



**Mayor's Council on Fitness and Well Being
Minutes for June 4, 2014 Meeting
Conference Room 851, 8th Floor, Ed Ball Building, 214 N. Hogan St**

ATTENDANCE:

Mr. Bryan Campbell, Chair

Ms. Terri Cicero, Vice Chair

Ms. Pat Alexander

Mr. Joseph Bergman

Mr. Tim Burrows

Ms. Nancy Crain

Dr. Ellan Duke

Ms. Tonisha Gaines

Ms. Alicia Hinte

Mr. Bo McDougal

Ms. Bernadette Overstreet

The Honorable Don Redman

Ms. Jennifer Stein

Ms. Charlene Walker

Ms. Michelle Weinbaum, Recorder

Duval County Medical Society

Duval County Public Schools

City of Jacksonville, Senior Services Division

Sports and Entertainment, City of Jacksonville

YMCA of Florida's First Coast

Baptist Health

River Hills Clinic

City of Jacksonville, Special Events

UF Health of Jacksonville

Jacksonville University

Health Planning Council of Northeast Florida

City Council

St. Vincent's Health

Employee Services, City of Jacksonville

City of Jacksonville

Excused Absences:

Ms. Karen Coleman

Mr. George Sanders

Ms. Sharon Watkins

Dr. Danielle White

Baptist Health

Florida State College of Jacksonville

Black Hog Farm

Development After Sports, LLC

Guests:

Dr. Chris Robertson

Mia Jeckel

Leah Jiminez

Tatiana Ramirez

Jacksonville University

Florida State College at Jacksonville

HPCNEF

HPCNEF

PROCEEDINGS:

I. Welcome

Chair, Bryan Campbell, called the meeting to order at 12:30 and introductions were made. A quorum was not present at this time.

II. Chair's Remarks

Chair Bryan Campbell requested that the nominating committee meet before the next MCFWB meeting. Bryan also discussed members with consistent absences while others are interested and waiting for an opportunity to join the MCFWB. There was discussion among the group regarding holding members to attendance requirement and an explanation of the by-laws' direction on the process to remove members. It was decided that, although Mr. AJ Beson did good work for the MCFWB and all appreciate his help with the logo design, because he has had a series of unexcused absences and will not meet annual attendance requirements, the recorder will pass on the recommendation to the Mayor's Office that he be removed. Another member with low attendance has already started the process to have another individual represent his organization so the MCFWB will not act at this time. Bryan gave an update on the One Million Pound challenge. The official business plan has been developed with the DCMS as a business partner; they are planning to engage community partners to raise the additional budget needed for a website and marketing and they will partner with First Coast News which has agreed to 30-50 recognitions on their website and TV stations. Any organization that wants to be a financial partner can reach out to Bryan individually. Bryan polled the group on holding the optional July meeting and determined it is not necessary.

III. Let's Move Subcommittee

Ms. Tonisha Gaines reported that the group has not submitted any additional information. The National League of Cities will have a webinar about the National Physical Activity Plan on June 19th. The US Report Card on physical activity for youth has been released and Tonisha will forward for the group. The Special Events office is planning something for World Wide Day of Play as part of Lets Move Jacksonville. Bryan asked about a plan to get information from schools to Tonisha and Vice Chair Terri Cicero said she will work with Tonisha.

IV. Minutes Revisited

At this time, a quorum had been established with late arrivals. Mr. Bo McDougal made a motion to pass the minutes from March 5th, April 2nd and May 7th, Dr. Ellan Duke seconded and the motion passed.

V. Public Comments

There were no public comments.

VI. New Business

MCFWB members went around the room sharing information about what they are working on. Ms. Charlene Walker discussed summer hiring and summer lunch programs. Ms. Jennifer Stein discussed plans to expand St. Vincent's in Clay County, the Smart Health Wellness Visit and expressed interest in assisting with the One Million Pound Challenge. Dr. Ellan Duke spoke about her work with the Arlington YMCA, with Old Arlington, Inc. preservation efforts and about the Never Quit event last weekend. Bo reported that over 2,000 youth participated in the First Coast Kids Triathlon at JU and Mr. Tim Burrows added that the Triathlon takes place in six NFL cities and will expand to 12 as part of a Play 60 partnership. Ms. Bernadette Overstreet spoke about the Hale and Hearty race at Unity Plaza, the resignation of the Health Planning Council's Executive Director and that the grant for the Diabetes program has been renewed for another year. CM Redman spoke about Bike to Work day with the Mayor and the ongoing efforts of the Bicycle and Pedestrian Coordinator, about the poor rankings the city has for mortality, about the need for better education and policing of dangerous behaviors like jay walking as well as about the risks of skin cancer as the summer approaches. Mr. Daryl Joseph explained that he came to the meeting to determine how the Department can provide more service to the MCFWB. Terri spoke about the DCPS Reading is Fun 5K and Fun Run at Everbank; over 1,000 ran in the event and over 3,000 participated in activities including the pep rally. Proceeds will fund a school reading program. Bryan spoke about the two fitness screening days with the JU Sports Medicine Program which provided free screenings for youth who can't get them through other means, about the results of two years of new concussion rules and about wanting to have a physician at each DCPS sporting event. Bo explained that the education has increased in the recognition and reporting of concussions which has affected statistics on how many concussions youth are suffering from. Ms. Nancy Crain spoke discussed the Baptist partnership to open the Mandarin Healthy Living Center, the Talk with a Doc and Walk with a Doc programs, the Run Heart Wise program, last month being Stroke Awareness month and the American Heart Association supporting the newborn congenital heart disease screening program. Alicia Hinte spoke about meetings with food service vendors to increase healthy options and moving candy bars away from the cafeteria registers,

about the First Coast Worksite Wellness Conference, about the UF Health Platinum Award and the upcoming zoo day for families. Tonisha discussed the Jazz Fest, the summer firework shows at 9:45 on the 1st Saturday of each month and about National Day of Play in September. Mr. Joey Bergman discussed the NCAA track and field event, the US Soccer vs. Nigeria game at Everbank, the P1 Powerboat Race, Country Super Fest, the unveiling of the scoreboards, the Mayor's Summer Initiative Baseball League camp at Cuba Hunter gym with Artis Gilmore and the Mayor's Cup at Veteran's Memorial Arena. Tim gave an update on First Coast Games and summer day camp starting next week along with swim lessons and other sports. Ms. Pat Alexander spoke about the new Senior Services Chief, Gloria Crawford, and about the Mayor's Fish a Thon and the planned live broadcast for Hot 106.5 from Mary Singleton Senior Center.

VII. Adjournment and Next Meeting

The meeting adjourned at 1:24 pm. The next regular meeting of the Mayor's Council on Fitness and Well Being will be held Wednesday, August 6th 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, June 4, 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

June 4, 2014

Name	Company	Signature
Ms. Pat Alexander	Adult Services, City of Jacksonville	<i>[Signature]</i>
Mr. A.J. Beson	Beson4 Media Group	<i>Unexcused</i>
Mr. Joseph Bergman	JEDC Sports and Entertainment, City of Jacksonville	<i>[Signature]</i>
Mr. Tim Burrows	YMCA of Florida's First Coast	<i>[Signature]</i>
Mr. Bryan Campbell	Duval County Medical Society	<i>Present</i>
Ms. Terri Cicero	Duval County Public Schools	<i>Terri Cicero</i>
Ms. Karen Coleman	Baptist Health	ML
Ms. Nancy Crain	Baptist Health	<i>[Signature]</i>
Dr. Eilian Duke	River Hills Clinic	<i>[Signature]</i>
Ms. Valerie Feinberg	Downtown Vision, Inc.	<i>[Signature]</i>
Ms. Tonisha Gaines	Special Events, City of Jacksonville	<i>Unexcused</i>
Ms. Alicia Hinte	UF Health Jacksonville (previously Shands)	<i>[Signature]</i>
Dr. Laureen Husband	Florida Department of Health in Duval County	<i>Unexcused</i>
Mr. Daryl Joseph	Parks, Recreation and Community Services Department, COJ	<i>Present</i>
Mr. Bo McDougal	Jacksonville University	<i>[Signature]</i>
Ms. Bernadette Overstreet	Healthy Planning Council of Northeast Florida	<i>[Signature]</i>
The Honorable R. Don Redman	City of Jacksonville - City Council	<i>[Signature]</i>
Mr. George Sanders	Florida State College at Jacksonville	<i>Excused</i>
Ms. Jennifer Jones Stein	St. Vincent's Health	<i>[Signature]</i>
Ms. Charlene Walker	Employee Services, City of Jacksonville	<i>[Signature]</i>
Ms. Sharon Watkins	Black Hog Farm	<i>Excused</i>
Dr. Danielle White	Development After Sports, LLC	Excused
Dr. Audrey Wooten	Northeast Florida Medical Society	<i>Unexcused</i>
Ms. Michelle Weinbaum	City of Jacksonville- Recorder	<i>Present</i>
Guests / Visitors:	Guests: ***Please indicate your e-mail address if you want to be added to the e-mail distribution list***	
<i>Dr. Chris Robertson</i>	<i>Jacksonville University / c.robert@jvcc.edu</i>	<i>[Signature]</i>
<i>MIA JECKEL</i>	<i>FSCT</i>	<i>[Signature]</i>
<i>[Signature]</i>		
<i>Leah Jimenez</i>	<i>#PCNET</i>	
<i>PATRICIA KAMIREZ</i>	<i>#PCNET</i>	



**Mayor's Council on Fitness and Well Being
June 4, 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
Mar 5 th , April 2 nd , May 7 th | Council |
| III. Attendance | Bryan Campbell, Chair |
| IV. Chair's Remarks | Bryan Campbell, Chair |
| V. Let's Move Update | Tonisha Gaines, Subcommittee Chair |
| VI. Policy Update | Valerie Feinberg, Subcommittee Chair |
| VII. Public Comments | As requested |
| VIII. New Business | Council |
| IX. 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.