

**Mayor's Council on Fitness and Well Being**  
**"Let's Move!" Task Force**  
**Minutes for April 16, 2015 Meeting**  
*PRCS Conference Room 4<sup>th</sup> Floor, Ed Ball Building, 214 N. Hogan St*




**ATTENDANCE:**

Name	Company
<b>Ms. Tonisha Gaines (Chair)</b>	<b>Special Events, City of Jacksonville</b>
Dr. Chris Robertson	Jacksonville University
Mr. Christopher Lalla	Exercise Physiologist
Mr. Keith Meyerl	Parks, Recreation and Community Services Department, COJ
Mr. Glenn Sebold	American Association of Clinical Endocrinologist
Ms. Robin Mantz (Recorder)	City of Jacksonville, Parks, Recreation & Community Services



**Campaign Status** – Tonisha Gaines reviewed a handout of the 5 goals (see attached) for Let's Move! Cities, Towns and counties (LMCTC), which allows Jacksonville to be recognized on the National League of Cities (NLC) website:

<http://www.nlc.org/>

- ☐ Tonisha will be attending a Training Academy next week and will follow up on the ideas presented in the *Let's Move!* meeting.
- ☐ The *Let's Move!* committee will request the MCFWB adopt the Goal #4 Gold Standard as we work toward developing a policy standard
- ☐ *Let's Move!* Committee is recommending the MCFWB reconvene the Seal Designation Committee

MEDAL	CATEGORY
	<b>Goal I: Let's Move! Child Care</b> – Jax is currently at the SILVER Medal level. Tonisha met Kevin Cataldo from the Orlando area <a href="#">Nemours Children's Health System</a> who was working on a nationally funded Early Childcare Collaborative program focused on giving child care and early education providers the tools to help children develop healthy habits for life. We will be able to use the tools from this contact to move to GOLD medal status.

**Mayor's Council on Fitness and Well Being**  
**"Let's Move!" Task Force**  
**Minutes for April 16, 2015 Meeting**  
*PRCS Conference Room 4<sup>th</sup> Floor, Ed Ball Building, 214 N. Hogan St*

MEDAL	CATEGORY
<b>Not Ranked</b>	<p><b><u>Goal II: MyPlate Community Partner</u></b> – We do not currently have a medal in this category, but we have registered to become a <a href="#">MyPlate</a> Partner. In order to reach the SILVER level, we would need at least 75% of municipally / county operated venues that serve food to prominently display the <a href="#">MyPlate Poster</a> and register to become a <a href="#">MyPlate Community Partner</a>.</p> <ul style="list-style-type: none"> <li>a. We need to get a list of all city / county owned facilities from Public Works and determine which have venues to serve food.</li> <li>b. Question: Do the venues have to be contracted through the city? Or can we get surrounding non-contract venues to participate as well?</li> <li>c. Will we be able to compete in the SILVER level survey by educating city employees (break rooms) with the MyPlate poster and possibly giving them "Bring Your Lunch" prep ideas to save money and align with the MyPlate concept?</li> </ul>
	<p><b><u>Goal III: National School Lunch Program (NSLP)</u></b> – Jax is currently at the SILVER Medal level. In order to reach the GOLD level, we will need to raise the percentage of students (all grades) who participate in the NSLP program. The issue is that we may not have the percentage of eligible students who qualify for the program, so we need to explore other options to achieve GOLD level.</p>
<b>Not Ranked</b>	<p><b><u>Goal IV: Dietary Guidelines for Americans</u></b> – We do not currently have a medal in this category, but this category again, deals with all municipally / county operated food venues, so we can use the same approach as Goal II. The difference is that Goal IV involves renegotiating contracts and changing policies, so we will need to work on a position statement to present to council</p>
	<p><b><u>Goal V: Playspaces / Physical Activity</u></b> – Jax is currently at the GOLD Medal level. In addition to this achievement, the Parks Department is working on a mobile app to locate parks / play areas throughout the city.</p>

**Analytics** - Chris Robertson mentioned that we need analytics in place to measure effectiveness

**Promoting Let's Move!** – Robin Mantz suggested generic business cards for the MCFWB members to carry and give to members of the community who would be great contributors / resources for the council and Let's Move! She will create a 'mock up' of the card to get feedback from the task force prior to bringing to the MCFWB Council

- ☐ Business card would have the email contact for Let's Move! and encourage people to send success stories, partner with the COJ and provide feedback and ideas

**MCFWB Seal** – We would like to get the criteria to use the seal for the Mayor's Council on Fitness and Well Being. Is there still a task force in effect for the seal criteria?

**Hashtag Ideas** – the task force threw a couple of ideas around, but ultimately agreed upon **#LETSMOVEJAX** to present to the MCFWB Council