

Minutes
Mayor's Council on Physical Fitness
January 14, 2009
4:00 PM
Abilene City Hall
Basement Conference Room

The Mayor's Council on Physical Fitness met on January 14, 2009 in the Basement Conference Room of City Hall, 555 Walnut, Abilene, Texas 79601. Liz Rotenberry, Chairperson, was present and presiding. Mayor's Council on Physical Fitness members present were: Deonna Shake, Mary Herron, Karen Stover, Dennis O'Connell, Pug Parris, Ralph McCleskey, Joy Hedges and Bill Horn. Also present were Jessica Dulle, Executive Director, Center for Contemporary Arts; Lenka Wright, Larry Johnson; Tony Neitzler; Kelley Messer, 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.

2. Approval of Minutes: November 12, 2008 and December 10, 2008 Meeting

Joy Hedges noted a spelling correction for Agenda Item 8 – Funding Request Form. The minutes read: Kelley Messer sated that the Funding Request Form is still under review. The minutes should read Kelley Messer stated that the Funding Request Form Is still under review.

On a motion by Pug Parris, seconded by Ralph McCleskey, the Council approved the Minutes from the Council Meeting held on November 12, 2008 with the correction to Agenda Item 8 - Funding Request Form: "Kelley Messer sated that the Funding Request Form is still under review." To "Kelley Messer stated that the Funding Request Form is still under review."

The minutes for the December 10, 2008 Meeting were tabled.

3. Conference Review

a) Active Texas Summit

Ms. Rotenberry stated that she, Deonna Shake, Joy Hedges, David Vela, attended the Active Texas Summit presented by the City of Austin on January 13, 2009. The purpose of the one day summit was to provide attendees with health information and strategies to help implement active living principles in multiple sectors, which will lead to better health for all.

Ms. Rotenberry and Ms. Shake attended the Champion's Training Track which was geared toward citizen advocates, business, faith-based organizations, and health leaders in the community. The Austin Fitness Index was previewed during the session. The index, which includes a twenty-eight question survey, can be placed on the website when it becomes available. Ms. Rotenberry shared her concern that no feedback is available to the person completing the survey. Ms. Shake noted that incentives would be given to encourage participation in the survey.

Ms. Hedges and Mr. Vela attended the Fit City Track. This track was targeted to leaders of Texas cities and other unites of government in the state. Ms. Hedges noted that the goal of the City of Austin is to be the fittest city in America in 10 years. She shared that attendees are aware of the work done by the Abilene Mayor's Council on Physical Fitness. She added that the Governor's Council on Physical Fitness is working to develop a Texas State Plan for Fitness.

Ms. Rotenberry stated that numerous vendors for fitness products were represented at the Summit. She added that cities of all sizes were represented but the schedule did not allow for networking with cities of like size.

Ms. Rotenberry spoke with the representatives of the City of Austin and the City of Houston regarding their non-profit status. The City of Austin is non-profit; the city of Houston is not.

Ms. Rotenberry asked if the Council needed to be non-profit in order to be funded. Kelly Messer stated that the Council will need input from the Mayor as to which Direction he wants to take. Lenka Wright shared the possibility of utilizing grants.

Ms. Rotenberry stated that she felt that this year's Summit was good and encouraged other Council Members to attend future Summits.

4. Status Reports

a) Budget

Ms. Wright presented status of the Council Budget as of January 14, 2009:

Total Available: \$54,877.60

Personnel and Fringe Benefits (General Services) \$6,610

Administrative Clerk (Temporary) - \$6,156

(Employee will provide clerical support for the Mayor's Council to include preparing documents for meeting, taking meeting minutes, notifying members, maintaining Council records, serving as contact for members, other duties as needed.)

Fringe Benefits - \$454

Social Security

Travel (Employee Development) \$809.47

Staff/Council member local travel - \$809.47

(Staff/Council travel within the City to participate in Council meetings and fitness event; .585/mile.)

Statewide Meeting - \$0

Office Supplies - \$4,840

Routine office supplies - \$845

Supplies needed for meetings, minutes, computer activities, etc. related to the Council.

Event supplies - \$3,900

Incentives - \$200 per event X 12 events = \$2,400

T-shirts - \$500 per event X 3 events = \$1,500

(Council handouts/incentives to be provided as part of the fitness events it will sponsor/co-sponsor)

Copier - \$95

Council copies - \$95

Contractual - \$29,390

Contractor for website development, administration and maintain the Council's website.

Contractor to develop a marketing plan for the Council, implement a marketing plan, and develop revenue plan to sustain the Council.

Other direct costs/Indirect costs - \$13,228.13

Advertising & Promotion - \$11,428

Air time on location stations - \$4,000

Website address fee - \$100 (*paid*)

PSAmedia productions - \$3,928

Sponsorship fees - \$300/event X 10 events = \$3,000

Roundup Stipends - 500/person X 2 = \$1,000

Printing - \$1,800

Meeting documents - \$300

Brochures/flyers/fact sheets - \$1,500

b) Website

The Website Subcommittee, Pug Parris, and Ralph McCleskey met with City staff, Lenka Wright, David Vela, Jeff Mitchell, Mark Hoover and Kelley Messer on January 6, 2009 to review the website proposals received. Three proposals were received – 2 from Abilene; 1 from the metroplex. A determination will be made the week of January 18th. The contract will be awarded the following week.

Ms. Parris voiced her appreciation to the IT staff for lending their expertise. Dr. McCleskey stated that the contract show the Council as advisors to the Webmaster. He also stated that access levels will be assigned, i.e. the Runners Club would have access to their site only.

c) Marketing/Advertising

Ms. Wright presented a draft of the RFP for a Marketing/Advertising Consultant. (Exhibit A)

A sub-committee was selected for the Advertising/Marketing Proposal. Members chosen for the sub-committee are Bill Horn and Joy Hedges.

d) Texas Round-up Affiliate City

Ms. Messer updated the Council on the process for becoming a Texas Round-up Affiliate City.

The Texas Round-Up is a statewide health and fitness initiative. The Affiliate Cities program puts Texas Round-up programs in local communities across the state. Any Mayor in Texas can affiliate with the Texas Round-Up at no cost by promoting Get FitTexas in their community of hosting a local fitness event.

She noted that the contract has been received and is under review. As an Affiliate City, the Governor will proclaim the City as an "Official Texas Round-up City; the city will be invited to participate in all official Texas round-up VIP functions; promote the city affiliate and/or fitness event on the Texas Round-Up website; list the city as an official Texas Round-up city in all appropriate marketing materials.

Ms. Messer will contact current Affiliate Cities as to the benefits of the affiliation.

Becoming a Texas Round-Up Affiliate City was table until the Council website is in place.

5. Discussion and possible action of upcoming events

a) Mayor's Round-Up 5K Run/Walk/Wheelchair

Joy Hedges informed the Council that the Mayor's Round-Up 5K Run/Walk/Wheelchair event is scheduled for April 18, 2009.

She noted that the Wheelchair event is a new addition.

Bill Horn stated that there is difficulty in finding participation for wheelchair events. The Rehab center will be contacted to get the word out regarding the wheelchair Event.

Ms. Hedges stated that information/registration for this year's event will go out early.

b) ArtWALK (for Fitness) in September

Lenka Wright introduced Jessica Dulle, Executive Director of the Center for Contemporary Arts.

Ms. Dulle stated that ArtWALK is a free monthly celebration of the arts in downtown Abilene, involving the cultural and business community. Each month features a new

offering of art and/or other topics of interest. It is held the second Thursday of every month.

September has been designated as ArtWalk for Fitness. She expressed the desire Partner with the Council for the event.

Ms. Wright will speak with Ms. Dulle regarding the application process for funding by the Council.

6. Discussion about Mayor's Council on Physical Fitness Workshop

Ms. Rotenberry informed the Council members that that Workshop has been set for Friday, January 23rd from 12:00 noon to 4:00 pm. at 1602 Newcastle Drive. Lunch will be provided. Members are asked to RSVP to Audria Hammond at 676-6206.

7. Adjournment

The meeting was adjourned at 5:20 pm