

**Minutes
Mayor's Council on Physical Fitness
September 9, 2009
Abilene City Hall
Basement Conference Room**

The Mayor's Council on Physical Fitness met on September 9, 2009, in the Basement Conference Room of City Hall, 555 Walnut, Abilene, Texas 79601. Dr. Pug Parris, Chairperson, was present and presiding. Mayor's Council on Physical Fitness members present were: Joy Hedges, Bill Horn, Mary Herron, Liz Rotenberry, Karen Stover, Dr. Tanya Brice, Deonna Shake and Dr. Dennis O'Connell. Also present were Lenka Wright, Kelley Messer, Barbara Boen, and Audria Hammond.

1. Call to Order

The meeting was called to order at 4:00 pm by Dr. Pug Parris, Chairperson

2. Minutes: Approval of Minutes for July 8, Meeting and August 12, 2009

Minutes for the July 8, 2009 and August 12, 2009 Meetings were tabled.

3. Status Reports

a) Grants

Lenka Wright, Staff Liaison, informed the Council that the Phase I and Phase II Grants end September 20, 2009. Phase III Grant funds in the amount of \$7500.00 are for a one year period. Dr. Parris noted that the Phase III Grant funds allocated require that the Council mentor other cities. Temple has contacted Ms. Wright with general questions.

b) Budget

Ms. Wright stated that the amount remaining in the budget is \$2037.80. She added that all sponsored events must be completed by September 30, 2009.

c) Staff Liaison

Ms. Wright introduced Barbara Boen. Ms. Boen will be assuming the role of Staff Liaison effective the October 1, 2009.

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

a) Disability Resources Inc.

Dickie Greenwood, Executive Director Disability Resources, presented the an application for support for Disability Resources, Inc. for the purchase of a Wii System Plus Fitness System. The fitness system will be used in the General Chuck Yeager Activity Center to provide physical exercise through play. Disability Resources, Inc assists developmentally disabled individuals achieve their full potential in a Christian environment. They currently serve 44 clients and have seven (7) group homes.

On a motion by Liz Rotenberry, seconded by Bill Horn, the Council approved \$300 to be awarded to Disability Resources Inc. for the purchase of a Wii System Plus Fitness System.

b) Abilene on the Move Day

Abilene on the Move Day is set for Thursday, September 10, 2009.

Some of the Plans for the upcoming Abilene on the Move Day include the following::

- Karen Stover and Mary Herron will coordinate events for participating AISD schools.
- Mayor Norm Archibald will lead a 10 minute the walk with City of Abilene Employees at 11:00 am
- McMurry University will host "laps at the quad" let by the fifth graders in the Math and Science Academy between 10 am and 11 am.

c) ArtWalk for Fitness

The Mayor's Council on Physical Fitness and the Center for Contemporary Arts have partnered for ArtWalk for Fitness, Thursday evening, September 10, 2009 in downtown Abilene. Joy Hedges is putting together information for the news release regarding the event.

d) Balloonfest

The 15th Annual Big Country Balloon Fest hosted by the Optimist Club of Abilene is scheduled for September 25-27, 2009. Ms. Wright informed the Council that she had been contacted by Richard Rose, event organizer, that the Mayor's Council on Physical Fitness logo will be on the event t-shirts.

e) October Events

Dr. Dennis O'Connell updated the Council on the Favorite Fitness Activity for October 2009. A bike race event is scheduled for October 24, 2009 at Cisco College at 8:00 am. The Mayor's Council tables cover with bottles of water with the Mayor's Council logo will be set up at the finish line.

Mr. Horn stated that the Second Annual ACU Triathlon is scheduled for Saturday, October 31, 2009 at the Gibson Physical Education Center on the campus of Abilene Christian University. The race begins at 8:00 am. The transition area opens at 6:30 am. Awards will be given to the top 5 Male and female triathletes.

Dr. Tanya Brice arrived at 4:18 pm.

Deonna Shake arrived at 4:20 pm.

Council members selected the following months to coordinate the Favorite Fitness Activity of the Month:

November 2009: Deonna Shake
December 2009: Dr. Pug Parris
January 2010: Bill Horn
February 2010: Dr. Tanya Brice
March 2010: Liz Rotenberry
April 2010: Mayors 5,K Run/Walk/Wheel
May 2010: Karen Stover and Mary Herron

5. Event evaluation reports

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

Ms. Wright presented the evaluation reports for the Tour De Gap Bicycle Ride and the Summer Bus Pass.

a) **Tour De Gap Bicycle Ride**

There were 235 participants in the event.. The funding was used to help cover the expenses of the event: food, rest stops, t-shirts, etc. Two ideas for improving future events were listed:

1. Booths/Vendors at the Start/Finish Area
2. Have a big-ticket item donated (i.e. television) to raffle off with proceeds going to the Food Bank

b) **Summer Bus Pass Evaluation Report**

Background

CityLink has been providing the Summer Fun Pass program since 2002. The Mayor's Council on Physical Fitness was a cosponsor of the 2009 program.

Promotional Assistance

2,500 promotional flyers were circulated.

Yearly comparison of Summer Fun Pass purchases

2003=40
2004=33
2005=37
2006=44
2007=61
2008=33
2009 to date=43

6. Update and possible action on Marketing/Advertising
a. Event supplies

Ms. Wright, Ms. Boen, and Dr. O'Connell presenting the following report on the proposed Marketing/Advertising Expenditures for approval by the Council:

TV/Radio Advertising: Total \$2,700

Television:

KTXS (69 spots): \$570.

KTAB (87 spots): \$565

KRBC (87 spots): \$565

FOX Local (255 spots): \$50

Radio:

GAP (72 spots): \$200

Cumulus (90 spots): \$200

Radio Abilene (60 spots) \$100

Billboards

MyFitnessAbilene.com billboards (8 total, 4 per month for 2 months): \$1,080

T-shirts

MyFitnessAbilene.com T-Shirts (500):

Flyers

MyFitnessAbilene.com flyers (100 full page, 500 half page): \$239.25

Decals

200, full color, 4"x4" self-adhesive decals with rounded corner: \$300
(\$1.50 each)

Tablecloth

3 sided, 1 color print, 8' table throw with logo, polyester and : \$278
Flame retardant

Stretchbands

900 bands (with \$70 set-up fee and \$ 4.95 in handling): \$1019.95

Polo Shirts for Mayor's Council Members and Staff

20 polos Digital Embroidery: \$535

OR 24 polos (The Monogrammer) \$459.36

On a motion by Dr. Brice, seconded by Ms. Stover, the proposed expenditures were approved. Ms. Boen will follow up on proposals and place orders for items.

7. Update on MyFitnessAbilene website

a) Website administration

Ms. Wright reported that the website launch was flawless.
Ms. Boen will be the point of contact for InFocus Digital for additions/deletions to the website.

b) Marketing/advertising

Dr. Parris stated that with the end of the Phase I and Phase II grant funding it is highly important that on a go forward basis, the council will need to shift gears and think of innovative ways to market/advertise the Mayor's Council on Physical Fitness. One of the ideas that she suggested is a speaker's bureau.

c) Flyer distribution

Ms. Wright presented a suggested distribution list prepared by InFocus Digital for the MyFitnessAbilene.com flyers:

½ page flyers (500):

Use for event packets

If extra available, provide to "Keep Movin"

Full page flyers (100 – can be posted at the following locations):

Coffee Shops: (Starbucks S 14th & Buffalo Gap Rd., Hastings Café
& Hastings by restrooms, Java City Ambler at Java City ACU

Private/Public Gyms

*Wal-Mart (North and South side – usually want at least 5 each location

City of Abilene Recreation Centers

Smoothie King (Contact Brooke)

Downtown Shops (Bogies, McKays, InFocus, The Center, Monks Coffee, etc..)

*Dyess Fitness Facilities (Contact Keep Movin – info@keepmovin.us)

*Universities (ACU wanted an electronic version this summer

*Blue Cross Blue Shield (Contact Jackson Boen – Jackson_Boen@bcbstx.com)

Rab's shoes

*denotes: contact for permission ad number of spaces available for posting.

Ms. Rotenberry suggested

8. Set next meeting date

The next meeting date was set for October 14, 2009.

9. Adjournment

There being no further business, the meeting adjourned at 5:00 pm.