

**Minutes**  
**Mayor's Council on Physical Fitness**  
**July 16, 2008**  
**4:00 PM**  
**Abilene City Hall**  
**Basement Conference Room**

The Mayor's Council of Physical Fitness met on July 16, 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: Tanya Brice, Bill Horn, Joy Hedges, Tommy Morris, Dennis O'Connell, Deonna Shake, and Karen Stover Also present were Kayla Christianson, Allison Condry, Marisa Harrison, David Christianson - INFocus Digital; Audria Hammond; Larry Johnson; and Tony Neitzler; .

**1. Call to Order**

The meeting was called to order at 4:05 pm by Liz Rotenberry, Chairperson.

**2. Approval of June 18, 2008 Meeting Minutes**

On a motion by Karen Stover, seconded by Tommy Morris, the Council approved the minutes from the Council Meeting held on June 18, 2008.

**3. Briefing/Update – IN-Focus Digital**

Kayla Christianson, Marisa Harrison, and David Christianson of InFocus Digital gave an update on the development of an assessment plan, assessment tool, report format and other items as necessary.

- **Overview of the three Subcommittee Meetings:**

- June 25, 2008:

- Briefing on Council's goals and expectations
    - Creation of tentative timeline
    - Brainstorming of contacts

- July 2, 2008:

- Defining of fitness and geographic scope for data collection
    - Data collection methods discussed

- July 9, 2008:

- Proposed product approved by subcommittee
    - Date collection methods approved by subcommittee

- **Scope:**

- Geography: Abilene City Limits
  - Definition of Fitness: Activity beyond the confines of one's house

- **Product:**

- \* A Relational Database with an ability to evolve.  
Addenda: Database User Guide, Current Fitness Information  
Observation, Fitness Barriers and Marketing Findings

- \**Search options:*

- Activity

- Fitness level – mets

- Dates – seasonally, monthly weekly, daily

- Organization/Affiliations

- Target participants

- Transportation – yes, no

- Fee- yes, no

- Membership – yes, no

- **Tentative Timeline**

- July 16**

- Overview of data collection

- Acquisition of publicly posted information via phonebook, internet,  
and strategic personal contacts

- July 25**

- Contact with respondents and data entry

- Phone interview and email survey

- August 1**

- User Guide created and data configured

- August 6**

- Preliminary Assessment with Subcommittee

- August 13**

- Final Presentation

#### **4. Discussion of Assessment**

Ms. Rotenberry asked how much of the research has been completed.

Ms. Harrison stated that the research is about 80-85% complete. Data for the special needs population is the missing piece.

Other topics included maintenance of the website and the possibility of a sponsor supported website. It was noted that the City of Abilene database does not have the capability to host a website of this size.

Ms. Rotenberry added that the goal of the website is to be a “clearinghouse site” for physical fitness activities.

Tommy Morris asked if the InFocus Digital team needed any additional assistance.

Ms. Christianson stated that no additional assistance was needed at this time and noted that with it being the summer, contacting some groups had been slow

Dennis O'Connell asked if notification could be placed in the newspaper regarding the Mayor's Council on Physical Fitness need for information about activities already in place. Mrs. Christianson stated yes. Joy Hedges asked if the paper could do so at no charge to the city. This will be looked into.

Ms. Christianson confirmed that Dyess, and Wylie were included in the assessment.

Mr. Morris asked that Greg Light at Wylie be contacted to insure representation from Wylie ISD,

#### **5. Discussion on Upcoming Visit from Governor's Office**

Mrs. Rotenberry announced that Brandon LeBlanc, from Governor Rick Perry's office will make a site visit on August 6<sup>th</sup>. Notification will be sent to all Council Members of the time and location for the meeting.

#### **6. Council Member Assignments**

Mrs. Rotenberry gave the following Council Member Assignments

1. Calendar for September 2008 through July 2009
2. Decide on activities Council will promote.  
Possibility for September:  
"Circle your Campus" could be springboard for getting  
Info out about the Mayor's Council on Physical Fitness.
3. Sub Committee was established. Members include Deonna Shake,  
Karen Stover and Bill Horn.

#### **7. Adjournment**

The meeting was adjourned at 5:30 pm.