



**Mayor's Council on Fitness and Well Being
Minutes for March 5, 2014 Meeting
Conference Room 851, 8th Floor, Ed Ball Building, 214 N. Hogan St**

ATTENDANCE:

Mr. Bryan Campbell, Chair

Ms. Pat Alexander
Mr. A.J. Beson
Mr. Joseph Bergman
Mr. Tim Burrows
Ms. Karen Coleman
Ms. Nancy Crain
Dr. Ellan Duke
Ms. Valerie Feinberg
Ms. Tonisha Gaines
Ms. Alicia Hinte
Dr. Lauren Husband
Ms. Bernadette Overstreet
The Honorable Don Redman
Ms. Shaniqua Simmons
Ms. Jennifer Stein
Ms. Charlene Walker
Ms. Sharon Watkins
Dr. Danielle White
Ms. Michelle Weinbaum, Recorder

Duval County Medical Society

City of Jacksonville, Senior Services Division
Beson4 Media Group
Sports and Entertainment, City of Jacksonville
YMCA of Florida's First Coast
Baptist Health
Baptist Health
River Hills Clinic
Downtown Vision, Inc.
Special Events, City of Jacksonville
UF Health of Jacksonville
Duval County Health Department
Health Planning Council of Northeast Florida
City Council, City of Jacksonville
Parks and Recreation, City of Jacksonville
St. Vincent's Health
Employee Services, City of Jacksonville
Black Hog Farm
Development After Sports, LLC
City of Jacksonville

Excused Absences:

Ms. Terri Cicero, Vice Chair
Mr. Bo McDougal
Mr. George Sanders
Dr. Audrey Wooten

Duval County Public Schools
Jacksonville University
Florida State College of Jacksonville
Northeast Florida Medical Society

Guests:

ReShawndia Mitchell
Christopher Lalla

First Coast Worksite Wellness Council
NAS-Jax

PROCEEDINGS:

I. Welcome

Chair, Bryan Campbell, called the meeting to order at 12:32 and noted that a quorum was not present.

II. Seal Subcommittee

Bryan explained to the group that Patrick McSweeney has relocated to Wisconsin from work and accordingly resigned from the MCFWB. AJ Beson was established as the new Seal Subcommittee Chair and presented three designs from the Subcommittee for MCFWB selection. The group discussed the merits of each design including aspects such as coloring, symbols, shape, etc. and then completed a paper ballot to assess which designs were most preferred. The paper ballot indicated the first design was overwhelmingly supported with 14 members indicating preference. A new design will not be used until the MCFWB votes to send it to the Mayor's Office and the Mayor's Office approves its use.

III. Let's Move Subcommittee

Subcommittee Chair Tonisha Gaines indicated no updates since the previous meeting.

IV. Policy Subcommittee

Subcommittee Chair Valerie Feinberg reviewed the Subcommittee meeting which included a guidance document which was included in those minutes and will be attached here as well. Valerie asked CM Redman about the legislation regarding food trucks and CM Redman indicated it may not be introduced. Valerie also discussed the need to consider the Downtown Committee Redevelopment plan and the Bus Improvement District plan. It is important that health be considered when making these decisions; Valerie will send links out to the group for review and set up regular Subcommittee meetings.

V. Strategic Plan

Bryan discussed updating the strategic plan and mission statement for the MCFWB as the two year plan will require revision in three months. Bryan also discussed focus on what success looks like for the MCFWB and the importance of impacting policy and changing life and wellness for the people of Duval County. Bryan asked for volunteers to help him with this. At this time, Sharon Watkins, Joey Bergman, Ellan Duke, Bernadette Overstreet, Karen Coleman, Valerie Feinberg and Laureen Husband volunteered to help. Later in the meeting, Ellan volunteered to Chair this Subcommittee.

VI. Voting

At this time, a quorum had been established. After a request for public comment, Tonisha moved to select the first design for the Seal to be sent to the Mayor's Office for approval, Karen Coleman seconded and the motion carried. The MCFWB also approved the minutes from the February 5th, 21st and 28th meetings.

VII. Public Comment

RaShawndia Mitchell spoke to the MCFWB about the upcoming First Coast Worksite Wellness Council's annual conference at the Hyatt on May 14th. The deadline for applications for the Healthiest Company designation is on March 14th and more information can be found at www.firstcoastwwc.org. Any size of company is welcome to apply. There is also a Frank Barker Wellness Leader Award of \$10K with the same application deadline. RaShawndia also requested help in securing the Mayor as speaker; Michelle will ensure she knows how to use the formal request process as well as drafting a support letter from the MCFWB.

VIII. New Business

Bryan requested that each member go around the table and introduce themselves and briefly highlight new business in the area they represent for the MCFWB.

- Tim Burrows spoke about the First Coast YMCA Kids Triathlon; training registration is open and this will be the 6th year with over 2K kids expected at JU; information will be posted on the website
- Guest Christopher Lalla representing NAS-Jax wants to be more involved with the community
- Jennifer Stein introduced herself
- Shaniqua Simmons handed out fliers for an open house in partnership with Cooperative Extension
- Joey Bergman spoke about the 26.2 with Donna and the MLS game; 250 attended the youth clinic; they are working with the gator bowl on bringing more youth events to the area
- CM Redman highlighted Ride Your Bike to Work Month in May with a group ride to Hemming Plaza on May 15th
- Dr. Danielle White's interns are working in partnership with DCPS on the inaugural DCPS employee intramural games; Dr. White also competed in a figure competition
- AJ Beson launched a new First Coast lifestyle magazine; the June Health Source Magazine will have a 60th Anniversary Heart Association focus with an event
- Dr. Laureen Husband highlighted the school gardening policy which DCPS passed and which allows cafeterias to use food grown in the school gardens
- Valerie Feinberg discussed the Spark Grant for kids and Spring Art Walk

- Nancy Crain highlighted a new partnership with the YMCA to provide heart-wise screenings and other family services
- Karen Coleman introduced herself
- Bernadette Overstreet introduced herself
- Charlene Walker introduced herself
- Pat Alexander spoke about the Mayor's Senior Walk at Metro Park the weekend prior where the oldest walker was 93; the Mayor's Fish-a-Thon will be 3/18 for those 60+; Bryan thanked Pat and asked her to help keep the MCFWB on track to focus on senior issues along with kids' issues
- Tonisha Gaines highlighted the Jazz Festival on Memorial Weekend which will be walkable
- Sharon Watkins highlighted the partnership with the YMCA to make food available to more people and work with the Jax Naval Hospital to bring food from small farms there as part of a national anti-obesity initiative
- Alicia Hinte spoke about the River Run next week and encouraged participants and spectators

Bryan Campbell commented on all the things going on with members and asked the group about thoughts on having a MCFWB podcast about healthy things going on in Jacksonville. Valerie suggested a regular spot on Melissa Ross; Bryan wondered if the group was ready for that level of commitment to produced episodes on schedule yet. Nancy suggested the podcast be part of building up the website. Tonisha said videos can be posted on the website and sent through social media.

IX. Adjournment and Next Meeting

The meeting adjourned at 1:20 pm. The next regular meeting of the Mayor's Council on Fitness and Well Being will be held Wednesday, April 2nd 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

The next meeting will be held on:

Date: Wednesday, March 5, 2014

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
March 5, 2014
8th Floor, Ed Ball Building, Conference Room 851**

Agenda

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| I. Welcome and Introductions | Bryan Campbell, Chair |
| II. Approval of Minutes
Feb 5th, Feb 21st | Council |
| III. Let's Move Update | Tonisha Gaines, Subcommittee Chair |
| IV. Mayor's Seal Update | Bryan Campbell, Chair |
| V. Policy Update | Valerie Feinberg, Subcommittee Chair |
| VI. Direction to Subcommittees | Bryan Campbell, Chair |
| VII. New Business | Council |
| VIII. Adjourn | |

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.

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selected









Mayor's Council on Fitness and Well Being

Health Policy Subcommittee

Draft Purpose Statement:

Purpose Statement:

Aligned with the overall mission of the Mayor's Council on Fitness and Well Being and the national focus on preventative strategies that improve health, the Health Policy Subcommittee will advocate for "Health in all Policies". The committee will identify the relevance of issues pertaining to health, fitness and well-being in the policy development process on local, state and national levels, and issue policy statements and supporting documentation as appropriate to regulating authorities.

Guidance Document:

- *An Introduction to Health in all Policies: A Guide for State and Local Governments*

Policy Areas:

- Local, State and National

Subcommittee Review Process:

- Regular Meetings
- Structure of review process (ie: matrix of issues, best practice guidance, etc.)

Policy Review

- Food Truck Legislation
- CRA/BID Plan

Celebrate National Nutrition Month with Us!

Healthy Parks,



Healthy People

5 - 6:30 p.m. Wednesday, March 12
Edith Brown Ford Center,
2839 W. Beaver St.
Call (904) 255-7904

Find out about programs in
your community:
kids and teens, nutrition,
gardening and more!

Eating
healthy
taste
good!

Outdoor
play
is
fun!

Growing
vegetables
is awesome!

Eat well!
Play!
Learn!
Smile!

