



**Mayor's Council on Fitness and Well Being
Promotion and Outreach Subcommittee
Minutes for April 12, 2013 Meeting
Southeast Regional Library, Meeting Room B, 10599 Deerwood Park Boulevard**

ATTENDANCE:

Mrs. Carmen Rojas

Ms. Kimberly Bynum
Mr. Bryan Campbell
Ms. Terri Cicero
Ms. Nancy Crain
Dr. Ellan Duke
Dr. Laureen Husband
Mr. Joel Lamp
Ms. Charlene Walker
Ms. Michelle Weinbaum

Chair, Varsity Personal Training, LLC.

Veterans Affairs, City of Jacksonville
Duval County Medical Society
Duval County Public Schools
Baptist Health
River Hills Chiropractic Clinic
Duval County Health Department
Sports and Entertainment, City of Jacksonville
Employee Services, City of Jacksonville
Recorder

Guests:

Mr. Corey Adams
Ms. Julie Lee
Mr. Andy Stanfield
Ms. Laura Townsend

Sixth Gear, LLC
U.S. Bank
Revolutionary Marketing, LLC
Duval County Medical Society

PROCEEDINGS:

I. Welcome

Chair Carmen Rojas called the meeting to order at noon.

II. Discussion- Role of Subcommittee

Carmen began by introducing her presentation (attached to minutes). After discussing the concept of the three related projects, Bryan Campbell explained that the event is a part of the awards program and the three parts are related but they are not the same thing. *Let's move* is only related as a guide for the awards criteria. Bryan explained that the Jacksonville Chamber of Commerce and Action News have committed to be partners on this project and he will assist in identifying the Chamber of Commerce liaison. Cox TV brings with it six TV and radio stations and a national sales team and the Chamber has over

10,000 members. Joel Lamp also offered to help with Channel 10. Terri Cicero asked for an explanation of what the organizational chart from the April 3rd meeting has to do with the Promotion and Outreach subcommittee. Joel responded that the chart shows how to make Jacksonville a *Let's Move* city. Bryan Campbell explained that the MCFWB is not approved to work on making Jacksonville a *Let's Move* City. Some confusion arose because the celebration event was tentatively named "Let's Move Jacksonville"; during testing, he found that it is a bad name and should be changed, but the celebration event is what the Mayor approved the MCFWB to work on. Carmen explained that she had understood the group was moving towards *Let's Move* designation; Joel pointed out that city staff will most likely be helping with *Let's Move* designation. Carmen noted that there are issues with using the name "Let's Move" if the activities are not in support of it. Bryan explained that the MCFWB activities are aligned, but they are different. Additional members were entering at this time and Carmen recapped previous discussion for them. Bryan explained that the criteria for the awards will be based on *Let's Move* and reviewed the categories of organizations/individuals eligible as discussed in previous meetings; Florida Blue is a potential sponsor to attach a cash prize or grant to awards. Teri, a newer MCFWB member, asked if the MCFWB is changing the seal criteria and process and Bryan explained how it was done before with a group presenting a power-point and the MCFWB voting on whether to award the seal afterwards with no follow up.

III. Discussion- Website

Carmen asked about the website and Bryan explained that the website has to go through the city, but there can be a redirect link as long as the main page and certain components are on the city website per city policies for *Let's Move Jacksonville*. Carmen noted that the Los Angeles *Let's Move* website is not linked to the Los Angeles city website. Joel explained that, because MCFWB is a city group, it has to be on a city website unlike in cities where a third party group has taken charge of the *Let's Move* program. Corey Adams would like to know if the website can be in the format "____.coj.net" to make it easier for citizens to navigate to.

IV. Discussion- Event and Promotion

Carmen began discussion of the kick-off event and Bryan corrected that it is not a kick-off event but can be called a celebration event. He sees it as an 18 month implementation process with improvements to be made in the following year. Bryan also explained that Mike McCormick of Action News proposed the event

be conducted as a city Health Fair to create a coalition to transform the city and which Julie Lee noted will make buy-in for Florida Blue easier. Carmen asked what the Promotion and Outreach Subcommittee's role will be in the event. Bryan answered that someone will need to ensure that the web, social media, TV, and radio stations are used to get information out. Joel suggested using RSVP Jacksonville's mailing list. Julie suggested the information be sent to the DXM marketing group. Joel suggested using the city's established social media and advertising to Arena football and Jaguars season ticket holders. Dr. Ellan Duke offered Sheila Green as a contact for social media at University of North Florida and as a possible volunteer for a social media project. Corey mentioned that he designs and publishes 904 Fitness magazine and that an article could be a good way of getting information out. Corey also suggested planning postings for someone in the city who takes over on social media accounts. Carmen requested assistance understanding who needs to approve what messaging and when. Bryan explained that all external messages must go through Pam Roman with the city's Public Information Office and that Pam is not working on the website but she is working in conjunction with the office that is. Bryan discussed the movement to a web.com optimized website and the potential for banner ads, maps and other features. Joel advised planning on using the old site to begin with. Carmen asked if MCFWB can sell banner ads on the city website for revenue. Bryan noted that the First Coast Worksite Wellness website was developed for similar reasons and may serve as a model. Corey suggested buying ad space in local publications. Bryan noted that A.J. Beson had been committed to assisting the MCFWB until finding out that there was not a vacant slot on the MCFWB that he fit into. Joel offered his contacts with Jacksonville magazine, the Daily Record and Folio. Bryan said that the MCFWB does need a public relations director and that TV exclusivity was granted. Joel asked if there is a way to keep the other media involved and Bryan said probably not. Charlene Walker suggested sending the information through the extended learning flyers which the schools mail out featuring exercise programs among other offerings and Terri offered to assist with that. Bryan brought up the inventory the MCFWB attempted for over a year and a half to try to reach more of the people doing health related things; Carmen suggested holding mini events at events already going on. Joel and Dr. Ellan Duke suggested that the mini events may be too much to do in the time available and suggested focusing on the Celebration first. Bryan suggested that the Indian American Medical Society event would be a good venue for a mini-event, but it is coming up too soon. Joel

suggested using the Jaguar's last pre-season scrimmage for a mini-event. Bryan said that, if Joel can get a firm commitment from the Jaguar's by the following week, the MCFWB can discuss it and then the City will need to say whether it is alright or not.

V. Discussion- Name and Logo

Carmen brought the discussion to finding a name for the celebration event. Bryan mentioned that Patrick McSweeney was planning to take this on until he found out that there is not a vacant slot on the Council which he can be fit into. Corey offered to provide a list of names and a few logos for the MCFWB to consider. Ellan asked if this would be a name for the award or a name for the event. Corey verified that this should be a design for a logo that you can affix to anything (e.g. documents, stickers, etc.) Carmen asked if it should be named after a person. Joel suggested that may not be a great idea as it could stretch out the approval time. Corey asked what the minimum necessary elements are. Bryan answered that it just has to feature the title "Mayor." Kimberly Bynum shared that the logo for the Week of Valor used the city outline and was otherwise very simple. Corey asked if this would be a one-year award and Joel suggested something that could be represented as a gold/silver/bronze version. Terri suggested using the terms "fitness" or "health" but not "Let's Move" to avoid confusion.

VI. Adjournment and next Meeting

The meeting adjourned at 12:56 pm. The next regular meeting of the Mayor's Council on Fitness and Well Being will be held Wednesday, May 1st.

Respectfully submitted by Michelle Weinbaum, Recorder



Mayors Council on Fitness & Well Being

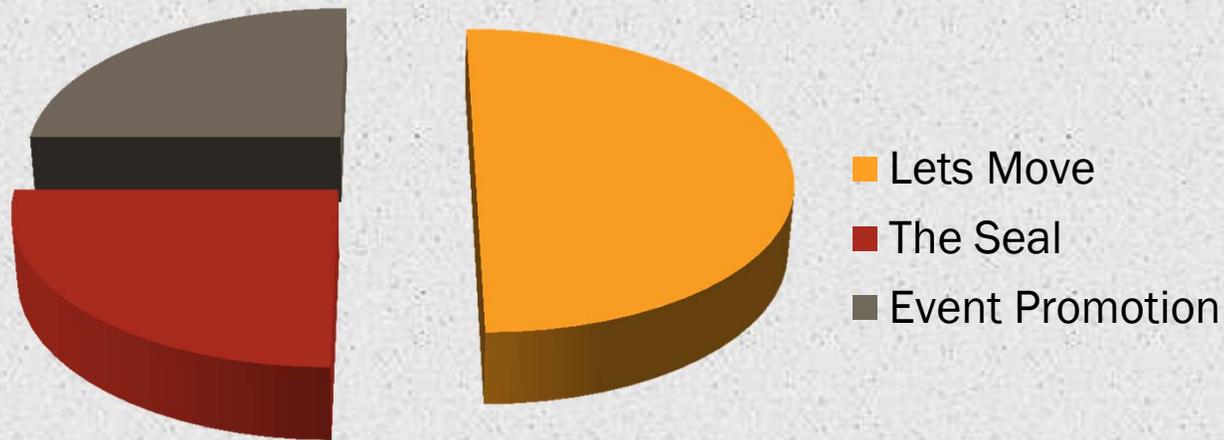
Let's Move Promotion and Outreach Sub
Committee

Meeting Purpose

- o What is it?
 - o Who needs to hear about it?
 - o What do we need to say about it?
 - o How do we need to say it?
-
- o The goal of this meeting is to develop a working knowledge of the answers to these questions.

3 Related Projects

Promotion and Outreach Projects



Let's Move

- o [Website - www.letsmove.gov](http://www.letsmove.gov)
- o Initiative started by First Lady Michelle Obama.
 - o Stated goal of “Solving the problems of childhood obesity in a generation, so that all children will grow up healthier and able to pursue their dreams’

Let's Move

- o City Of Jacksonville's Action Steps
 - o COJ will sign up at the website
 - o Agreement to commit to the 5 goals of Let's Move! Cities, Towns, and counties.
 - o Start Early, Start Smart
 - o My Plate, Your Place
 - o Smart Servings For Children
 - o Model Food Service
 - o Active Kids At Play

Let's Move (cont.)

- o COJ Action Steps
 - o First Quarter and End of Year annual update
 - o 4 action areas (pick one, some or all)
 - o Helping Parents Make Healthy Family Choices
 - o Improving The Health of Schools
 - o Increasing Physical Activity Opportunities
 - o Making Healthy Food Affordable and Accessible

Ultimate Goal

- o Nationwide recognition for Jacksonville's accomplishments with the initiative.
- o "Local elected officials have the opportunity to earn gold, silver, and bronze medals, as they proceed in accomplishing the five goals."

The Seal

- o Best In Class Awards Program
- o This awards program (name pending) will incentivize participation from local groups, and highlight their efforts to improve health outcomes.
- o Process
 - o Call For Entries – June
 - o Winner selected – August
 - o Healthy Jacksonville Week – September/October

The Seal (cont.)

- o Twenty winners will be selected in five categories
- o 4 winners in each category will represent different communities
 - o Businesses
 - o Organizations
 - o Individuals
- o Winners will be able to promote their program as a “2013 Award Winner”
 - o Possible Cash Prize

“Healthy Jacksonville” Celebration

- o At the culmination of “Healthy Jacksonville Week” there will be a public celebration of “Healthy Jacksonville”.
- o Tentatively planned for Hemming Plaza
 - o Possibility for Prime Osborne
 - o Possibility of Metro Park
- o Ultimate goal of a large scale event similar to the KUSA Health Fair in Denver or the NBC-4 Health Fair in Washington DC

Who Needs To Hear About This?

- o Who has resources that can help the COJ reach its goal?
- o Who is the audience that will benefit from this?
 - o Children and communities

What Do We Need To Say

- o What do we want people to do?
 - o Sign up
 - o Get information
 - o Buy/Donate
- o What will give the requested people a “no brainer” positive response to do what we ask

How Do We Need To Say It

- o What marketing/advertising medium is best to bring what we want to say to the attention of those that need to hear it?
 - o E-marketing
 - o Social Media
 - o E-mail Campaign
 - o Website(s)
 - o Direct Mail
 - o Radio/Television
 - o Mini events



Thank You For Your Time

Mayors Advisory Council for Fitness and Well-Being
(Let's Move; Out Reach and Promotions)

Carmen Rojas *(904)772-4709*

carmen@getvaristyfit.com

Jacksonville Let's Move Program Summary

Executive Summary

The Mayor's Council for Fitness and Well-being was created to promote healthy lifestyles and improve the health of Jacksonville's citizens. In order to bring together many excellent but unconnected efforts to improve these outcomes, the Council, with the full support of Mayor Alvin Brown, is creating a best-in-class awards program. This awards program (name pending) will incentivize participation from local groups, and highlight their efforts to improve health outcomes.

The program will begin with a Call for Entries in June. In August, the winners will be selected and notified that they have won. Winners will be featured in a story on Action News during the official "Healthy Jacksonville" week, designated by Mayor Brown in September (or October, date pending). Twenty winners will be selected in five categories, one for each day of the week. The four winners in each category will represent different communities (businesses, organizations, individuals). In addition to the recognition, each winner will be able to promote their program as a "2013 Award Winner", and we hope to negotiate support for a cash prize for each of the winners.

At the culmination of the week, there will be a public celebration of "Healthy Jacksonville." This event is tentatively planned for Hemming Plaza, but there is a possibility of creating a Health Fair at either Metro Park or the Prime Osborn. Details on this event are currently in negotiations.

The program will be a public-private partnership relying on the participation of local businesses and organizations to support the program and encourage participation in the awards submissions. The lynchpin partnerships will be with Action News (CBS 47/FOX 30) and its six affiliated COX Radio stations in the market, along with a partnership with the Jacksonville Chamber of Commerce. Many additional partnerships will be necessary to ensure that the program is a success.

This program is not intended to be a one-time event. The goal is to create an annual program that not only awards the best of the best, but encourages others to get involved and help improve health outcomes in Jacksonville. Ideally, the celebration at the end of the week could be as impactful as the KUSA Health Fair in Denver or the NBC-4 Health Fair in Washington, D.C..