 12:45PM by Chair, Tim Burrows. Quorum of [7] members was achieved by attendance and March, April and May 2017 draft minutes were approved with the 1<sup>st</sup> motion by Bryan Campbell and 2<sup>nd</sup> motion by Nancy Crain.

**II. Shape of the Future of Healthcare Conference Update**

Tim Burrows asked Tammy Chaney of 904 Mission One Million to give an update on 904M1M (Mission One Million) and she indicated Jacksonville's Shape of the Future conference was a success, as over 200 attended on both days. The measureable outcome was a commitment to change public policy regarding food deserts. June 22<sup>nd</sup> is the first conference call to create deliverables, which will involve hospitals, non-profits and City leadership as well as other key participants. The USDA defines food deserts as parts of the country void of fresh fruit, vegetables, and other healthful whole foods, usually found in impoverished areas, largely due to a lack of grocery stores, farmers' markets, and healthy food providers.

Bryan Campbell said the initial focus will be in Health Zone One and then the project will broaden after measureable outcomes for the community are realized. The next annual conference is May 21 & 22, 2018 and will focus on other topics such as the opioid epidemic and gun violence. Eilan Duke stated that there were many statistics at the conference around children and surprisingly there is a septic issue in the area, stores don't want to set up shop in certain areas and there is an issue where people don't have air conditioning and have to leave the doors open and are exposed to mosquitos, which are all interesting items we don't think about.

Caroline Davidson gave an update for *Mission One Million sponsored by 904Thin* stating that 76,576 pounds were lost so far and 4,033 users are registered to date. She asked that everyone on the council let her know of any health related events or weight loss programs that could be tied

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into 904M1M. Dr. Johnny Gaffney would like to tie in Journey to One to the food desert committee and committed to email Caroline at [caroline@dcmsonline.org](mailto:caroline@dcmsonline.org)

**III. The District Presentation**

Guest speaker Dr. Peter Rummell of Rummell-Munz real estate development company presented their upcoming healthy town concept called "*The District Jacksonville – Life Well Lived*" that focuses on healthy living with unintentional exercise designed in the community. Dr. Rummell said that the site <https://www.forbes.com/realty> posted that Jacksonville has been ranked 2<sup>nd</sup> in the nation for real estate this week and we need to keep the momentum high to match the national attention initiated from this article.

The development project is slated to be on the site of an old coal plant that JEA spent \$20MM cleaning up 20 years ago. It includes a 4.5 acre park designed for event programming, four riverfront restaurants, a ten screen movie theatre, a 150 slip marina and a back entrance that connects to I-95. There will be retail shops on the ground floor and residential units on the floors above. Bryan Campbell mentioned there was supposed to be a mixed use for the Unity Plaza in the Brooklyn area and asked the lessons learned for application in the Healthy Town concept. Dr. Rummell replied that parking is the constraint for the existence of businesses because 1-2 spaces per residential unit needs to be included in the plan as well. Dr. Ellan Duke pointed out that her husband is the Thomas Duke was the President of the AIA Jacksonville architect group (in 2015) and asked if Dr. Rummell had had any interaction with him yet, which he indicated he was unaware of any. Dr. Rummell answered a question from Tammy Chaney who asked if the hotel could be a convention location, to which he said no, but there would be a convention room available. He also indicated the price points for the 1200-1400sqft condos would be \$300K-\$400K for a two bedroom on the river with sale and lease options to bring diversity in age groups. He also indicated that the River Taxi would make this a destination and JTA has an idea for a wired

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gondola across the river as well and a boat / kayak launch would be included. Requests to consider rooftop gardens and pools were also mentioned.

**IV. Council Nomination Process**

Tim Burrows mentioned that Chair nominations are due in September and asked that everyone be prepared to submit nominations and vote during the August meeting, as the Council doesn't meet in July.

**V. Public Comments / New Business**

A question was asked about how to share and incentivize the 904M1M program. Bryan Campbell stated that funding is the main issue and that it would take \$1.5MM - \$2.5MM for a public awareness campaign. There is a public perception that Oklahoma City is the only effort that has been successful although Jacksonville has lost more pounds than other city efforts. Bryan estimates that a good website would cost no less than \$100K and an accompanying app would be \$50K, which includes database management and HIPPA compliance. Bryan Campbell reiterated that every pound counts in the effort and asked that everyone please sign up.

**VI. Adjournment and Next Meeting**

At 2:15PM Chair Tim Burrows adjourned the meeting with a motion by Bryan Campbell and a 2<sup>nd</sup> motion by Nancy Crain. The next regular meeting of the Mayor's Council on Fitness and Well Being will be held Wednesday, August 2, 2017 at 12:30pm in Conference Room 851 in the Ed Ball Building at 214 N. Hogan St.

*Respectfully submitted by Robin Mantz, Recorder*