



Mayor's Council on Fitness and Well Being Seal Subcommittee

The next meeting will be held on:

Date: Friday, February 21, 2014

Time: 8:30 am – 9:30 am

**Location: Ed Ball Building, 3rd floor
Conference Room 3079**
(Planning Department area)

Please call Michelle Weinbaum at 255-7907 for any questions or concerns.



**Mayor's Council on Fitness and Well Being
Seal Subcommittee
Minutes for February 21, 2014 Meeting
Conference Room 3079, 3rd Floor, Ed Ball Building, 214 N. Hogan St**

ATTENDANCE:

Mr. Patrick McSweeney, Chair
Mr. A.J. Beson
Mr. Joseph Bergman
Ms. Michelle Weinbaum, Recorder

St. John & Partners
Beson4 Media Group
Sports and Entertainment, City of Jacksonville
City of Jacksonville

Guests:

John Shaw

JFRD

PROCEEDINGS:

I. Welcome

Chair, Patrick McSweeney, called the meeting to order at 8:36.

II. Discussion

Patrick requested that AJ discuss the logos, what each represents and the input from the group referencing the logos from earlier meetings (attached again to these minutes). AJ spoke about the intent of the logos: the first was about showing motion and looking like a seal; the third was similar to the second showing a person or flower; the fourth incorporated the sun and a person; the fifth was similar but with a finish line being crossed; the sixth showed the person and sun and looked more like a badge; the seventh showed someone reaching for the stars; the eighth had the badge look and finish line ribbon with people moving and growing and the plants to symbolize health and well-being. AJ shared that the committee voted as follows: 5 in favor of logo 1; none in favor of logo 2; 4 in favor of logo 3; 2 in favor of logo 4; 3 in favor of logo 5; 2 in favor of logo 6; 1 in favor of logo 7; none in favor of logo 8. Patrick asked how the logos look in black and white, and a brief break was taken to print copies. Joseph Bergman said he liked

the earthy look in some logos but it seemed the group overall did not gravitate towards them. Patrick liked the shield and sun as design elements. AJ pointed out that they can also develop new logos if none of those presented work, and suggested taking some off the table as a first step. Patrick suggested the group present two or three logos with explanations at the next meeting for a vote from the full group. The group decided to eliminate logos 1, 2 and 3 and to consider logo 4 as an alternate choice. The group decided to present logo 5 as an option. Patrick suggested using gold for "Fitness" instead of green, Joey liked the green, AJ said the figure might be too stiff and guest John Shaw asked about the visual prioritization of fitness over well-being. Patrick suggested using the same font size and color for both and said navy and gold would be good colors to use. For logo 6, there was discussion over whether the leaves should be changed or taken out. For logo 7, it was suggested to remove the star. Patrick suggested a different color ribbon and Joey suggested outlining MCFWB. John suggested making the shield blue which would remind viewers of the sky and be similar to the city logo. AJ agreed on the blue shield and gold ribbon. There was concern about the people being visually cut off with the color changes. John asked about whether the ribbon would work without the end pieces; Patrick liked the depth they give. AJ will work on the revisions and try to have them ready for the next meeting.

III. Adjournment and Next Meeting

The meeting adjourned at 9:10 am. The next regular meeting of the Mayor's Council on Fitness and Well Being will be held Wednesday, March 5th at 12:30pm in Conference Room 851 in the Ed Ball Building at 214 N. Hogan St.

Respectfully submitted by Michelle Weinbaum, Recorder





Mayor's
Council on
Fitness and
Well-being.













Mayor's Council
on Fitness & Well-Being