

Minutes
Mayor's Council on Physical Fitness
April 15, 2009
4:00 PM
Abilene City Hall
Basement Conference Room

The Mayor's Council on Physical Fitness met on April 15, 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 Horn, Dennis O'Connell, Pug Parris, Joy Hedges, and Bill Horn. Also present were, Chris Kyker, Ex-Officio Member; Kayla Christianson and Marisa Harrison, InFocus Digital; 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. Minutes: Approval of Minutes of February 11, 2009 and February 25, 2009 Meetings

Minutes of the February 11, 2009 and February 25, 2009 Meetings were tabled until the May 13, 2009 Meeting

3. Discussion and Recommendation on Assistance Requests

a) National Senior Health and Fitness Day, West Central Texas Area

Sue Raszewski of the West Central Texas Area Agency on Aging presented a request in the amount of \$400.00 for support for the National Senior Health and Fitness Day held in conjunction with Older American's Month. The event is set for May 27, 2009. The support will allow the Area Agency on Aging to "take the event up a notch" and allow for basic health screenings, active fitness demonstrations and other wellness activities to the older adult population(ages 55 and above). She stated that there is no charge to participants; however, vendors are charged a small fee.

The funds will be used to cover the cost of the rental for the Abilene Civic Center Exhibit Hall.

On a motion by Joy Hedges; seconded by Dennis O'Connell, the Council approved the Request for funding.

The Mayor's Council on Physical Fitness will have a booth at the event.

4. Update on MyFitness Abilene Website

Kayla Christianson, InFocus Digital, presented the following summary to the Council on the progress of the MyFitness Abilene Website:

Done:

- Database Setup
- Domain Setup
- Site setup
- Initial venues, organization, events, resources setup
- User setup and restrictions

Working On:

- Search results refinement options
- Site layout design, implementation
- Photo gallery setup

Still to Come:

- Venue, organization, resources updates
- Initial user setup

Timeline:

- Search refinements: 5 weeks
- Site design: 2 weeks
- Photo gallery: 3 weeks
- User setup: 1 week
- Content refresh: 1 week

Soft Launch:

- Will send an email invitation to all email addresses acquired during summer 2009.
- Will give a brief summary of what information the website will contain and what actions need to be taken on the part of the Users to enter in and maintain their respective organizations' information.
- The Users will be given a temporary password to log-on to the website and change their information.

She also presented samples of possible screen set-ups for the Website for review/input from Council members.

5. Update on Marketing/Advertising

Marisa Harrison, InFocus Digital, updated the Council on the Marketing/Advertising Plan Proposal. She noted that the Marketing Plan will run for a period of 18 months, from March 2009 through August 2010. The plan will utilize the budgeted monies for maximized effectiveness through the implementation of three campaigns, as well as strategic marketing plans adaptable to the demographic audiences specifically targeted for each monthly event by the Council. These campaigns will be combined with newsworthy promotion as well as with components such as www.myfitnessabilene.com, Facebook, Twitter, and the Abilene Parks and Recreation Division Leisure Guide. InFocus Digital will create and produce all public promotion productions already prescribed in the Marketing/Advertising Consultant Contract thus keeping the Council's image consistent and professional.

She added that the success of the Mayor's Council on Physical Fitness will be tracked according to improved participation in events orchestrated by users who post to the myfitnessabilene.com website. Short questionnaires will also be presented at Mayor's Council events, asking how the participant heard of the event and whether they had participated before.

6. 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:	9,428.13
• 4441 Professional Fees/Contract:	22,640.00
• 4447 Printing	1,800.00
• 4470 Travel	00.00
• 4485 General Services	6,610.00

TOTAL: \$45,318.13

Chris Kyker stated that the Governor's Council on Physical Fitness will be meeting to determine if funding will continue for the Mayor's Council on Physical Fitness initiative.

Ms. Rotenberry stated that Mayor Archibald will include the Mayor's Council on Physical Fitness in the City's FY2010 Budget.

Mr. Neitzler reminded that group the amount for sponsorships had initially be set at \$300 and suggested changing the current sponsorship amount back to that amount from the \$500 amount. This would allow for additional sponsorships and assist with informing more citizens about the Mayor's Council.

On a motion by Pug Parris; seconded by Mary Herron, the Council approved changing the sponsorship amount from \$500 to \$300.

Mr. Neitzler will inform Lenka Wright of the change so that the Request for Support Form can be revised.

b) Mayor's 5K

Joy Hedges gave an update on the upcoming Mayor' 5K Run/Walk, Wheelchair, 1 Mile Family Fun Run. She stated that as of April 15, 2009, 163 have registered for the 5K Run/Walk and 91 have registered for the 1 Mile Family Fun Run. Volunteers from the Junior League will assist with the event. Mayor Archibald' has done a commercial announcing the event. The event will be on Facebook. Five to six booths will be set up by vendors. The city has approved blocking off Walnut Street for the event.

7. Follow-up discussion on Committee Report

The target populations for the Mayor's Council on Physical Fitness will be children, families, corporate and seniors.

8. Subcommittee Appointments

Subcommittee appointments were tabled until the May 13, 2009 meeting.

Mrs. Rotenberry stated that she had spoken with Mayor Archibald regarding the Mayor's Council Chairperson position to be effective with the June 2009 meeting. Pug Parris will serve as Chairperson and Dennis O'Connell will serve as Vice-Chairperson.

The Council discussed terms for the Councilmembers. Mrs. Rotenberry will follow-up with Mayor Archibald.

9. Discussion and Possible Recommendation

a) Texas Round-up

Kelly Messer, City of Abilene Legal Department, informed that Council that after reviewing the criteria for becoming a part of the Texas Round-Up Affiliate Cities Program and speaking with the Texas Round-Up staff, the Council can move forward with becoming an Affiliate City should the decision has been made to do so.

b) Texercise

Texercise is a statewide fitness campaign developed by the Texas Department of Aging and Disability Services to educate and involve older Texans and their families in physical activity and good nutrition throughout their lifespan.

Ms. Messer let the Council know that no contract is required for the Texercise Program should they elect to participate in the initiative.

10. Adjournment

The meeting was adjourned at 5:25 pm.