

Minutes
Mayor's Council on Physical Fitness
October 8, 2008
4:00 PM
Abilene City Hall
Basement Conference Room

The Mayor's Council of Physical Fitness met on October 8, 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: Dan Munton, Mary Herron, Deonna Shake, Dennis O'Connell, Joy Hedges, Bill Horn, and Ralph McCleskey; Also present were: Chris Kyker, Ex-Officio Member; Kayla Christianson, IN-Focus Digital; Lenka Wright; Larry Johnson; Tony Neitzler; David Vela; and Audria Hammond – City of Abilene Staff.

1. Call to Order

The meeting was called to order at 4:05 pm by Liz Rotenberry, Chairperson. Mrs. Rotenberry introduced and welcomed Mayor's Council on Physical Fitness Councilmember Dan Munton.

2. Approval of Minutes: August 10, 2008 and September 17, 2008

On a motion by Joy Hedges, seconded by Deonna Shake, the Council approved the Minutes from the Council Meetings held on August 10, 2008 and September 17, 2008.

3. Discussion of October 28 "Downtown Dayz" Event

Mrs. Rotenberry stated that the "Downtown Dayz" Event is scheduled for Saturday, October 11, 2008. The Taylor-Jones-Haskell County Medical Alliance will give away bicycle helmets for children.

The Council will support the efforts of the Taylor-Jones-Haskell County Medical Alliance with Mayor's Council on Physical Fitness Frisbees and the use of the Mayor's Council on Physical Fitness Banner. Joy Hedges will contact the Bike Police to inform them of Event.

4. Website Presentation/Proposal – Kayla Christianson, In-Focus Digital

Kayla Christianson of In-Focus Digital presented a proposal for the Mayor's Council on Physical Fitness Website.

She noted that for a person to find information about activities around Abilene, there are few options beyond visiting a number of scattered websites. By consolidating all information into a single destination and unified format, the barriers between looking, finding and doing something diminish. The proposed site will raise visitors' awareness of available activities they may be interested in, but were previously unaware existed.

The site will be built, implemented, and tested in three stages:

1. Initial build/Council review (Ends Early December)
2. Administrative build/.Physical Fitness community Review (Ends Mid-January)
3. Launch/final Development (first Monty of "Live" Operation)

- I. Costs for the development of the site (State 1 and Stage 2) are planned to be \$5,400.00
- II. Costs for the live-site development and hot-fixes of State III will be \$1,000.
- III. Costs for the "Administrator" position are estimated to \$250 per month.

The site will be developed in a manner that allows for future expansion and customization. Potential expansion includes the following:

1. Personalized homepages for visitors to the site
2. Comments on articles
3. Ratings for events that have taken place
4. A forum for sharing additional ideas, stories, and experiences.

Lenka Wright inquired if the proposal included a Webmaster. Ms. Christianson stated that a Webmaster was not included in the proposal. She added that the website is template driven and a Webmaster would not be needed.

Bill Horn asked who would monitor the website for content. She suggested that a sub-committee of Councilmembers be appointed for this task.

Mrs. Rotenberry thanked Ms. Christianson for her presentation and dismissed her from the meeting.

Mrs. Wright noted the website initiative needed to go through the RFP process.

Tony Neitzler noted that the RFP process could take up to two week. The RFP must be Reviewed by Risk Management, Purchasing and Legal.

The scope of service of the proposal presented by Ms. Christianson will be reviewed by Kelly Messer.

David Vela stated that the pricing on the proposal seemed reasonable. If the proposal could be added to the existing contract, the process would be expedited. If not, and RFP must be done. Mrs. Messer will do a legal review.

Dennis O'Connell added that INFocus has done a good job for the Council and is familiar with the role of the Council.

Chris Kyker recommended that the Council assume responsibility for the content of the website.

Mrs. Rotenberry invited Ms. Christianson back to the meeting and informed her that the proposal is pending further review

Additional discussion and input regarding the Website proposal will be included on the Agenda for the next Council meeting.

5. Discussion of Upcoming Events

Joy Hedges informed the group that over 8,000 adults and children walked 10 minutes or more during the September 10th, Abilene on the Move Day event.

The Mayor's Council on Physical Fitness will partner with the City of Abilene on the Mayor's Run/Walk.

Ms. Kyker stated that the Texas Round-up is set for April 24-25, 2009 and would like

for Abilene to have the distinction of being a "Certified City". Mrs. Rotenberry asked if Ms. Kyker could invite someone to come from to meet with the Council on the Requirements for becoming a "Certified City".

Mr. Horn stated that the "Steam-N-Wheels" event will be held in March 2009. The "Turkey Trot" will be held on Thanksgiving Day.

Mr. Horn showed the Council the t-shirt containing the Council logo from the Balloon Fest event.

Mr. O'Connell asked if there had been feedback from Legal on the Funding Request Form. Mrs. Wright will follow-up with Legal.

6 Adjournment

The meeting was adjourned at 5:22 pm.