



Mayor's Council on Fitness and Well Being

The next meeting will be held on:

Date: Wednesday, November 6, 2013

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
November 6, 2013
8th Floor, Ed Ball Building, Conference Room 851**

Agenda

- | | |
|---|---|
| I. Welcome and Introductions | Terri Cicero, Vice Chair |
| II. Approval of Minutes
September 4 th , 23 rd , October 2 nd | Council |
| III. Status of MCFWB Website | Tonisha Gaines |
| IV. Let's Move Update | Subcommittee Chairs |
| V. Mayor's Seal Update | Subcommittee Chair |
| VI. Direction to Subcommittees | Terri Cicero, Vice Chair |
| VII. Public Comment- Clay Community
Health Improvement Plan Project | Ms. Winnie Holland, Director
The Department of Health in Clay County |
| VIII. Additional Public Comments | As requested |
| IX. New Business | Council |
| X. Adjourn | |

NOTE: The December meeting will be cancelled and the January meeting will shift to Wednesday, January 8th because the Ed Ball Building will be closed on Wednesday January 1st due to the holiday.

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 November 6th, 2013 Meeting
Conference Room 851, 8th Floor, Ed Ball Building, 214 N. Hogan St**

ATTENDANCE:

Ms. Terri Cicero, Vice Chair

Ms. Pat Alexander

Mr. AJ Beson

Mr. Tim Burrows

Dr. Ellan Duke

Ms. Tonisha Gaines

Ms. Alicia Hinte

Dr. Laureen Husband

Mr. Bo McDougal

Mr. Patrick McSweeney

Mr. George Sanders

Ms. Shaniqua Simmons

Ms. Charlene Walker

Dr. Danielle White

Dr. Audrey Wooten

Ms. Michelle Weinbaum, Recorder

Duval County Public Schools

Adult Services, City of Jacksonville

Beson4 Media Group

YMCA of Florida's First Coast

River Hills Clinic

Special Events, City of Jacksonville

UF Health of Jacksonville

Duval County Health Department

Jacksonville University

St. John & Partners

Florida State College of Jacksonville

Parks and Recreation, City of Jacksonville

Employee Services, City of Jacksonville

Development After Sports, LLC

Northeast Florida Medical Society

City of Jacksonville

Excused Absences:

Mr. Bryan Campbell, Chair

Ms. Nancy Crain

Ms. Valerie Feinberg, Chair

Mr. Joel Lamp

The Honorable Don Redman

Ms. Jennifer Stein

Duval County Medical Society

Baptist Health

Downtown Vision, Inc.

Sports and Entertainment, City of Jacksonville

City Council, City of Jacksonville

St. Vincent's Health

Guests:

Ms. Bernadette Overstreet

Melody Hutchison

Mike Hardy

Winnie Holland

Barbara Sanchez-Salazar

Health Planning Council of Northeast Florida

Cox Media Group Radio Division

Cox Media Group Television Division

Florida Department of Health in Duval County

Fowler White Boggs

PROCEEDINGS:

I. Welcome

Vice Chair, Terri Cicero, called the meeting to order at 12:32 and introductions were made around the room. Terri reminded the group that the December meeting will not be held and the January 1st meeting will move one week to January 8th due to the city holiday closures.

II. Minutes

A quorum was not established so minutes from September and October could not be approved.

III. Status of Website

Member Tonisha Gaines was asked to give an update on the website. She said the first website should be running in a couple of weeks: the MCFWB has the existing website but a separate page for letsmovejax.com is being built and it will just need content. Member Dr. Ellan Duke reminded the group that prior member Carmen Rojas is still available for a dramatic level of assistance but would prefer to turn something more developed over. Member Tim Burrows had questions about how pages would link to the city and who would maintain the site and Tonisha explained that there is flexibility and a lot of room for creativity even on city pages; the city will make the final determination on bringing outside sites or staff in to support it. Member Dr. Audrey Wooten agreed that it is easier to leave the website with the city to reduce confusion. Tim asked about having a mix and keeping Carmen's content and design and Tonisha explained that it would be easy to take and incorporate individual creative elements, but it would not be feasible to take parts of the website structure. Dr. White expressed concern about the analytics being available measure marketing efforts such as number of visits, clicks, etc. and Tonisha explained that the COJ websites allow for staff to gather that information.

IV. Let's Move Subcommittee

Tonisha reported that Member Valerie Feinberg submitted the first report to the League of Cities and Jacksonville has earned a Bronze medal in Goals 1, 3, and 5. The next report is due on November 27th and Tonisha asked for subcommittee members to submit their survey responses by November 25th. The group asked Recorder Michelle Weinbaum to resend the survey which is **attached to these minutes**.

V. Seal Subcommittee

Member AJ Beson showed a packet of sample logos to get feedback and narrow down some options; the logos shown at the meeting are attached to these minutes. Ellan preferred the third logo and Audrey

agreed but suggested weeding out the last logo which several members agreed with. Tonisha did not like the logo with the blue wave-like circle which drew a split opinion from the group. Member Alicia Hinte shared that her end off the table liked number three and seven. Tonisha reminded the group to consider what the logo will look like not only as is, but also if someone prints it out in black and white. Michelle suggested numbering the logos and sending them out to give members two weeks to return comments on which they like and don't like; AJ will confer with Chair Bryan Campbell prior to requesting feedback.

VI. Due Outs

Terri reminded everyone that there will not be break out groups at monthly meetings, but subcommittees are encouraged to schedule meetings as needed; there are no meetings planned at this time.

VII. Guest Presentation

Terri introduced Winnie Holland from the Clay County Health Department to discuss a new healthy initiative. Ms. Holland explained that she is seeking support for a 1 million pound challenge: the Florida surgeon general wants the state to have the healthiest weight in the nation and Clay County is kicking the challenge off on January 6th and would like to involve all five counties in NorthEast Florida and have a kick off for each county every couple of months. Winnie discussed the resources for partnering agencies and the marketing tools and recognition available to them. Member Patrick McSweeney asked about the population and breakdown; Clay County has 197,000 people and 60% of the adult population is overweight or obese. Member Dr. Laureen Husband reminded the group that the number is 67% for Duval County. Winnie said Baker also has the same concern. Alicia asked about the model being used and Winnie explained a similar effort that was started in Oklahoma City; Clay County's initiative is not being based directly off of that but is very similar. Their goal is to reach the 1 Million mark in one year, but they realize that this is very aggressive and it may take longer; Oklahoma City has been working on it for over three years. A partnership with Duval County would help immensely both in sharing the goal and with the media coverage centered in Duval. Laureen asked about the plan for tracking and Winnie explained that it is generally going to be self-reporting but many offices are tracking it at their levels and the YMCA is also partnering with space and an 8-week health curriculum. Winnie also introduced Imani Richardson who was with her from Americorps as a Teen Health Center Advocate. Winnie thanked the group and expressed gratitude for Bryan's partnership.

VIII. Public Comment

There were no additional public comments.

IX. New Business

Ellan reminded the group of the evening with Dr. Richard Jackson which AIA is hosting at WJCT at 7pm which will give a lot of information about Healthy Cities and topics like parks, walking spaces, farmers' markets, bike paths, policies, etc. Tim let the group know that the new YMCA at Riverside will hold the ground breaking on December 5th in the evening. Danielle reminded the group of the Ultimate Nutrition and Fitness event her students are holding at UNF on November 15th from 11am-3pm at the courts near the new Student Wellness Center. The event will include basketball, football, healthy vendors, yoga, pilates, door prizes, etc. and the only charge will be for parking. The students were tasked with getting 200 people to attend. Laureen reminded the group of the e-mail that went out about the Great Cafeteria Event which the I'm A Star Foundation is hosting on November 15th with renegade chef Ann Cooper of TedEx fame to discuss school nutrition, and the food summit reception that evening from 5:30-7pm at WJCT. Senator Nelson is chairing the food summit the following day which will focus on policies. Information for all of these events is also attached to these minutes. Prior member Barbara Sanchez-Salazar announced that the National Rowing body chose Jacksonville to host their annual convention on December 14th and the Jacksonville Rowing Club is hosting a boat manufacturer from China to tour Jacksonville as a potential distribution point. Tonisha reminded the group of the I'm A Star Foundation's Let's Move event being held at Metropolitan Park. Terri let the group know that, considering DCPS has always scored low on play activity when assessing their wellness programs, they are starting an intramural program which will commence in January and the public will be able to attend to watch teachers and staff compete. More information will be sent out when available.

X. Adjournment and Next Meeting

The meeting adjourned at 1:16 pm. The next regular meeting of the Mayor's Council on Fitness and Well Being will be held Wednesday, January 8th at 12:30pm in the same location (Conference Room 851 in the Ed Ball Building at 214 N. Hogan St.)

Respectfully submitted by Michelle Weinbaum, Recorder

Weinbaum, Michelle

From: carmen@getvarsityfit.com
Sent: Tuesday, October 08, 2013 9:48 AM
To: Bryan Campbell; Weinbaum, Michelle
Cc: Colbert, Daphne; Andy Stansfield; Jones, Mia
Subject: RE: FW: Jacksonville, Let's Move Website

Bryan-

I am pleased to hear the progress this project is making. I am hopeful and confident that these accomplishments will move the City of Jacksonville closer to its goal of improving the fitness and wellness of all its citizens.

I am quite disappointed that the committee has decided to have the City of Jacksonville manage this website. We were looking forward to finishing the site and seeing this project through to completion. We do not feel that this decision is in the best interest of this project or the MCFWB for four main reasons.

- Because my team was intimately involved in the planning and construction of both the site and the marketing platform as a whole, we are better able to navigate the site and the marketing message simultaneously than an alternative group that may understand the functionality and technical aspects of the site but would also be adopting a marketing platform they did not create.
- My team consists of experts in marketing and the nuances of internet marketing. We have multiple e-marketing certifications and built thriving businesses around our successful experiences marketing this and other types of marketing projects. We have the time, software, and insight to deliver a site which is not only functional and pleasing to the eye but that actually delivers the kind of user engagement that is necessary for the success of this project.
- Our specific expertise in optimizations and analytics would have allowed us to streamline the site and the marketing system to more efficiently lead to a positive outcome. We would have been able to develop a systematic approach to the management of the site that would give instructions, a timeline and best practices for the long term management of the site. This would aid whomever managed the site beyond that point.
- We were never given the opportunity to share these facts or answer questions directly from the committee in the general committee meeting on October 4th as we had requested. It is likely that we could have laid the concerns over management or logistics of the website to rest and worked out a solution that would be a better option than the one purposed.

We feel that it is in the best interest of the project for us to manage the site for at least the introductory period so that we can complete the process we started and deliver the results we promised. Should the committee continue to feel strongly that the site be managed by the city, we would suggest that the city build the site so that they are more familiar with it and its inherent marketing message.

Carmen Rojas MBA CPM
Kinesiologist, Certified Sports Nutritionist &
Personal Trainer
carmen@getvarsityfit.com
(904) 772-4709

----- Original Message -----

Subject: Re: FW: Jacksonville, Let's Move Website
From: Bryan Campbell <bcampbell@dcmsonline.org>
Date: Mon, October 07, 2013 11:18 am
To: Carmen Rojas <carmen@getvarsityfit.com>, "Weinbaum, Michelle"
<MWeinbaum@coj.net>

Carmen,

We discussed the layout and design at last week's meeting and all agreed that it is definitely a great foundation for the city website.

We also discussed the issue of the Five Goal teams and the overall leadership of the Let's Move Subcommittee. After consultation with Rep. Jones, we decided that Tonisha Gaines would take over as the chair of the Let's Move subcommittee. With that, we made some significant progress and decisions at the meeting.

1. We are ready to apply in all five areas for the Let's Move certification. Tonisha is heading that effort.
2. We determined that the city staff will work to update and maintain the Let's Move website moving forward. We all appreciate what your team has done, and we do not plan to change it, but for management and logistical advantages (ie: social media) Tonisha and the city have determined that to be the best move going forward. I'm not sure the technical aspects of what is required for a transition, but Michelle can put you in touch with Tonisha to get that going.

I'm not sure if this news will be a relief or disappointment to you, but with the city offering to take the reigns, and the elimination of many of the unnatural Sunshine restrictions that provides, I think this is the best plan moving forward.

Please begin working with Michelle, and we'll keep you in the mix as we move forward at a rapid pace towards getting that Let's Move certification!

Thank you and your team for all of your work!

On Wed, Oct 2, 2013 at 11:02 AM, <carmen@getvarsityfit.com> wrote:
Hi Everyone!

Just as a reminder, as I am no longer an official member of the MCFWB, you may send your feedback to me directly without violating any of the Sunshine Rules. You will need to take care not to CC any of the other members in your response.

With this project revisions are anticipated, and your feedback is absolutely essential to developing a website that everyone will be happy with. Feel free to be honest about your opinions, concerns and desires. We will take all feedback into consideration and are open to modifications to the site.

Thanks!

Carmen Rojas MBA CPM
Kinesiologist, Certified Sports Nutritionist &
Personal Trainer
carmen@getvarsityfit.com
[\(904\) 772-4709](tel:9047724709)

----- Original Message -----

Subject: FW: Jacksonville, Let's Move Website

From: "Weinbaum, Michelle" <MWeinbaum@coj.net>
Date: Wed, October 02, 2013 6:11 am
To: "Alexander, Pat" <PALEX@coj.net>, "Andrea Hart (andrea.hart@brightstarcare.com)" <andrea.hart@brightstarcare.com>, "Andy Stansfield" <andy@revolutionarymarketing.net>, Barbara Sanchez-Salazar <b.sanchezsalazar@fowlerwhite.com>, "Boree, Kelley" <Kboree@coj.net>, "Bynum, Kimberly" <KBynum@coj.net>, "Gaines, Tonisha" <TonishaL@coj.net>, Guest Alexander Pogrebniak <Alexander.Pogrebniak@nemours.org>, "Guest Corey Adams" <corey@wearesixthgear.com>, Guest Daniel Pillipow <dpillipow@gmail.com>, Guest LaToya Taylor-White <365influence@gmail.com>, Guest Patti Ruscito <patti@dcmsonline.org>, Guest ReShawndia Mitchell <RMitchell@firstcoastwwc.org>, Guest Sharon Watkins <Sharon@blackhogfarm.com>, Guest Susan Coughlin <Susan_Coughlin@doh.state.fl.us>, Guest Susan Heinz <sheinze@fscj.edu>, "Ilog, Sandy" <SIlog@coj.net>, Incoming Member Alicia Hinte <alicia.hinte@jax.ufl.edu>, Intern Emily Whritenour <emily@dcmsonline.org>, "Lambert, Alexis" <AlexisL@coj.net>, "Lamp, Joel" <JLamp@coj.net>, "Laureen Husband" <Laureen_Husband@doh.state.fl.us>, "Marty McEachean (mmceachean@cisjax.org)" <mmceachean@cisjax.org>, "Member A.J. Beson" <aj@beson4.com>, Member Bo McDougal <bmcdoug@ju.edu>, Member Bryan Campbell <bcampbell@dcmsonline.org>, Member Carmen Rojas <carmen@getvarsityfit.com>, "Member Dr. Audrey Wooten" <audrey.wooten@jaxhealth.com>, "Member Dr. Danielle White" <drdamwhite@gmail.com>, "Member Dr. Ellan Duke" <ellanduke@aol.com>, Member George Sanders <gsanders@fscj.edu>, "Member Jennifer Jones Stein" <Jennifer.Jones@jaxhealth.com>, Member Karen Coleman <karen.coleman@bmcjax.com>, Member Kenneth Glover <Kenneth_Glover@csx.com>, Member Nancy Crain <nancy.crain@bmcjax.com>, Member Terri Cicero <cicerot@duvalschools.org>, Member Tim Burrows <tburrows@FirstCoastYMCA.org>, Patrick McSweeney <patrickmcsweeney@sjp.com>, "Redman, Don" <Redman@coj.net>, "Rlouis@actionnewsjax.com" <Rlouis@actionnewsjax.com>, "Valerie Feinberg (valerie@downtownjacksonville.org)" <valerie@downtownjacksonville.org>, "Walker, Charlene" <ChWalker@coj.net>, "Wilson, Scott" <SWilson@coj.net>
Cc: "Colbert, Daphne" <DaphneC@coj.net>

All,

I am sharing an update from Carmen Rojas with all.

Thank you,
Michelle

Below is the link to preview the Jacksonville, Let's Move website. The site is in preview mode and only available at this link. There are a few minor details that we will keep tightening up on. A few spacing and typo kind of errors that can easily be fixed without significant changes to the site.

<http://preview.editmysite.com/M9NAB2>

There are a few follow up details to share.

This is a template website that will make updating the site easy for whomever assumes that responsibility. There are some design limitations, but we felt function was more important than the highly technical/flashy custom built site that we sometimes create.

Also, we do not generally grant update access to custom built sites since an accidental error can easily crash an entire site. Once we are finished with this site it will take less than an hour to teach someone how to update the sites content, photos and or links.

The photo's and logos are for placement only. We do not have permission to use any of the logo's, but getting the necessary permission will not be difficult. The links are live and should function according to plan.

There are two pages with nothing on them. The Plan for Jacksonville's Health and the How to Help Guide. Completing these pages will rely on direct feedback from the subcommittee on specifically how this project is to move forward.

We would also like to develop an "I Move Jacksonville Pledge". This will help draw traffic to the site from social media and can improve the virality that this project will depend on. We also plan to do some feature and functionality testing once the site is approved and is live. Google analytics is already installed into the site. None of the social media links are activated on the site yet, as we are pending a decision on who needs to be included and at what level of access.

The site is also being shared with Pam Roman for review and initial feedback. What we recommend is that the general committee take a general look at the site and share any questions or concerns. Next, we would like to work with the subcommittee to focus on the specific details of the sites content in a separate meeting. Any day but Wednesday afternoons works great for my team, and I can have a representative at this meeting to assist with a more detailed look at this site.

Carmen Rojas MBA CPM
Owner Rojas Consulting LLC

--
Bryan Campbell
EVP/Executive Director
Duval County Medical Society - "Helping physicians care for the health of our community since 1853"
555 Bishopgate Lane, Jacksonville, FL 32204
W: 904-353-7536
C: 904-626-2915
www.dcmsonline.org





Let's Move! Cities, Towns, and Counties Survey

Please fill out the following survey to the best of your ability. We understand you may need time to answer all of the questions, as such, you can submit the survey multiple times. [Click here to review the goals before completing the survey](#) » If you have any questions while taking this survey, please email lmctc@nlc.org or call Elena Hoffnagle at (202)626-3012.

Mandatory fields in red

What is your municipality name?

What is your municipality's State?

What type of municipality are you? City Town County

What is the name, title, and contact information for the Elected Official leading the *Let's Move!* efforts?

- Mayor
- Town Administrator/City Manager
- City Council Member
- Alderperson
- County Executive/Commissioner
- County Supervisor
- County Council Member

Name	
Address 1	
Address 2	
City/Town	
State	
Zip Code	
Email	
Telephone	

Do you have a lead person who will coordinate your community's *Let's Move!* activities and be responsible for reporting progress to *Let's Move!* on healthycommunitieshealthyfuture.org?

Yes No

Name, Organization	
Email	

Have you established a *Let's Move!* Task Force or work group? Yes No

What is your municipality's or county's childhood obesity rate?

I don't know this statistic.

In order to be recognized as a *Let's Move!* City, Town, or County, a local elected official must be willing to commit to the five goals of *Let's Move!* Cities, Towns, and Counties and regularly update *Let's Move!* on your progress by completing an initial survey and providing updates to the survey over time. [Click here to review the goals before completing the survey »](#)

I am willing to commit to the five goals of *Let's Move!* Cities, Towns, and Counties and do what I can to further combat childhood obesity in my community.

Goal I: Start Early Start Smart

Let's Move! Child Care is a nationwide effort to empower early care and education providers to make positive changes for children's health that can last a lifetime by focusing on good nutrition, limited screen time, and regular physical activity.

Are you partnering with your state's Child Care Resource and Referral Agency? (The Child Care Resource and Referral Agency is a key partner in *Let's Move!* Child Care.) Yes No

Are you familiar with the five goals of *Let's Move!* Child Care?

1. **Physical Activity:** Provide 1-2 hours of physical activity throughout the day, including outside play when possible.
2. **Screen Time:** None under age 2. For 2 and up, work to limit to 30 minutes/week during child care.
3. **Food:** Try to serve fruits or vegetables at every meal. Eat meals family-style whenever possible. Avoid serving fried foods.
4. **Beverages:** When you can, give water during meals and all day. Avoid sugary drinks. For children aged two and up, serve low- or non-fat milk and 4-6 ounces max of 100% juice a day.
5. **Infant Feeding:** Provide breast milk to infants of mothers who wish to breastfeed.

Yes No

Do you have an active interagency collaboration on early care and education programs?

Yes No

What approaches are you using to promote the five goals of *Let's Move!* Child Care to local early care and education (ECE) providers?

- Your city's, town's, or county's website.
- Your city's, town's, or county's public service agency's newsletter.
- A local elected official's press announcement.

- A state of the city or state of the county address by a mayor or county executive.
- City or county official statements supporting *Let's Move!* Child Care and encouraging participation by ECE providers.
- Local media stories and ads (television, newspapers, radio)
- Visits made to local ECE providers.
- Community events and other opportunities for ECE providers to sign up for *Let's Move!* Child Care.
- Opportunities for public recognition of ECE providers who are implementing *Let's Move!* Child Care best practices.
- I am not promoting the five goals of *Let's Move!* Child Care to ECE providers.

How many professional development trainings for early care and education providers do you provide per year? How many incorporate the goals for *Let's Move!* Child Care?

Goal II: MyPlate, Your Place

MyPlate is the new United States Department of Agriculture's (USDA) icon replacing the food pyramid to empower families and individuals to make healthy nutritious choices.

Are you familiar with the USDA MyPlate and the free resources available to communities?

Yes No

Are you currently a Community Partner with USDA for Choose MyPlate? Yes No

How many municipally- or county-owned or operated venues do you have where food is offered or sold (i.e., city hall, parks and recreation, libraries, department of motor vehicles, police departments or fire stations, juvenile detention centers, or public medical facilities/clinics)?

How many municipally- or county-owned or operated venues that serve food are currently displaying MyPlate?

Goal III: Smart Servings for Students

Municipal and county leaders have an important role to champion federal nutrition programs. The School Breakfast Program and National School Lunch Program are federally-assisted programs offered by USDA to provide balanced, low-cost or free meals. To help you complete this section, a potential resource for you may be your state education agency's child nutrition program director, which can be found by visiting: www.fns.usda.gov/cnd/Contacts/StateDirectory.htm

Are you aware of the federally-assisted school breakfast and lunch programs? Yes No

Are you aware that providers of these programs can be reimbursed? Yes No

How many public schools are in your jurisdiction?

Elementary	
Middle	
High	
Total	

How many students attend those public schools?

Elementary	
Middle	
High	
Total	

Are you currently working with schools to implement a school breakfast program? Yes No

How many public schools participate in the school breakfast program?

How many students currently participate in the school breakfast program?

Are you currently working with schools to implement a school lunch program? Yes No

How many students currently participate in the school lunch program?

Elementary	
Middle	
High	
Total	

Goal IV: Model Food Service

Health and sustainability guidelines for food services can influence better food choices, improve the quality of food consumed, and create greater market demand for healthier foods.

Are you familiar with using food service guidelines as a strategy to promote health and sustainability? Yes No

Are you aware of the U.S. Dietary Guidelines for Americans? (U.S. Dietary Guidelines for Americans are the standards used for federal food and education programs to help people choose an overall healthy diet.) Yes No

Have you identified all the vendors and contractors for municipally- or county-owned or operated venues that serve food and when contracts can be amended or renegotiated? Yes No

Has your municipality or county finalized model food service guidelines that align with the standards of the *U.S. Dietary Guidelines for Americans* for municipal- or county-owned or operated venues that serve food? Yes No

What percentage of your municipally- or county-owned or operated venues implement food service guidelines that align with the standards of the *U.S. Dietary Guidelines for Americans*?

Goal V: Active Kids at Play

Providing safe, convenient places to play and be physically active can improve the health of residents, including reducing childhood obesity.

Are you familiar with KaBoom!'s tool to map your municipality's or county's playspaces? Note: playspaces are publicly accessible parks and recreation places (i.e., playgrounds, fields, skate parks). Yes No

Have you mapped the playspaces in your community using KaBoom!'s tool or another tool? Yes No

Using the map of your playspaces, have you assessed the need for safe, convenient places to play and be physically active in your community, and developed a plan to address those needs? Yes No

Have you implemented at least three actions to increase access to safe, convenient places to play and be physically active? Yes No

- Joint use agreements
- Recess policy in schools
- Zoning ordinances
- Strategies for walking and biking to school or work

- Providing multi-modal transportation options
- Creating or revitalizing parks and recreation facilities
- Increasing the number of playgrounds
- Periodic closing of public streets for play
- Physical activity requirements for city- or county-funded youth programs
- City Master Plan includes provisions to encourage walking and biking

General question

What technical assistance do you think is most important for you as the municipality contact to be a successful *Let's Move!* City, Town, and County? Please select all that apply:

- Online tool/community
- Webinars
- Newsletters
- Site Visits
- Models/templates
- Access to subject matter experts
- Other

Affirmation of Complete Survey

I affirm I am completing this survey as the *Let's Move!* local elected official, or because my *Let's Move!* local elected official has empowered me to do so on his/her behalf.

Permission to Use Data

We would like to use the information you submitted, with your agreement, to highlight the progress your municipality is making over time. Please check the box below indicating you allow us to use your data for public purposes.

- I allow my lead person's name and email address to be displayed publicly for the purposes of local elected officials, their staff, or the public to directly learn more about our LMCTC activities from my lead person.
- I grant permission for the use of the data I provided in an aggregate fashion and for purposes of *Let's Move!*, National League of Cities, or others determined appropriate, to highlight my municipality.







3





5



6



Mayor's
Council on
Fitness and
Well-being.

7



Weinbaum, Michelle

From: Weinbaum, Michelle
Sent: Thursday, November 07, 2013 3:33 PM
To: Alexander, Pat; Andrea Hart (andrea.hart@brightstarcare.com); Andy Stansfield; Barbara Sanchez-Salazar; Boree, Kelley; Bynum, Kimberly; Gaines, Tonisha; Guest Alexander Pogrebniak; Guest Daniel Pillipow; Guest LaToya Taylor-White; Guest Patti Ruscito; Guest ReShawndia Mitchell; Guest Sharon Watkins; Guest Susan Coughlin; Guest Susan Heinz; Ilog, Sandy; Incoming Member Alicia Hinte; Intern Emily Whritenour; Lambert, Alexis; Lamp, Joel; Laureen Husband; Marty McEachean (mmceachean@cisjax.org); Member A.J. Beson; Member Bo McDougal; Member Bryan Campbell; Member Carmen Rojas; Member Dr. Audrey Wooten; Member Dr. Danielle White; Member Dr. Ellan Duke; Member George Sanders; Member Jennifer Jones Stein; Member Karen Coleman; Member Kenneth Glover; Member Nancy Crain; Member Terri Cicero; Member Tim Burrows; Patrick McSweeney; Redman, Don; Rlouis@actionnewsjax.com; Valerie Feinberg (valerie@downtownjacksonville.org); Walker, Charlene; Wilson, Scott
Subject: FW: You're invited to THE GREAT CAFETERIA EXPERIENCE! (Nov 15, 2013)
Importance: High

All,

Please be aware of this opportunity Dr. Husband mentioned in the meeting.

Thank you!
Michelle

Good Morning,
Please share this invite with all the folks you know who will be interested in participating in this incredible "cafeteria experience". We have a cap of 150 people so we need everyone to register ahead of time! This is a great opportunity to have an honest conversation on school food! Chef Ann Cooper (renegade lunch lady- http://www.ted.com/talks/ann_cooper_talks_school_lunches.html) will be participation in the discussion!
Best regards,
Laureen

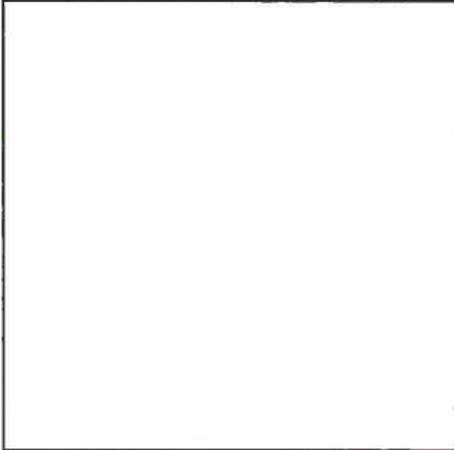
From: I'm A Star Foundation, Inc. 904-924-0756 [mailto:invite@eventbrite.com]
Sent: Wednesday, November 06, 2013 6:14 AM
To: Husband, Laureen M
Subject: You're invited to THE GREAT CAFETERIA EXPERIENCE! (Nov 15, 2013)

Hello,

You are invited to the following event:

THE GREAT CAFETERIA EXPERIENCE!

Event to be held at the following time, date, and location:



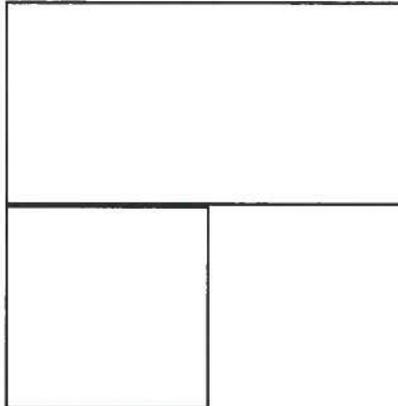
Friday, November 15, 2013 from 11:00 AM to 12:30 PM (EST)

Jean Ribault High School
3701 Winton Drive
Jacksonville, FL 32208

[View Map](#)

Attend Event

Share this event:



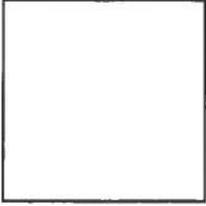
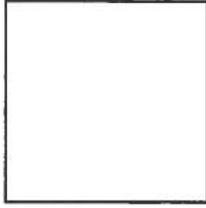
ON NOVEMBER 15, 2013 YOU CAN EXPERIENCE A UNIQUE AND POWERFUL OPPORTUNITY... You Are Cordially Invited To THE GREAT CAFETERIA EXPERIENCE Participants Will Eat Lunch In A High School Cafeteria and Join In A Robust Discussion On Student Health and Nutrition Register NOW!! November 15, 2013 11:00am - 12:30pm Jean Ribault High School Cafeteria 3701 Winton Drive CHILDREN ARE WHAT...

IT IS FREE...This is an opportunity to empower our children to transition into strong and healthy adults!

Share this event on [Facebook](#) and [Twitter](#)

We hope you can make it!

Cheers,
I'm A Star Foundation, Inc. 904-924-0756



This invitation was sent to laureen.husband@flhealth.gov by [I'm A Star Foundation, Inc.](#) 904-924-0756 the organizer. To stop receiving invitations from this organizer, you can [unsubscribe](#).



Eventbrite | 651 Brannan St. Suite 110 | San Francisco, CA 94107

▪

Weinbaum, Michelle

From: Laureen.Husband@flhealth.gov
Sent: Friday, November 08, 2013 2:53 PM
Subject: 2013 Duval County Food Summit Events
Attachments: Food Summit Reception.pdf; 2013 Food Summit Invite 092713 (2).pdf

Importance: High

Good Afternoon Community Partners,
In our continued efforts to create a healthier community, we have an amazing array of events coming up! You are cordially invited to the **Food Summit and Reception on November 15 and 16, 2013 at WJCT Studios**. Please see the attached invitations with information on how to register. Senator Bill Nelson is the honorary chair of the event!

In addition, one of our partners, I AM A Star Foundation is also planning a **Great Cafeteria Experience at Ribault High School** on November 15, 2013 from 11-12:30pm. You can register for that event at <https://www.eventbrite.com/event/9066986601?>

We look forward to seeing you at one of these venues or all of them!

Best regards,
Laureen Husband

Laureen Husband, Ed.D
Director, Healthy Jacksonville
Communications and Community Engagement
Florida Department of Health - Duval County
900 University Blvd. North, Suite 205, MC-40
Jacksonville, FL 32211
Tel. 904-253-2276, Cell 904-253-0391
Fax 904-253-2428

Our Mission: To protect, promote and improve the health of all people in Florida through integrated state, county and community efforts.
Our Vision: To be the **Healthiest State in the Nation**
Our Values: Innovation . Collaboration . Accountability . Responsiveness . Excellence

Please note: Florida has a very broad public records law. Most written communications to or from state officials regarding state business are public records available to the public and media upon request. Your e-mail, therefore, may be subject to public disclosure.

DUVAL COUNTY
2013 FOOD SUMMIT
— OPENING RECEPTION —

You're invited
to join the Duval County Food Policy Council
for a reception to celebrate the second annual
Duval County Food Summit.

HONORARY SUMMIT CHAIR

Senator Bill Nelson
U.S. Senator / Florida Representative

KEYNOTE SPEAKER

Chef Ann Cooper / Renegade Lunch Lady

WHEN

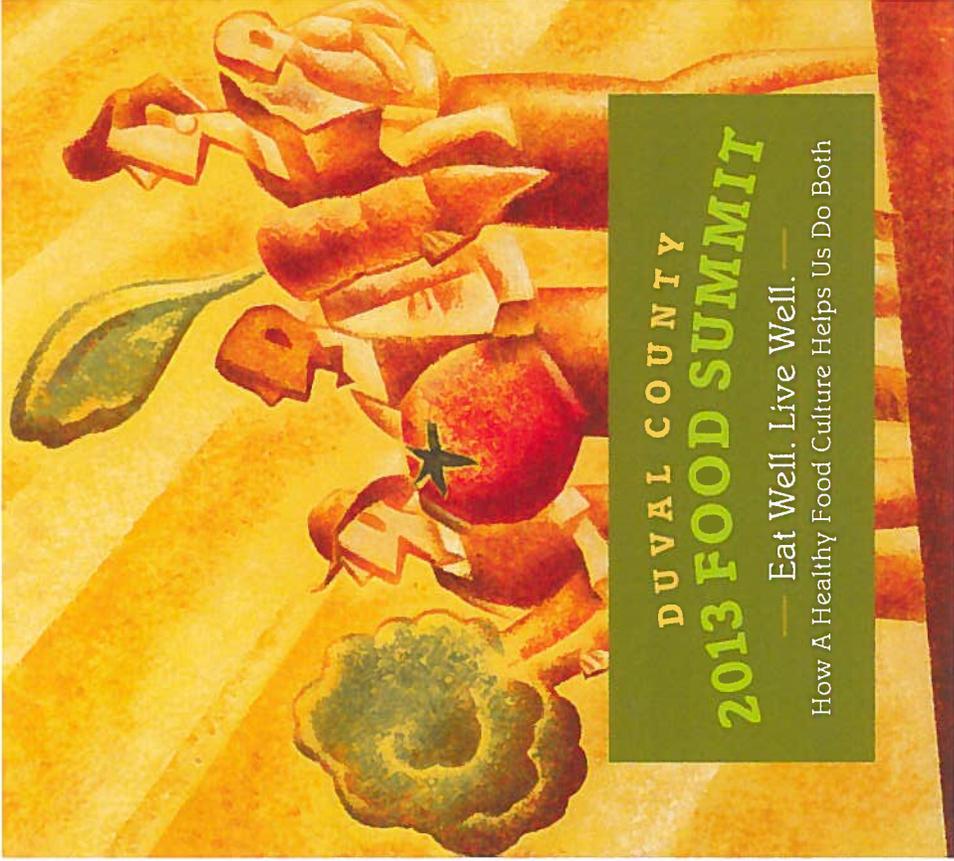
Friday / November 15, 2013 / 5:30 to 7:00 PM

WHERE

WJCT Studios
100 Festival Park Avenue / Jacksonville, FL 32202

Please RSVP by November 8 to Rose White at **904.253.2520**
or e-mail **rose_white@doh.state.fl.us**.





DUVAL COUNTY
2013 FOOD SUMMIT
 — Eat Well. Live Well. —
 How A Healthy Food Culture Helps Us Do Both

DUVAL COUNTY
2013 FOOD SUMMIT
Saturday / November 16 / 2013

Let your voice be heard! Join the Duval County Food Policy Council in a public conversation to explore our food culture, its impact on the community's access to safe and nutritious food and how we can make more informed choices about our health. The Duval County Food Summit is a community based effort to ensure a quality food system leading to better health for all people. Community action leads to change...and fresh ideas begin with you!

- HOST:** Duval County Food Policy Council
- WHEN:** Saturday, November 16, 2013
9:00 AM to 4:00 PM
Registration begins at 8:30 AM
- WHERE:** WJCT Studios
100 Festival Park Avenue
Jacksonville, FL 32202
- COST:** FREE

For more information, call **904.253.2520** or e-mail **rose.white@doh.state.fl.us**
 Register online at:
duval2013foodsummit.eventbrite.com

SPONSORS

Weinbaum, Michelle

From: Weinbaum, Michelle
Sent: Thursday, November 07, 2013 3:34 PM
To: Alexander, Pat; Andrea Hart (andrea.hart@brightstarcare.com); Andy Stansfield; Barbara Sanchez-Salazar; Boree, Kelley; Bynum, Kimberly; Gaines, Tonisha; Guest Alexander Pogrebniak; Guest Daniel Pillipow; Guest LaToya Taylor-White; Guest Patti Ruscito; Guest ReShawndia Mitchell; Guest Sharon Watkins; Guest Susan Coughlin; Guest Susan Heinz; Ilog, Sandy; Incoming Member Alicia Hinte; Intern Emily Whritenour; Lambert, Alexis; Lamp, Joel; Laureen Husband; Marty McEachean (mmceachean@cisjax.org); Member A.J. Beson; Member Bo McDougal; Member Bryan Campbell; Member Carmen Rojas; Member Dr. Audrey Wooten; Member Dr. Danielle White; Member Dr. Ellan Duke; Member George Sanders; Member Jennifer Jones Stein; Member Karen Coleman; Member Kenneth Glover; Member Nancy Crain; Member Terri Cicero; Member Tim Burrows; Patrick McSweeney; Redman, Don; Rlouis@actionnewsjax.com; Valerie Feinberg (valerie@downtownjacksonville.org); Walker, Charlene; Wilson, Scott
Subject: FW: Winston YMCA Groundbreaking Ceremony-Riverside

All,

I will include this in minutes as well, but please check your calendars for this event.

Thank you,
Michelle

From: Tim Burrows [<mailto:tburrows@FirstCoastYMCA.org>]
Sent: Wednesday, November 06, 2013 5:55 PM
To: Weinbaum, Michelle
Cc: Lenora Walters
Subject: Winston YMCA Groundbreaking Ceremony-Riverside

Michelle,

As mentioned in the MCFWB Council Meeting today, the Groundbreaking Ceremony for the new YMCA in Riverside will be:

Wednesday, December 4th
Yates Family YMCA
221 Riverside Avenue

Ceremony: 4:30-6:30pm
Reception @ Haskell to follow Ceremony

Would you mind to please send this out to the Council Members.

If interested in attending, RSVP to Lenora Walters at lwalters@firstcoastymca.org

Thanks,

TIMOTHY L. BURROWS, JR.
Experience Director

YATES FAMILY YMCA
YMCA OF FLORIDA'S FIRST COAST

221 Riverside Avenue, Jacksonville, FL 32202
P 904.355.1436 F 904.355.1995 W FirstCoastYMCA.org

The Y: We're for youth development, healthy living and social responsibility.

Weinbaum, Michelle

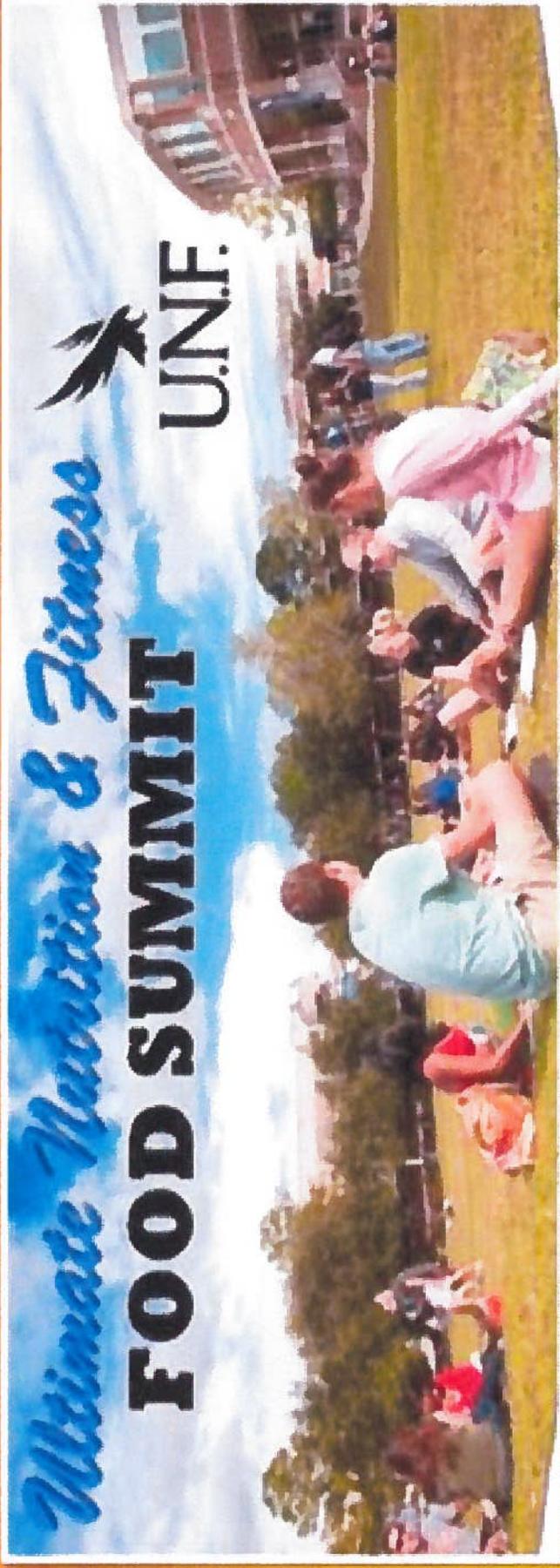
From: Weinbaum, Michelle
Sent: Thursday, November 07, 2013 3:42 PM
To: Alexander, Pat; Andrea Hart (andrea.hart@brightstarcare.com); Andy Stansfield; Barbara Sanchez-Salazar; Boree, Kelley; Bynum, Kimberly; Gaines, Tonisha; Guest Alexander Pogrebniak; Guest Daniel Pillipow; Guest LaToya Taylor-White; Guest Patti Ruscito; Guest ReShawndia Mitchell; Guest Sharon Watkins; Guest Susan Coughlin; Guest Susan Heinz; Ilog, Sandy; Incoming Member Alicia Hinte; Intern Emily Whritenour; Lambert, Alexis; Lamp, Joel; Laureen Husband; Marty McEachean (mmceachean@cisjax.org); Member A.J. Beson; Member Bo McDougal; Member Bryan Campbell; Member Carmen Rojas; Member Dr. Audrey Wooten; Member Dr. Danielle White; Member Dr. Ellan Duke; Member George Sanders; Member Jennifer Jones Stein; Member Karen Coleman; Member Kenneth Glover; Member Nancy Crain; Member Terri Cicero; Member Tim Burrows; Patrick McSweeney; Redman, Don; Rlouis@actionnewsjax.com; Valerie Feinberg (valerie@downtownjacksonville.org); Walker, Charlene; Wilson, Scott
Subject: FW: UNF STUDENT EVENT
Attachments: IMG_1230292313690921.jpeg

All,

The attached flyer is for the summit Dr. White spoke about at the meeting.

Ultimate Nutrition & Fitness Food Summit
at UNF B-Ball/V-Ball courts by Student Wellness Complex
Friday, November 15th from 11am-3pm

Thank you!
Michelle



**Free
Raffle &
Giveaways!**

What: Join us for free, healthy food, fun fitness activities, and an all around good time!

When: Friday, November 15th, 2013
11:00 am - 3:00 pm

Where: Basketball/Volleyball courts by the UNF Student Wellness Complex

**Win
Jaguars
Tickets!**

Sponsored by **JAGUARS** 

