

Minutes
Mayor's Council on Physical Fitness
May 13, 2009
4:00 PM
Abilene City Hall
Basement Conference Room

The Mayor's Council on Physical Fitness met on May 13, 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, Karen Stover, Pug Parris, Deonna Shake, Dan Munton, and Joy Hedges and Mary Herron. Also present were Marisa Harrison and Sarah Summer, and Lindsey McGill – InFocus Digital Staff; Mayor Norm Archibald; Lenka Wright, Theresa James, Tony Neitzler, Carl Scott, and Audria Hammond – City of Abilene Staff; and Kris Dawson.

1. Call to Order

The meeting was called to order at 4:08 pm by Liz Rotenberry, Chairperson.

2. Minutes: Approval of Minutes of February 11, 2009 and February 25, 2009 Meetings

Joy Hedges noted an error in the spelling of the last name of Susan Gerred in the Minutes of the February 11, 2009 meeting. The Minutes list the spelling of the last name as Gerard instead of Gerred.

On a motion by Bill Horn and seconded by Deonna Shake, the Council approved the minutes of the February 11, 2009 with the spelling correction of the last name of Susan Gerred.

The minutes of the February 25, 2009 meeting were tabled.

3. Discussion and possible action regarding the selection of new Board Chair and Vice Chair

Pug Parris was selected to serve as the new chairperson for the Mayor's Council on Physical Fitness. Dennis O'Connell was selected to serve as Vice-Chairperson. They will assume their new positions at the June 10th meeting.

4. Discussion regarding the assignment of staggered terms for Mayor's Council on Physical Fitness members

Ms. Rotenberry met with Mayor Norm Archibald regarding staggered term for Mayor's Council on Physical Fitness members. The suggested terms are the following

- Current members – 5 Years
- New Members – 3 years

This suggestion will be taken into consideration when finalizing the Rules of Order and Procedure for the Council.

5. Discussion and possible action regarding the adoption of Rules of Order and Procedure

Teresa James, City's Legal Department, presented a draft of the Rules of Order and Procedure for the Mayor's Council Fitness for review/input by member of the Council. She noted that the Rules of Order Procedure will provide a clear and definitive organization structure for the Council and is designed to regulate both the actual meetings of the Council and the activities directly related.

The Council members stated that they felt this will be a useful tool for the Council. Mrs. James will send the document electronically for forwarding to members of the Council. It was noted that "Director of "Community Service and Media Relations": should be changed to "Director of Communications and Media Relations"

6. Update of MyFitness Abilene Website

Marisa Harrison, InFocus Digital, updated the Council on the progress of the MyFitness Abilene website. She noted that they are working to make the website user friendly. The Website administrator will contact Uses to assure that information is current on the website. She added that they are adding additional events and organizations that were not included in the 2009 listing.

A "soft launch" of the website will be presented at the June Mayor's Council on Physical Meeting.

7. Update of Marketing/Advertising

- **Mayor's Hike:**
 - Lamar Advertising is donating advertising for the Mayor's Hike.
 - Academy has spoken with Mayor Archibald about donating to the event.
 - Ms. Harrison presented samples of logo for the Mayor's Hike. Council members selected sample #1

- **CityLink Summer Fun Pass**
 - Working to finalize guidelines for use
 - Will be included in City of Abilene Summer Recreation Registration Packets
 - Will be included in Alliance for Women and Children afterschool/summer program packets.

Mrs. Wright stated that Chanel 7 can be used at no charge for advertising.

- **America on the Move**
 - No date has been set for the national event.

Ms. Shake noted that the date for Council's last year's event was chosen to coincide with the opening of school.

Ms. Rotenberry challenged the Council to come up with suggestions for underwriting events beyond eighteen months.

Mayor Norm Archibald voiced his appreciation for the commitment of the Council to the success of the Mayor's Council on Physical Fitness and the health and fitness of our community.

8. Status Reports

a) Budget

Lenka Wright updated the Council on the amount of funds available. She reminded the Council that the funds must be utilized by August 31, 2009.

b) Wildcat Disc Golf Course Grand Opening

Deonna Shake thanked the members of the Council for the financial support. She added that the Grand Opening event was an overwhelming success.

9. Discussion and Possible Recommendation

a) Use of City of Abilene Pools

Carl Scott, Manager for the City's Recreation Division, was asked how the Council could assist with making the pools available to all youth.

He noted that June is an extremely busy time with July being considerably slower. The Council would like to sponsor a "Free Day" for youth. Mr. Scott will work with Tony Neitzler to determine a date.

b) West Central Texas Area Agency on Aging's National Senior Health & Fitness Day

The Mayor's Council on Physical Fitness will have a table at the West Central Texas Area Agency on Aging National Senior Health & Fitness Day on May 27, 2009 at the Abilene Civic Center. Council Volunteers will man the table.

c) Texas Round-Up

Mrs. James briefed the Council on participating in the Texas Round-Up Health & Fitness Initiative. Any Mayor in Texas can affiliate with the Texas Round-up at no cost by promoting GetFit Texas! In their city. The contract is for one year.

Affiliation with the Texas Round-Up will be discussed at the next Marketing Subcommittee meeting.

10. Adjournment

The meeting was adjourned at 5:40 pm.