



**Mayor's Council on Fitness and Well Being
Minutes for December 5, 2012 Meeting
Conference Room 851, 8th Floor, Ed Ball Building, 214 N. Hogan St**

ATTENDANCE:

Dr. Edward Shahady, Vice Chair

Ms. Beth Mehaffey
 Ms. Jennifer Stein
 Mr. Ken Glover
 Ms. Barbara Sanchez-Salazar
 Dr. Ellan Duke
 Mr. George Sanders
 Mr. Bo McDougal
 Dr. Lauren Husband
 Mr. Bryan Campbell
 Ms. Terri Cicero
 The Honorable R. Don Redman
 Ms. Michelle Weinbaum

Health Local ADA Medical and Diabetes Master Clinician Program

Baptist Health
 St. Vincent's Health
 CSX
 Fowler White Boggs P.A.
 River Hills Chiropractic and Wellness Center
 Florida State College of Jacksonville
 Jacksonville University
 Duval County Health Department
 Duval County Medical Society
 Duval County School Board
 City of Jacksonville- City Council
 Recorder

Ms. Jennifer Joy	Representative
Ms. Shelly Purser	Representative
Bart Edgar	Representative
Mr. Marty McEachean	Visitor
Ms. Sharon Watkins	Visitor

YMCA of Florida's First Coast
 University of North Florida
 CSX
 Health and Fitness Jacksonville
 Black Hog Farms

Mr. Leonard Ferman, Excused Absence
 Ms. Valerie Feinberg, Excused Absence
 Mr. Dave Andrews, Excused Absence
 Ms. Kelley Boree, Excused Absence

Bank of America
 Health Planning Council of Northeast Florida
 YMCA of Florida's First Coast
 Director, Parks and Recreation

PROCEEDINGS:

I. Welcome

Vice Chair Dr. Shahady called the meeting to order at 12:34 pm and introductions were made.

II. Approval of Minutes

A quorum was present and Bryan Campbell motioned to approve the November 7th, November 19th and November 30th minutes, Mr. George Sanders seconded, and the motion carried.

III. Opening Comments

Vice Chair Dr. Shahady explained that the Chair, Valerie Feinberg, was still completing FEMA duties out of state and that he would pass on some of her questions.

IV. By-Laws Draft

Dr. Shahady explained that the purpose of the discussion would be for the Council to vote on and approve the recommended changes to the Mayor's Office. Barbara Sanchez-Salazar led an explanation of each change to the Council. There was discussion over which wording was appropriate for the "at-large members" in the Executive Committee, whether or not the lengths of terms should be changed, and the difference in treatment for excused and unexcused absences but there was no consensus for changes. The Council voted to approve the draft by-laws with following changes: capitalize the word "Members" in the second line of 1.01; state that the quorum requirement is met only by voting members in 2.06 and underline the phrase Executive Committee in 3.01.

V. Seal Plan

Bryan Campbell reviewed the minutes of the November 30th meeting with the Council. Bryan reiterated the use of the Seal as a gold standard for programs and discussed his meeting with Mia Jones who is in favor of the plan and will coordinate a meeting with the Mayor in the next month to discuss designating the week in September. The Council will reach out to media partners and ask the city to put together a website in January/February so that the website can be launched by 1 April for a 1 May application submission due date with a possible extension until 31 July. Judging will take place during the first two weeks of August. The Council will request that the city coordinate the celebration. Dr. Shahady raised the concern that the change in process could offend people who already put work in to earn the Seal designation. Dr. Duke suggested that in line with the ultimate goal to be a "Let's Move," city we should have a "Let's Move Jacksonville" program. Dr. Husband briefly explained the "Let's Move" program which is about being aligned with the best policies in major areas such as walkability/bike routes and requires the use of specific measurements. Bryan Campbell suggested that earning the "Let's Move" status will open up access to more grants, Barbara Sanchez-Salazar suggested that the program be extended throughout the First Coast, and Dr. Ellan Duke suggested the Council send a letter to the President introducing him to the Council's efforts to earn the designation. Dr. Shahady asked about funding to assist with efforts in

earning the designation and Dr. Husband indicated there are likely grants the Council can apply for. CM Redman explained that the grant money would go to the Department of Parks and Recreation, and Terri Cicero suggested applying for grants that will fund staffing. Mr. Bo McDougal asked if the Council would be dropping the Seal awards for other events and Bryan Campbell answered yes. Mr. George Sanders suggested that extra activities could fall under the "Let's Move Jacksonville" label and get the Seal as part of that program. Mr. Ken Glover requested a list of organizations that were approved for the Seal in the past so that we can communicate the changes to them for continued use of the Seal. Dr. Husband suggested that the website can be used as recognition for those applying for the Seal. Recorder Michelle Weinbaum will go through the Council's archived minutes to compile a list of who has been awarded the Seal. Vice Chair Dr. Shahady suggested a vote on bringing forward the Seal plan to the Mayor. Bryan Campbell motioned to approve, Bo McDougal seconded, and the motion carried.

VI. New Business

Dr. Ellan Duke introduced everyone to Sharon Watkins of Black Hog Farms and to Marty McEachern; she has recommended both for membership on the Council. Vice Chair Dr. Shahady noted that the Council would address membership at the next meeting.

VII. Adjournment and next Meetings

The meeting adjourned at 1:30 pm. The Chair, Vice Chair, and Seal Committee Chair will meet on December 19th. The next Mayor's Council on Fitness and Well Being meeting will be Wednesday, January 2nd.

Respectfully submitted by Michelle Weinbaum, Recorder