



**Chair, Vice Chair, and Seal Committee Chair meeting with Mia Jones
Minutes for January 8, 2013 Meeting
Mayor's Large Conference Room, City Hall, 117 W. Duval St.**

ATTENDANCE:

Ms. Mia Jones
Ms. Valerie Feinberg, Chair
Dr. Edward Shahady, Vice Chair

Ms. Tonisha Gaines
Ms. Sandy Ilog
Dr. Laureen Husband
Mr. Bryan Campbell
Ms. Michelle Weinbaum

Office of the Mayor
Health Planning Council of Northeast Florida
Health Local ADA Medical and Diabetes Master
Clinician Program
Special Events Manager
Office of Special Events
Duval County Health Department
Duval County Medical Society
Recorder

PROCEEDINGS:

I. Welcome

Mia Jones called the meeting to order at 10:00 am and introductions were made.

II. Discussion of By-Laws

Copies of the final approved by-laws were handed out and Dr. Shahady stated the Council has the authority to send forward their revised by-laws. Ms. Jones requested a marked up copy of the old by-laws showing the changes made and Ms. Feinberg agreed to submit them. Dr. Shahady explained that the changes were geared towards getting people to attend the meetings.

III. Guidance from Mayor's Office

Ms. Jones explained that she is working to ensure that the Boards line up with the Mayor's priorities and initiatives. Mr. Campbell referenced a previous meeting between Ms. Jones and past Chair discussing why the Council exists and that is why they developed a strategic plan and identified the seal as a goal.

IV. Discussion of Seal Proposal

Mr. Campbell explained that the seal is valuable because it is the only outlet carrying the Mayor's name, but they have had trouble in the past with not having any enforcement or follow up on groups that make presentations and earn the seal. Mr. Campbell's proposal will ensure the seal is the Gold Standard and will include a Best in Class awards ceremony, a citywide promotion for the Seal including possible rebranding and/or renaming to the Let's Move Jacksonville Initiative. Dr. Husband passed out the current Let's Move Criteria. Bryan Campbell explained that the start in May and judging in August could lead up to a "Let's Move Jacksonville" week in September with a public celebration at Metropolitan Park or Hemming Plaza. Ms. Feinberg stated that this could also be aligned with other events like First Saturday. Mr. Campbell stated that the Council would definitely need to partner with media organizations and the Chamber of Commerce, and that he would want to look for prize money. Mr. Campbell explained that, in order to meet some of the Let's Move Criteria, they would have applicants submit the required data and they would need to have a public health website as a home for the contest and the Let's Move Criteria. This requires IT resources from the city. If it is to be a public event, the Council will also need Special Events to put it on; the Council can work on partnerships with Florida Blue, the media, and the Chamber directly. Ms. Feinberg added that the ability to support and elevate programs that are already happening may demonstrate more alignments. Ms. Jones asked the Council to lay out where the Council was and where it is going in short snippets for the presentation to the Mayor. Ms. Feinberg concurred, and asked Mr. Campbell to prepare a report; Mr. Campbell stated he would just need the details on the meeting.

V. Let's Move Jacksonville

Ms. Feinberg stated that she is also planning to present the other policy pieces. Dr. Husband explained how the national Let's Move Initiative's partnership with the League of Cities has made the process much more simple and noted that Orlando and St. Petersburg have both applied under the less cumbersome requirements. There are now five benchmarks to apply under.

VI. Mayor's Challenge

Mr. Campbell asked for the standpoint of the Mayor's Office on the Seal proposal and getting the endorsement to move forward. Ms. Jones asked Ms. Gaines to lay out what the Mayor is already doing with his wellness initiatives. Ms. Gaines explained Mayor Brown's Challenge last year and this year with

the Donna 5K and running plans. 250 employees signed up last year and 200 participated in the evening sessions. Staff is working on developing the Challenge into a year-long initiative. There are also “Lunch and Learn”’s planned for later in the year and plans for quarterly or monthly activities to keep employees engaged, but definitely not a Triathlon. Mr. Campbell suggested that the Council may need to rebrand under “Mayor Brown’s Challenge.” Dr. Shahady asked Ms. Gaines if she was requesting assistance with providing speakers for her Lunch and Learn series because the Council could probably assist with that; Ms. Gaines replied that this would be a great opportunity for the Council to use the employee audience for this year and to expand out for 2014. Dr. Shahady replied that the Council is working on broader initiatives, not just for employees, but that if Ms. Gaines sends requests to the Council, they can get people who fit the needs for speakers. Ms. Feinberg will be willing to talk to employees about walking and biking to schools and getting their families out walking. Ms. Feinberg added that she sees the Seal as the larger umbrella with the Mayor’s Challenge falling under that.

VII. Next Steps

Ms. Jones would like to see all of the pieces connected for a Healthier Jacksonville. She discussed a conference in Iowa where they viewed a presentation about their wellness programs for 100,000 people; Jacksonville has far more and people, and something similar that Governor Christ started for Health awards previously fizzled out. Ms. Feinberg would like to make sure that the Council sustains the program throughout the administrations and mentioned policy initiatives including asthma, clean air and water, etc. Ms. Jones related an example of a city employee and family dealing with asthma and a similar story where the policy was changed to allow diabetic children to self-administer their medication. Ms. Feinberg would like to use the Council as an umbrella for all of the programs and mentioned how Safe Routes to School fits in. Ms. Jones mentioned the efforts of the Department of Public Works with sidewalks. Mr. Campbell stated that he would elucidate the requests for the Mayor’s Office. Dr. Husband pointed out that the Council requires more staff time than just a recorder—they need a person dedicated full time to the Council and may need to explore public-private partnerships to accomplish that. Ms. Jones apologized and explained that they don’t have as many people with free time as they used to. Dr. Shahady requested additional resources and administrative support and expressed confusion on the Council applying for grants and where the money would go and how it would be used. Ms. Jones explained that the Finance

Department needs to put the proper structure in place to administer grants and that the City will probably need to apply for the grant funding which will then be allocated to the Council. Ms. Jones reiterated the requirements for the next meeting with the Mayor: explaining where the Council is looking to go; address the negatives the Council will encounter moving forward; how the Council will raise the level of the seal; and connecting Mayor Brown's Challenge and his vision of Let's Move.

VIII. Adjournment and next Meetings

The meeting adjourned at 10:50 am. The Chair will brief the Mayor on January 10th. The Executive Committee will meet on January 25th. The next Mayor's Council on Fitness and Well Being meeting will be Wednesday, February 6th.

Respectfully submitted by Michelle Weinbaum, Recorder