

Minutes
Mayor's Council on Physical Fitness
June 18, 2008
4:00 PM
Abilene City Hall
Basement Conference Room

The Mayor's Council of Physical Fitness met on June 18, 2008 in the Basement Conference room of City Hall, 555 Walnut, Abilene, Texas 79601. Liz Rotenberry, Chairperson, was present and presiding. Committee members present were: Joy Hedges, Bill Horn, Dr. Ralph McCleskey, Tommy Morris, Dennis O'Connell, Pug Parris, Marka Riddle, Deonna Shake, and Karen Stover. Also present were Kayla Christianson, INFocus Digital; Audria Hammond; Linda Hansen; Larry Johnson; Tony Neitzler; Dr. Zane Travis; David Vela; and Lenka Wright.

1. Call to Order

The meeting was called to order at 4:04 pm by Liz Rotenberry, Chairperson.

2. Introduction of New Council Member

Mrs. Rotenberry introduced and welcomed new council member, Pug Parris.

3. Swearing In of Council Members

The Oath of Office and Statement of Appointed Officer were administered to all committee members in attendance by Audria Hammond, Office of the Mayor and City Manager and Linda Hansen, Community Services Office.

Ms. Rotenberry asked all in attendance at the meeting to introduce themselves to the group:

Lenka Wright – Community and Media Relations Manager, City of Abilene
Bill Horn – President Abilene Runners Club
Joy Hedges – Training Manager, City of Abilene
Karen Stover – Abilene Independent School District
Dennis O'Connell – Hardin Simmons University
Marka Riddle – Hendrick Health Systems
Tommy Morris – Local Businessman, Physical Fitness Advocate
Pug Parris – McMurry University
Deonna Shake – Abilene Christian University
Larry Johnson – Abilene Taylor County Public Health District
Tony Neitzler - Assistant Director Community Services, City of Abilene
Linda Hansen – Executive Secretary Community Services, City of Abilene
Dr. Zane Travis – Medical Director, Abilene Taylor County Public Health District
David Vela – Assistant City Manager, City of Abilene
Liz Rotenberry – Abilene Christian University
Audria Hammond - Office of Mayor and City Manager, City of Abilene
Kayla Christianson – INFocus Digital

Ms. Rotenberry, voiced her appreciation to the both the Council members and to the City Staff for the work that that has been accomplished to date. She noted that the Council will be a "working council" with input from all members.

It was determined that 4:00 pm in the Basement of City Hall was a good time and location for the Council Meetings.

4. Review of Phase I Requirements

Larry Johnson, Health Administrator for the Taylor County Health Department. updated the Council on the requirements of the Grant. He and his staff drafted the application for the Grant awarded to the Mayor's Council on Physical Fitness. He shared the following Phase I Grant Requirements; Grant Budget, Possible Phase I Activities as well as a Timeline with the Council . He also shared the components for the Phase II Application Process:

Phase I Grant Requirements:

1. The Mayor's Council must be established and information provided to include:
 - a. Number of members- 10 to 15
 - b. Structure- terms of appointment, committee structure, etc. TBD
 - c. Responsibilities- See 2. above
 - d. Community segments represented- See list below
 - e. Member names
 - f. Date(s) of appointment- initial appointments were made March 6, 2008 and June 18, 2008.
2. The Mayor's Council must conduct a community resource assessment
3. If seeking Phase II funding, the Mayor's Council must evaluate assessment result and develop plans to meet Phase II funding requirements for submission by 9-1-08

Phase I Grant Budget:-

1. Phase I funds may be used for:
 - a. Personnel costs related to project administrative functions
 - b. Office and administrative supplies
 - c. Travel related to the project
 - d. Training and educational expenses
 - e. Community assessment
 - f. Fitness education materials
 - g. Implementation of physical fitness programs/campaigns

2. Phase I Budget
 - a. Personnel- \$ 3,078
 - b. Fringe Benefits- \$ 228
 - c. Travel- \$ 202
 - d. Equipment- \$ 0
 - e. Supplies- \$ 600
 - f. Contractual- \$ 13,792
 - g. Other- \$6,100
 - h. Indirect Costs- \$ 0
 - i. Total Budget- \$ 24,000

Phase I Possible Activities

1. Selecting Council Chair
2. Determining term of appointment
3. Establishing meeting schedule
4. Determining areas to be assessed and data to be collected
5. Defining assessment product
6. Selecting assessment contractor
7. Evaluating assessment tools
8. Overseeing assessment process
9. Evaluating assessment results
10. Developing plans for future activities, including those for Phase II funding
11. Recommending use of Phase I funds and budget for Phase II
12. Identifying funding sources to sustain the Council beyond Phase

Timeline:

1. Phase I proposals submitted – 3/14/08
2. Phase I contract start date: 5/1/08
3. Phase II proposals due 9/1/08
4. Anticipated mail date for approved Phase II contracts – 9/15/08
5. Anticipated Phase II contract start date – 10/1/08
6. Anticipated 6-month evaluation of Phase II – 4/1/09
7. End of Phase II Contract – 8/31/09

Phase II Grant Application Components:

1. A Work Plan approved by the Governor's Council with Performance Measures for the grant period based on goals for rate of participation in ongoing physical fitness activities, level of participation in local and statewide fitness campaigns, and level of community saturation with fitness information (% = value for each application criterion)
 - a. A Budget for the grant period - \$56,000 maximum (20%)
 - b. Plans for implementation of community-wide campaigns to enhance access to and awareness about opportunities for physical activity (15%)
 - c. Plans for implementation of on-going physical fitness programs available to the community (15%)
 - d. A stated vision to increase local participation in statewide fitness campaigns (15%)
 - e. A campaign plan to disseminate information about evidence-based strategies to increase physical fitness (15%)

2. A Program Abstract/Executive Summary (5%)
3. An Annual Budget for the Mayor's Council beyond the term of the grant including plans for sustainable sources of funding (15%)

Ms. Rotenberry noted that many Physical Fitness Activities are already in place i.e. the Mayor's Run Walk and the Abilene Runner's Club. and added that the Council could be utilized to encourage such activities throughout the city. Tony Neitzler, Assistant Director of added that the activities would include both public and private activities.

5. Approval of Contract with INFocus

Kayla Christianson, Owner and Executive Producer of INFocus Digital, was introduced to the Council. INFocus Digital has been asked to submit a proposal to assist with the preparation of the needs assessment for the Grant. The company was utilized by the Abilene Taylor County Health Department to prepare a Wellness Campaign and has since been awarded an additional contract. Mayor Archibald, Mrs. Rotenberry, Mr. Johnson and Mr. Neitzler met with Mrs. Christianson earlier in June and discussed the requirements of the Grant. The Parks Master Plan was also reviewed. Based on input from Mrs. Christianson as well as the quality of the work done on previous projects, the recommendation was made that to award the project to INFocus.

Dennis O'Connell inquired as to whether or not additional proposal were requested. Mr. Neitzler replied that because of the urgency of the time line and the past work history of INFocus, no other proposals were requested. He added that the contract has already been reviewed by the City's Legal Department.

Pug Parris made a motion to approve the contract with INFocus.
Tommy Morris seconded the motion.

All approved that the contract be awarded to InFocus

Mrs. Christianson stated that she will be working to have the assessment completed by August 1, 2008.

6. Overview/Discussion of Needs Assessment with Research Contractor

Ms. Rotenberry asked each Council Member to share events/activities that they are aware of that are already in place as well as ideas about other events/activities:

Bill Horn: Balloon Fest; Mayor's Run/Walk; Texas Round Up, Running Events

Joy Hedges: Employer Employee Activities – City of Abilene Program modeled after City of Austin and includes Wellness Olympus, Health Fair, Family Fun Night; Martial Arts; Ballet, Dance, Gymnastics

Karen Stover: Austin Elementary has Family Jogging Activity. School Superintendent, David Polnick promotes activities involving the entire family, i.e. open gym night, computer lab activities. The Right-Weight Program; District Newsletter to include all events. Place activities on AISD Website; Currently no one over all Physical Education Programs within school system.

Liz Rotenberry: Program to encourage schools; Make available a listing of events at each school; Creation of a website to include all school campus activities; Encourage fitness at ArtWalk

Dr. Ralph McCleskey: Information should be shared among school campuses. Currently a lack of awareness of what other campuses are doing. Need for a collection site of all school campus activities.

Dennis O'Connell: Cycling; Ride your bike to work day", Heart Activities - Jump Rope for Heart;; Walking Trails; Event Walks.

Marka Riddle: Right Weigh Project; Pedometer Partner Program; July 2008 ArtWalk theme "The Way it Works" (the body) at the NCCIL.

Tommy Morris: Coordinate and announce all events; Include nutrition Information

Pug Parris: Wellness Wednesday; Personal Trainer availability for classes. Phase II Ideas: "See you at the Track"; "Group X" Fitness

Deonna Shake: Hiking; Disc Golf Classes; Schools spotlight family activities

The Mayor's Hike scheduled for Sunday, June 22, 2008, was discussed. Lenka Wright stated that should will contact Mayor Archibald to determine if any assistance is needed with the hike.

Mrs. Christianson stated that she will work to create the assessment tool in a format that can be e-mailed.

Ms. Rotenberry expressed the need to create a sub- committee to work to Mrs. Christianson and asked for volunteers. The committee will include: Joy Hedges, Pug Parris, and Dennis O'Connell. Tony Neitzler and Larry Johnson will serve as a resource for the committee.

The next meeting was set for Wednesday, July 16, 2008 at 4:00 pm.

7. Adjournment

The meeting was adjourned at 5:10 pm.