

**Minutes
Mayor's Council on Physical Fitness
Regular Meeting and Workshop
July 19, 2010
1:30 PM
Rose Park Senior Center, Room C**

The Mayor's Council on Physical Fitness met on July 19, 2010 in Room C of the Rose Park Senior Center, 2633 South 7th Street, Abilene, Texas 79605. Dennis O'Connell, Chairperson, was present and presiding. Members present were Kris Dawson, Cheryl Edgar, Mary Herron, Pug Parris, Ron Richert, Deonna Shake, and Joy Hedges. Also present were Barbara Boen, Kelley Messer, and Audria Hammond - City of Abilene staff.

Regular Meeting

1. Call to order and swearing of new councilmembers

Dennis O'Connell, Chairperson called the meeting to order at 1:35 pm after determining a quorum. New councilmembers Kris Dawson, Cheryl Edgar, and Ron Richert were sworn in by Audria Hammond

2. Minutes: Approval of Minutes of February 10, March 10, April 14 and May 12, 2010 and June 9, 2010 meetings

On a motion by Pug Parris, seconded by Kris Dawson, the Council approved the minutes of the March 20, April 14, and June 9, 2010 meetings. Minutes of the February 10 and May 12, 2010 meetings were tabled.

3. Staff Liaison report

a) Mentoring log to DSHS (June 2010)

Barbara Boen, Staff Liaison, presented the Mentoring Logs submitted to the Department of State Health Services for June 2010:

June, 2010

Mayor's Council on Physical Fitness
Phase III Mentoring Activities

SECTION II PERFORMANCE MEASURES

Measure 1 – Mentor other cities by hosting representatives of those cities, answering their questions and providing follow up guidance and coaching via phone, email or fax regarding the development and implementation of those cities' Mayoral Fitness Councils and work plans.

- On June 1, 2010, Chuck Ramm with the City of Temple called to request the City of Abilene's Phase II final report and Exhibit A to Phase II Governor's Advisory

Council on Physical Fitness. Staff liaison Barbara Boen furnished both documents to Mr. Ramm.

- June 3, 2010 Barbara Boen sent Phase II Grant Application to Chuck Ramm in the City of Temple.
- June 24, 2010, Barbara Boen visited with Angela Rowe from Corpus Christi about the number of members on the council, and provided Phase II Grant Application and Phase II budget. Angela commented on how much she liked the goodie bag of Mayor's Council promotional items (stretchbands, t-shirts, magnets, etc.) we had sent to Corpus Christi and all the Phase I cities in January, 2010.

4. Discussion and possible action on the following:

- a) Favorite Fitness Activity of the Month: July Swim Day, August (TBD), September "Abilene on the Move Day"/Elementary School PE Announcements**

Favorite Fitness Activity of the Month – July

Pug Parris reported that the July Swim Day scheduled for July was cancelled at the request of the City.

Favorite Fitness Activity of the Month - September "Abilene on the Move Day"/Elementary School PE Announcements

Mary Herron gave an update on plans for this years "Abilene on the Move Day"/Elementary School PE Announcements. The date has been set for September 10, 2011.

The regular meeting was adjourned at 2:00 pm by Dennis O'Connell, Chairperson.

Workshop

The Workshop was called to order by Dennis O'Connell, Chairperson at 2:05 pm.

1. Discussion and possible action on the following:

- a) What is our mission?**

Chair Dennis O'Connell reminded Mayor's Council on Physical Fitness members in attendance of the mission of the Mayor's Council on Physical Fitness: To assist in developing and promoting ongoing fitness programs and annual fitness campaigns designed to meet the needs of the community.

Pug Parris gave a brief history of the government's role in physical fitness.

b) Proposed Action Plan 2010-2011

Chair Dennis O'Connell distributed the Proposed Action Plan for 2010-2011. The plan is divided into four areas: Marketing, Public Relations, and Mayor's 5K Run, and Mayor's Hike.

Bill Horn will lead the Marketing Team. Team members are Ron Richert, Deonna Shake, Chair Dennis O'Connell and Dan Munton

Pug Parris will lead the Public Relations Team. Team members are Kris Dawson, Cheryl Edgar, Mary Herron, and Joy Hedges.

Joy Hedges will lead the Mayor's 5K Run and the entire council will serve as team members.

Barbara Boen, staff liaison, will lead the Mayor's Hike with the entire council serving as team members.

c) Marketing Subcommittee recommendation re: sponsorships on myfitnessabilene.com

The Marketing Subcommittee recommendation regarding sponsorships on the myfitnessabilene.com was tabled. The Subcommittee will meet with InFocus Digital in an effort to determine the best approach to take for securing sponsorships for the website.

d) Solicitation packet used for Mayor's 5K

Joy Hedges presented the solicitation packet used for the 2010 Mayor's 5K. She noted that the date for the 2011 Mayor's 5K has tentatively been set for April 9, 2011.

e) Advertising campaign to market myfitnessabilene.com

The Marketing Subcommittee will meet with InFocus Digital regarding marketing strategies for the myfitnessabilene.com website.

f) Administration of myfitnessabilene.com

The Mayor's Council on Physical Fitness website, myfitnessabilene.com is currently being administered by InFocus Digital. Kelley Messer, City Legal staff, informed the Council that the InFocus Digital contract expires August 2010.

g) Physical Fitness Leadership Award

Chair Dennis O'Connell presented a draft proposal for Guidelines for the Mayor's Council on Physical Fitness Leadership Award. The proposal included two awards: the Chris Kyker Physical fitness Leadership Award and the Mayor's Physical Fitness

Leadership Award; along with nomination criteria. A final draft will be presented at the August meeting.

h) Promoting fitness and promoting the Mayor's Council

Chair Dennis O'Connell reminded the Council of the committee's charge to promote physical fitness in Abilene. He added that the Public Relations Team will add greatly to the charge and encouraged the members of the Council to brainstorm for additional ideas.

6. Set next meeting date

The next meeting date was set for August 11, 2010 in the Basement Conference Room of City Hall.

7. Adjournment

Chair Dennis O'Connell adjourned the meeting 3:54 PM.

NOT YET APPROVED