

**Minutes  
Mayor's Council on Physical Fitness  
Regular Meeting and Workshop  
August 11, 2010  
Abilene City Hall  
Basement Conference Room**

The Mayor's Council on Physical Fitness met on August 11, 2010 in the Basement Conference Room of City Hall, 555 Walnut, Abilene, Texas 79605. Dennis O'Connell, Chairperson, was present and presiding. Members present were Kris Dawson, Cheryl Edgar, Mary Herron, Deonna Shake, and Joy Hedges. Also present were Barbara Boen, Kelley Messer, and Audria Hammond - City of Abilene staff.

**1. Call to Order**

Dennis O'Connell, Chairperson called the meeting to order at 4:00 pm after determining a quorum.

**2. Minutes: Approval of Minutes of February 10, May 12, and July 19 regular meeting and workshop**

On a motion by Deonna Shake, seconded by Kris Dawson, the Council approved the minutes of the February 10, 2010 meeting.

On a motion by Kris Dawson, seconded by Cheryl Edgar, the Council approved the minutes of the May 12, 2010 meeting.

Minutes of the July 19, 2010 regular meeting and workshop were tabled.

**3. Staff Liaison report**

**a) Mentoring log to DSHS (Ju1y 2010)**

Barbara Boen, Staff Liaison, presented the Mentoring Log submitted to the Department of State Health Services for July 2010. She noted that there were no activities.

**b) City of Abilene's Social Media Policy**

Barbara Boen, Staff Liaison, shared the City of Abilene's Social Media Policy with the Council. The policy outlines the City's guidelines for the use of Social Media websites and online social networking.

Kris Dawson will work on creating a Facebook page for the Mayor's Council on Physical Fitness.

**4. Discussion and possible action on the following:**

**a) Favorite Fitness Activity of the Month August Friends of Fitness September “Abilene on the Move Day”/PE Announcements (October Miles for Miracles**

**Favorite Fitness Activity of the Month August Friends of Fitness**

Kris Dawson reported that the August Fitness Activity – “Abilene’s Friends of Fitness Day” - will be held on Friday, August 13, 2011 from 5:00 am - 6:00 am on the football field of McMurry University. A news release was sent out on April 3, 2010. The September “Abilene on the Move Day” will be announced during the event.

**Favorite Fitness Activity of the Month September “Abilene on the Move Day”/PE Announcements**

Mary Herron reported that this years Abilene On the Move Day is scheduled for September 10, 2010. All AISD Elementary Principals have been informed of the event. She is working with the PE Teachers regarding the event. Announcements will be made by Council members at the schools. Walking events will be held at various times at the schools.

Barbara Boen, Staff Liaison, will work to get a news release prepared regarding the event.

Pug Parris will lead a group of students from the Magnet School in the Annual West Texas Fair and Rodeo Parade on September 11, 2010.

**Favorite Fitness Activity of the Month October Miles for Miracles**

Discussion and possible action on the Favorite Fitness Activity of the month for October Miles for Miracles was tabled as Bill Horn was unable to attend the meeting.

**b) Designate Chair for 2011 Mayor’s Hike**

Kris Dawson will be the Chair for the 2011 Mayor’s Hike. Joy Hedges will serve as Co-Chair.

**c) Guidelines for Mayor’s Council on Physical Fitness Leadership Award**

Chair Dennis O’Connell presented an amended draft of the Guidelines for the Mayor’s Council on Physical Fitness Leadership Award.

On a motion by Deonna Shake; Seconded by Mary Herron, the Council approved the amended Guidelines for the Mayor’s Council on Physical Fitness Leadership Award.

**d) Promotional materials (t-shirts, water)**

Chair Dennis O'Connell informed the Council that \$4800.00 is available for use by the Council. The funds are from the 2010 Mayor's 5K Run/Walk/Wheel event.

On a motion by Mary Herron, seconded by Deonna Shake, the Council approved for \$1000 to be used for the purchase of bottled water with the Mayor's Council on Physical Fitness logon on the label. Deonna Shake will contact vendors for pricing information.

The purchase of t-shirts was not approved at this time. Pug Parris will contact vendors for pricing information.

**e) Friends of Fitness**

Chair Dennis O'Connell reminded each member of the Council to submit five (5) names for the Friends of Fitness to Kris Dawson by December 2010.

**f) Myfitnessabilene user blitz email**

Chair Dennis O'Connell informed the Council that INFocus Digital is currently in the process of doing an e-mail blitz on myfitnessabilene.com users.

**g) Mayor's Council on Physical Fitness Facebook page**

Kris Dawson reported that she is making progress on the Mayor's Council on the Mayor's council on Physical Fitness Facebook page.

**h) Myfitnessabilene.com website administration**

Kelley Messer, City Legal Staff, informed the Council that she had spoken with Kayla Christiansen with INFocus Digital. The current contract allows for 10 hours per month of website administration and will expire on August 31, 2011. She recommended including a list of responsibilities in the agreement should the decision be made to renew the contract with them.

On a motion by Mary Herron; seconded by Cheryl Edgar, the Council approved the renewal of the contract including a list of responsibilities with INFocus Digital for one (1) year.

**i) Marketing Team activity report (Shake)**

The Marketing Team Activity Report was tabled until the September Meeting.

**j) Public Relations Team activity report (Dawson)**

Kris Dawson updated the Council of the activities of the Public Relations Team.

She listed the following events for August 2010 thru July 2011:

- August 2010: Keep Movin' Abilene Friend of Fitness Day – Kris Dawson
- September 2010: Citywide Abilene on the Move – Mary Herron
- October 2010: Mile for Miracles - Bill Horn
- November 2010: Turkey Trot
- December 2010: Martial Arts - Phil Sage/Joy Hedges
- January 2011: Steam Boat Mountain – Bill Horn
- February 2011: Abilene Ice Bowl Disc Golf - Deonna Shake
- March 2011: Steam/N/Wheels Bike Race – Dennis O'Connell
- April 2011: Mayor's 5K Run/Walk/Wheel – Joy Hedges
- May 2011: Senior Jamboree – Pug Parris  
Elementary School PE Announcements
- June 2011: Mayor's Hike - Kris Dawson and Joy Hedges
- July 2011: Free Swim Day

Friends of Fitness will be a group of volunteers who will assist at events sponsored/endorsed by the Mayors Council of Physical Fitness. The goal is to have fifty (50) names by December 1, 2010. A spot will be included on the myfitnessabilene.com website for Friends of Fitness. Friends of Fitness members will receive a t-shirt.

**5. Set next meeting date**

The next meeting date was set for September 8, 2010 in the Basement Conference Room of City Hall.

**6. Adjournment**

Chair Dennis O'Connell adjourned the meeting at 5:10 pm.