

Minutes
Mayor's Council on Physical Fitness
July 8, 2009
4:00 PM
Abilene City Hall
Basement Conference Room

The Mayor's Council on Physical Fitness met on June 10,, 2009 in the Basement Conference Room of City Hall, 555 Walnut, Abilene, Texas 79601. Pug Parris, Chairperson, was present and presiding. Mayor's Council on Physical Fitness members present were: Bill Horn, Joy Hedges, Mary Herron, Tanya Brice, Dennis O'Connell, and Liz Rotenberry. Also present were Kayla Christianson, Marissa Harrison, Joanna Mullins - InFocus Digital; Haley Thompson and Vicky Meyers - Midnight Run; John Gallagher – Be Fire Fit; Jessica Dulle – Center for Contemporary Arts; Alana Jeter – The Leukemia & Lymphoma Society; Lenka Wright, Kelley Messer, and Audria Hammond – City of Abilene Staff.

1. Call to Order

The meeting was called to order at 4:04 pm by Pug Parris, Chairperson.

2. Minutes: Approval of Minutes of February 25, 2009, April 15, 2009, May 13, 2009, and June 10, 2009 Meetings

The following corrections were noted:

February 25, 2009 Minutes:

2 a): Galaxy Social Club – ACU – Kirk Goodwin 5K Run

“Liz Rotenberry, Dennis O'Connell, and Bill Horn abstained from the vote “was corrected to” Liz Rotenberry, Deonna Shake, and Bill Horn abstained from the vote”.

April 15, 2009 Minutes:

9 a): Texas Round-up

“Kelley Messer, City of Abilene Legal Department, informed that Council that after reviewing the criteria or becoming apart of the Texas Round-Up Affiliate Cities Program and speaking with the Texas Round-up staff, the Council can move forward with becoming an Affiliated City should the decision made to do so” was corrected to “Kelley Messer, City of Abilene Legal Department, informed that Council that after reviewing the criteria or becoming apart of the Texas Round-Up Affiliate Cities Program and speaking with the Texas Round-up staff, the Council can move forward with becoming an Affiliated City should the decision be made to do so.

May 13, 2009 Minutes:

7. Update of Marketing/Advertising

“Ms. Rotenberry challenged the Council to come up with suggestion for Underwriting events beyond eighteen months” was corrected to “Ms. Rotenberry challenged the Council to come up with suggestions for underwriting events beyond eighteen months”.

June 10, 2009 Minutes:

4 d) Random Acts of Fitness:

“The Marketing/Advertising subcommittee is continuing to research incentives to reward Random Action of Fitness” was corrected to
“The Marketing/Advertising subcommittee is continuing to research Incentives to reward Random Acts of Fitness”.

3. Status Reports

a) Budget

Lenka Wright informed that Council that as of July 8, 2009, the total amount of Grants Funds available is \$32,338.26.

4. Discussion and possible action on upcoming events

a) Light the Night Walk

Alana Jeter of the Leukemia & Lymphoma Society presented an application for support for the “Light the Night Walk” scheduled for August 29, 2009. The purpose of the event is to pay tribute and bring hope to those battling cancer. The event is a 2-3 mile walk at dusk.

After discussion by the member of the Council present, it was determined that the event was not a fitness event.

On a Motion by Bill Horn, seconded by Dennis O’Connell, the Council denied the request for support.

b) Midnight run

Vickie Meyers of the West Texas Rehab Center/Texas Sport & Spine presented an application for support for the 5K Midnight Run benefitting the West Texas Rehab Pediatric Program. All funds raised are to be given towards the renovation of the West Texas Rehab Center’s Children’s Playground.

On a Motion by Tanya Brice, seconded by Mary Herron, the Council voted to provide the use of the Mayor’s council logo, use of the Mayor’s Council Banner; List the event on the Mayor’s Council Website and to provide in-kind support for the event.

c) Be Fire Fit

John Gallagher of the Abilene Fire Department presented an application for support for the Be Fire Fit/TV Fitness Segments. The segments will use peer fitness trainers from the Abilene Fire Department for weekly 2-3 minute spots focusing on fitness. The spots would ship a proper stretch, exercise, and possibly cool down exercises. There will be a spot for adults and children

On a Motion by Tanya Brice, seconded by Dennis O’Connell, the Council voted to provide in-kind support. Ms. Parris and Mr. O’Connell will be available a resource. Kayla Christianson of InFocus digital will provide consultation.

d) ArtWalk for Fitness

Jessica Dulle from the Center for Contemporary Arts asked for input from the Council regarding event for t ArtWalk for Fitness scheduled for September 10, 2009. Joy Hedges and Ms. Brice will work with Ms. Dulle on events for ArtWalk for Fitness.

e) Abilene on the Move Day/September

Ms. Parris presented a proposal for “STEptember 10-10-10. Thursday, September 10, 2009 will be a focus day to get the citizens of Abilene up and moving. All Abilenians are encouraged to take ten minutes at 10:00 am to “take steps toward fitness.” Liz Rotenberry and Deonna Shake will coordinate the event. Bill Horn will be certain that it following the Marketing calendar. Mary Herron will work with the schools.

f) Favorite Fitness Activity of the Month/FFAM

Ms. Parris presented a proposal for “Favorite Fitness Activity of the Month (FFAM)”. The FFAM would offer monthly free instruction and participation in a favorite fitness activity to interested Abilenians. The FFAM will occur the second Thursday of each month. The Mayor’s Council on Physical Fitness host will determine the time.

On a motion by Ms. Brice seconded by Ms. Rotenberry, the Council approved the proposal for the Favorite Fitness Activity of the Month (FFAM).

5. Event evaluation reports

Lenka Wright presented Evaluation Reports for the following:

a) City Poll/free swim day

Tony Neitzler stated that the event was a success. He voiced his appreciation to the Council for their support

a) Mayor’s Hike

155 people attended this year’s event. The youngest attendee was 12 weeks old. There was numerous families, college age participants, older adults and about half a dozen dogs. Donations/sponsorships by local businesses helped make the event a success.

Needs for future hikes included the following:

Have a larger cooler of water for when participants return from the hike.

Set up registration an hour before the event starts.

Have a garbage can on the premises.

Enlist more volunteers.

Form an event committee for the hike.

c) Abilene Family Health & Fitness 5K Run/1.3 Mile Walk

There were 225 runners/walkers who participated in the event. The funding was used towards t-shirts five not to the fist 100 participants. Participants ranged in age from 6 months to 60+ male and female.

6. Discussion and possible action regarding board terms

Ms. Parris presented the following proposal for Board Terms:

Board Term Expiration: June 2010

- Bill Horn
- Liz Rotenberry
- Karen Stover

Board Term Expiration: June 2011

- Dan Munton
- Dennis O’Connell
- Pug Parris

Board Term Expiration: June 2012

- Tanya Brice
- Mary Herron
- Deonna Shake

Ex-officio Board Member(s)

- Joy Hedges

On a motion by Ms. Brice seconded by Ms. Herron, the Council approved the proposed for Mayor's council on Physical Fitness Proposed Board Terms.

7. Discussion and possible action regarding accountability assignments

Ms. Parris presented an Accountability Assignment worksheet listing targeted populations/areas that the Council wanted to be certain to include in its fitness efforts. Members present were asked to sign up for one of the areas.

8. Update and possible action on Marketing/Advertising

a) City pool/free swim day

Ms. Wright informed that Council that the City pool/free swim day was an Overwhelming success. No one was turn away on July 4th.

b) Mayor's August Event

No date has been set for the Mayor's August Event.

c) Event Supplies

The Marketing committee is working on supplies/suggestions for the Mayor's August Event.

9. Update and possible action on MyFitness Abilene website

Kayla Christianson informed the Council that the website in 90% complete. She provided a demonstration of the website.

10. Adjournment

There being no further business, the meeting was adjourned at 6:04 pm.