

Minutes
Mayor's Council on Physical Fitness
August 12, 2009
4:00 PM
Abilene City Hall
Basement Conference Room

The Mayor's Council on Physical Fitness met on August 12, 2009 in the Basement Conference Room of City Hall, 555 Walnut, Abilene, Texas 79601. Dr. Dennis O'Connell, Vice Chairperson, was present and presiding. Mayor's Council on Physical Fitness members present were: Dr. Tanya Brice, Mary Herron, Bill Horn, Karen Stover, Deonna Shake, Joy Hedges and Liz Rotenberry. Also present were Kayla Christianson and Marisa Harrison – InFocus Digital Staff; Alana Jeter– The Leukemia & Lymphoma Society; and Karrie Rasor – The Leukemia & Lymphoma Society Team in Training; Susan Gerred - City of Abilene Recreation Division; Richard Rose, Optimist Club Unlimited of Abilene; Jessica Dulle – Center for Contemporary Arts; Lenka Wright, Kelley Messer, Barbara Boen, and Audria Hammond – City of Abilene Staff.

1. Call to Order

The meeting was called to order at 4:04 pm by Dr. Dennis O'Connell, Vice Chairperson.

2. Minutes: Approval of Minutes for July 8, Meeting

Minutes for the July 8, 2009 Meeting were tabled.

3. Status Reports

- a. Grants**
- b. Budget**

Lenka Wright, staff liaison, reported that there is a remaining balance of \$4,751.83 that has not been obligated

4. Discussion and possible action on sponsoring requests and upcoming events

a) Light the Night Walk

Alana Jeter of the Leukemia & Lymphoma Society presented an application for support in the amount of \$350.00 for advertising costs (print, radio, TV, outdoor) for the Light the Night Walk scheduled for August 29, 2009. The purpose of the 2-3 mile walk is to pay tribute and bring hope to those battling cancer.

Liz Rotenberry and Dr. O'Connell expressed their concerns that the event was not fitness or wellness related. Bill Horn questioned if the event met the criteria as set forth in the Council's Mission Statement of assisting in the development and support of ongoing physical fitness programs, annual fitness campaigns, and educational outreach that are designed to meet the fitness and wellness needs of the community. Karen Stover added that event seemed to be a fundraiser instead of fitness event.

On a motion by Dr. Tanya Brice, seconded by Ms. Rotenberry, the Council voted to deny the request.

b) City of Abilene Recreation/Senior Citizen Centers

Susan Gerred of the City of Abilene Recreation Division presented an application for support in the amount of \$350.00 for the purchase of a Wii Video Game System to be utilized at each Recreation Center for the Senior Citizens program, Youth After-School & Summer Playground programs, and Adaptive Recreation program.

On a motion by Marry Herron, seconded by Bill Horn, the Council approved \$300 to be awarded to the City of Abilene Recreation Division for the purchase of a Wii Video Game System.

c) Balloon Fest 09

Richard Rose of the Optimist Club Unlimited of Abilene presented an application for support in the amount of \$300.00 for the Balloon fest 10K Race/1K Kids Fun Run scheduled for September 26, 2009, at Redbud Park. The support received will help to offset the cost of drinks, refreshments, race materials and professional timing services.

On a motion by Mr. Horn, seconded by Dr. Brice, the Council approved support in the amount of \$200; fifteen (15) cases of water with the Mayor's Council on Physical Fitness Logo; and display of the Mayor's Council on Physical Fitness Banner.

Mr. Rose will check with event organizers regarding placement of the Mayor's Council on Physical Fitness Logo on t-shirts.

d) Team in Training – Walk/Run Events

Karrie Rasor, Abilene Team in Training participant, presented a request for support In the amount of \$300 for "Team in Training:." "Team in Training" is a national program that officers and encourages endurance sport training in addition to raising money for blood cancer research and patient services. The request is for individual sponsorship for her participation in Team In Training – Walk/Run Events Winter 2009 and January 2010.

Kelley Messer, City of Abilene Legal Department, reminded the Council that the Guidelines for Support state that support will be given to non-profit organizations. Mr. Horn expressed his concerns regarding setting a precedence for individual sponsorships. Ms. Rotenberry stated that she felt that the request does not meet the criteria outlined in the Guidelines for Support.

On a motion by Deonna Shake, seconded by Karen Stover, the Council denied the request for support.

e) ArtWalk for Fitness

Jessica Dulle, Center for Contemporary Arts, spoke to the Council regarding "ArtWalk for Fitness" scheduled for September 10, 2009 from 5:00 pm – 8:30 pm. She and Joy Hedges have been working together to coordinate the event. 141 letters were sent to local business on July 26, 2009 regarding participation in the event.

f) Steptember

Liz Rotenberry and Deonna Shake are working to finalize plans for the Steptember Event. Ms. Rotenberry encouraged Council members to contact schools and businesses regarding the event. Karen Stover stated that she has met with AISD staff. She added that school principals felt that last year's event was successful. Ms. Rotenberry and Ms. Shake will get information to Ms. Stover and Ms. Herron for distribution as schools. Ms. Rotenberry and Ms. Shake will contact local Wylie ISD as well as the local colleges regarding the event. T-shirts will be provided for distribution at schools and for "Random acts of Fitness".

5. Event evaluation reports

- a) Tour De Gap Bicycle Ride**
- b) Summer Bus Pass**

Event evaluation Reports for the Tour De Gap Bicycle Ride and Summer Bus Pass were tabled until the September 9, 2009 Mayor's Council on Physical Fitness meeting.

6. Presentation and possible action on Safe Routes to School.

Ed McRoy, Assistant Director of Planning and Development Services for the City of Abilene, updated the Council on the City's Safe Routes to School initiative. Safe Routes to School is a federal program established in 2005 and administered through the Texas Department of Transportation and approved by the City Council. Safe Routes to School promotes walking and bicycle riding for school children in grades K-8. He noted October 7, 2009 is: "National Walk to School Day" and that he would like to partner with the Mayor's Council on Physical Fitness in 2010 for the "National Walk to School Day". Liz Rotenberry will be the Mayor's Council contact person for Mr. McRoy.

7. Report on Governor's Council on Physical Fitness Meeting

Dr. O'Connell gave Chairman Pug Parris' report on the Governor's Advisory Council on Physical Fitness Meeting held in July in Austin. Dr. Parris presented a powerpoint presentation during the meeting highlighting the work, events, and accomplishments of the Abilene Mayor's Council on Physical Fitness. She noted that the Governor's Council decided to extend a small amount of funds to continue the development and launch of the myfitnessabilene.com website. With the award of these funds, the Abilene Mayor's Council on Physical Fitness will be asked to serve as a mentor to other cities similar in size and demographics to Abilene and assist them with organizing their councils.

8. Discussion and possible action on sponsorship guidelines

Kelley Messer, City of Abilene Legal Department, began the discussion on sponsorship guidelines. She shared that the Legal Department has given the approval for the Council to seek sponsorships. She asked for input regarding the sponsorship agreement guidelines. A sub-committee comprised of Dr. O'Connell, Dr. Parris and Mr. Horn will work with Ms. Messer on the development of the sponsorship guidelines. Kayla Christianson, InFocus Digital, will work with the sub-committee.

Mrs. Wright left the meeting at 5:00 pm.

Dr. Brice left the meeting at 5:05 pm.

9. Update and possible action on Marketing/Advertising

a) Event Supplies

Marissa, Harrison, InFocus Digital, updated the Council on the work of the Marketing sub-committee. She stated that the committee has been working to finalize the launch of the myfitnessabilene.com website.

On a motion by Deonna Shake; seconded by Liz Rotenberry, the council voted to approve that the Marketing Sub-committee can spend up to \$3,000 of grant funds for the promotion of the myfitnessabilene.com website.

10. Update and possible action on MyFitnessAbilene website

Ms. Christianson informed the Council that August 21, 1009 has been set as the launch date for the MyFitnessAbilene.com website. She encouraged members of the Council to become familiar with the website by logging on.

11. Set next meeting date

The next meeting is set for September 9, 2009.

12. Adjournment

There being no further business, the meeting was adjourned at 6:00 pm.