

Minutes
Mayor's Council on Physical Fitness
February 25, 2009
4:00 PM
Abilene City Hall
Basement Conference Room

The Mayor's Council on Physical Fitness met on February 25, 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: Bill Horn, Joy Hedges, Mary Herron, Dennis O'Connell, Pug Parris, Deonna Shake, and Karen Stover. Also present were Chris Kyker, Ex-Officio Member, Wilson Rotenberry, Abilene Christian University, Brooke Nichols, Abilene Family Health & Fitness, Kayla Christianson and Marissa Harrison, InFocus Digital; Tony Neitzler; Larry Johnson, Kelley Messer, David Vela and Audria Hammond – City of Abilene Staff.

1. Call to Order

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

2. Discussion and Recommendation of Assistance Requests

a) GALAXY Social Club – ACU – Kirk Goodwin 5k Run

Wilson Rotenberry, Abilene Christian University, presented a request for \$500 to support the 26th Annual Kirk Goodwin 5K Run set for Saturday, April 4, 2009. The Kirk Goodwin Run was established to honor Kirk Goodwin was an ACU student and member of Galaxy Social Club and was killed in a car accident. The proceeds from the run are used to help families whose students have incurred hospital debt. Chip timing will be utilized this year in an effort to attract more students and non-student participants from Abilene and the surrounding area. The Mayor's Council logo will be placed on the event t-shirts. Approximately 200 participated in last year's event.

On a motion by Dennis O'Connell, seconded by Karen Stover, the Council approved the request.

Liz Rotenberry, Deonna Shake, and Bill Horn abstained from the vote.

b) Wildcat Disc Golf Course

Deonna Shake presented a request for \$500 to be used for course installation costs for the Wildcat Disc Golf Course. The nine-hole course will be located at the Sherrod-Residential Property between North 10th and Cedar Crest. The sponsorship will be used to sponsor a permanent "Hole #1" tee sign as well as the overall donor sign. Plans are being made for Grand Opening (Ribbon Cutting) on April 28th or April 29th, 2009. Ms. Shake noted that the Disc Golf Course will not conflict with the Cross Country Track course.

On a motion by Joy Hedges, seconded by Mary Herron, the Council approved the request.

Deonna Shake abstained from the vote.

c) Abilene Family Health and Fitness Run/Walk

Brooke Nichols of the Austin Elementary PTO presented a request for support in the amount of \$500.00 for the Austin Elementary: PTO Abilene Family Health & Fitness 5K Run/1.5 Mile Walk set for March 21, 2009. She noted the event is designed to encourage families to exercise together and to raise awareness of the physical fitness opportunities available in Abilene. A 5K Run t has been held on the Austin Elementary campus the past two (2) years with approximately 125-160 participants. The funds will be used for the purchase of T-Shirts for the first 100 participants. The T-Shirts will be printed with the Mayor's Council on Physical Fitness logo.

On a motion by Bill Horn, seconded by Deonna Shake, the Council approved the request.

3. Discussion regarding MyFitness Abilene Website

Pug Parris informed the Council that she and Ralph McCleskey as members of the Website Subcommittee have reviewed the three contract proposals received for the website.

Two proposals were from Abilene businesses and 1 proposal was from a company in the metroplex.

Based on the proposals received, the contract was awarded to InFocus Digital.

Kayla Christianson, InFocus Digital, stated that their contract has been submitted and under review by the City's Legal Department.

Kelley Messer, of the City's Legal department, noted that she had met today with the Legal staff regarding the contract.

4. Discussion regarding Marketing/Advertising Consultant

Joy Hedges informed that she and Bill Horn (Marketing/Advertising subcommittee members) along with Tony Neitzler had met to review the proposals received for a consultant for marketing/advertising.

She stated that two (2) proposals were received. The team looked at the internal capability of the vendors along with samples of their work.

The committee recommended that InFocus Digital be awarded the contract for the Marketing/Advertising Consultant.

Kayla Christianson, InFocus Digital noted that the Marketing Plan will be developed to cover an eighteen (18) month period.

Ms. Rotenberry appointed Council members Bill Horn, Pug Parris, Dennis O'Connell and Deonna Shake to the Marketing/Advertising sub-committee.

5. Status Reports

a) Budget

Tony Neitzler updated the Council as to the funds available per category:

• 4200 Office Supplies:	\$ 4,840.00
• 4440 Advertising and Promotions:	8,228.13
• 4441 Professional Fees/Contract:	29,390.00
• 4447 Printing	5,000.00
• 4470 Travel	809.47
• 4485 General Services	6,610.00
TOTAL:	\$54,877.60

6. Committee Report

Ms. Rotenberry reminded the group that the current Grant funding is through August 31, 2009 and that the Council keep that date in mind for future activities.

She requested that the Council target the following populations for future activities:

- Corporate
- Seniors
- Families
- Children

7. Adjournment

The meeting was adjourned at 5:05 pm