

**Minutes**  
**Mayor's Council on Physical Fitness**  
**October 14, 2009**  
**Abilene City Hall**  
**Basement Conference Room**

The Mayor's Council on Physical Fitness met on October 14, 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: Joy Hedges, Bill Horn, Karen Stover, Mary Herron, Dr. Pug Parris, Liz Rotenberry, and Dr. Dan Munton. Also present were Jon Smith – Abilene Youth Sports Authority; Vickie Meyers - Texas Sport & Spine; Barbara Bowen, Kelley Messer and Audria Hammond – City of Abilene Staff.

**1. Call to Order**

The meeting was called to order at 4:05 pm by Dr. Dennis O'Connell, Vice Chairperson.

**2. Presentation: 2010 West Texas Sports Expo**

Jon Smith, President of the Abilene Youth Sports Authority and Vickie Meyers of Texas Sport & Spine did a presentation on the 2010 West Texas Sports and Fitness Expo scheduled for January 23, 2010, from 9:00 am to 5:00 pm at the Abilene Civic Center. They extended an invitation for the Mayor's Council on Physical Fitness to partner with the event.

Liz Rotenberry asked what the expectation of the Council was. Ms. Meyers stated that it would be great if the Council had a both detailing the work of the Council. Dr. Pug Parris added that computers could be set up to demonstrate the website. Dr. O'Connell stated that because the Council no longer has grant funds, they cannot fund events.

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

Minutes for the July 8, August 12, and September 9, 2009 Meetings were tabled.

**4. Status Reports**

**a) Grant Extension**

Barbara Boen, Staff Liaison, reported that the Council had been awarded a Phase III Grant for a period of one year in the amount of \$7,500: \$6,400 for website administration and \$1,100 for mentoring other cities in establishing and setting up their Mayor's Fitness Councils. Ms. Boen will contact the Department of State Health Services (DSHS) regarding which cities have been selected as grant recipients.

## **5. Discussion and possible action on upcoming events**

### **a) October events**

Dr. O'Connell stated that the 2009 Wheels for Life Cycling Event benefitting Christian Homes & Family Services is scheduled for Saturday, October 24, 2009 at 7:00 am at the PrimeTime Family Entertainment Center located at 4541 Loop 322. Mayor's Council on Physical Fitness water will be distributed at the event.

### **b) November events**

Discussion and possible action on November events was tabled

## **6. Event evaluation reports**

Ms. Boen presented the following evaluation reports:

### **a) Wii purchase Senior Citizens**

The City of Abilene Recreation Division utilized the funding to purchase a Wii Games System and an additional controller/game. As of October 2, 2009, There have been a total of 55 plus participants at two centers: senior citizens ages 55 & over and youth ages 6-13.

### **b) Movin' at Midnight**

The Mayor's Council provided magnets, bottled water, and the use of the Mayor's Council banner. Approximately 7 t-shirts were also available as prizes. There were 114 participants, male and female ages 8 to 65.

### **c) Big Country Balloon Fest**

Funding was used to offset the cost of finish line management; t-shirts; Gatorade, course marking, cups, and trophies. There were a total of 153 10K race participants and 22 1K fun run participants.

### **d) Kirk Goodwin Run – 5K**

Funding was used for timing company who supplied timing; sound equipment and race bibs. A total of 140 men and women ages 10 – 80 participated in the event.

### **e) ArtWalk for Fitness**

Joy Hedges stated that although it rained, the ArtWalk for Fitness event was a success. Over 400 participated in the event.

### **f) West Texas Fair and Rodeo Parade**

Members of the Mayor's Council on Physical Fitness along with 5<sup>th</sup> grade students from McMurry University's Math & Science Academy marched in the West Texas Fair and Rodeo Parade On Saturday, September 12, 2009.

### **g) Abilene on the Move day**

This year's Abilene on the Move Day was again a tremendous success. AISD schools and the local universities participated, as well the Mayor and employees at City Hall.

## **7. Update and possible action on Marketing/Advertising**

Ms. Boen provided the following update on Marketing/Advertising

### **a) Canopy/Table Throw**

The Canopy and /Table throw have been received

### **b) Stretchbands/Polo shirts**

The Order for the Stretchbands has been placed and is scheduled to  
Polo shirts have been received.

### **c) Distribution of supporter decals for myfitnessabilene.com**

Ms. Boen is working to get contact information for myfitnessabile.com  
Users from InFocus Digital so that decals can be sent to them

### **d) Flyer distribution**

Flyers are ready for distribution at events and for distribution to  
local businesses/vendors.

## **8. MyFitnessAbilene.com event updates**

Ms. Boen is working with InFocus to assure that end website is current and updated  
timely.

## **9. Discussion and possible recommendation of process**

### **a) Fundraising Sponsorships**

Ms. Messer presented draft of Guidelines for Sponsorship and the Purchase  
of Advertising from the Mayor's Council on Physical Fitness along with a  
draft application for Sponsorship or the Purchase of Advertising from the  
Mayor's Council on Physical Fitness for review/input by the Council.  
The Marketing subcommittee along with Dr. Parris will meet regarding  
the Guidelines for Sponsorship and the Purchase of Advertising from the  
Mayor's Council on Physical Fitness.

## **10. Discussion and possible recommendation on**

### **a) Projects for grant consideration**

Dr. O'Connell asked that the Council members brainstorm regarding  
projects for grant consideration to keep the Mayor's Council going forward.

## **11. Set next meeting date**

The next meeting date was set for November 18, 2009

## **9. Adjournment**

There being no further business, the meeting adjourned at 5:25 pm.